

**UNIVERSITI TEKNOLOGI MARA**

**SOCIAL NETWORKING SITES USAGE  
TRENDS AMONG GENERATION Y ON  
MOBILE**

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## ABSTRACT

Social Networking sites (SNSs) is describe as any web site that enables users to form relationships to create public profiles and to communicate with other users of the same web site who access their profile within that web site (Vangie Beal, 2012). Recent years, social network sites have become popular particularly with young students (Mahe Bushra, 2010). Young students are called as Generation Y where those students who born between 1980 and 1995 and they are known as digital natives who have never known a world without computers (Ruth N. Bolton, 2013). Social network sites have become an integral part of Generation Y lives and help to build their connections with others (Alison M. Wolfe, 2000). Social media usage is particularly high among young adults and college students (Lenhart et al., 2010). Unfortunately, there are many web pages are deliberately spreading various slander and gossip and it may affect harmony and unification of our country. This spread negative propaganda may lead to chaos and anxiety community. All written material in SNSs able to trigger misunderstanding between peoples and caused negative behavior in this country easily. In the study, it was found out that generation Y uses social media as a media interaction, entertainment, and personal identity formation, sharing of information and media as well as online engagement. The results obtained show the factor that influence social media usage is personal factors (Ika Destiana, Ali Salman & Mohd Helmi, 2013). Prior research on the social media usage of Generation Y focuses primarily on the United States has discussed how Generation Y's use of social media influences individuals, firms and society. Ruth N Bolton has highlighted the dark side effect to the generation Y due to the individual factor. Therefore, this study is to see whether the individual factor include stable factors which is socio-economic status, personal values and dynamic factors which is emotions influence the use of SNS among Generation Y in Malaysia and whether there are differences between the genders due demographic is also an important to consider in social media usage such as

question “Does gender play a role in interest in social networking sites?” (Michael T. Braun & Lyn Van Swol, 1999). Genders appear to influence participation on social network sites. Younger boys are more likely to participate than younger girls (Danah Boyd, 2007). Data were collected using survey questionnaire which was carried out among 100 undergraduate students. Besides, we also can see the trends of using social networking sites among Malaysia students. Trends such as the frequency of use of SNS, since when they join SNS, what type of SNS they are using and where they access SNS will also identified. The significance of this study is to know to what extent and is individual factors influences them to continuously use the SNSs and this is to understand generation Y in developing a good future generation with the well-balanced with the advancement of technology.

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