UNIVERSITI TEKNOLOGI MARA

PERSONALITY TRAITS AND SOCIAL NETWORKING SITES ADDICTION AMONG UiTM STUDENTS

NUR FAIZA BINTI ZULKIPLI

Computing Project submitted in fulfilment
of the requirements for the degree of
Master of Science in Information Technology

Faculty of Computer and Mathematical Sciences

January 2017

ABSTRACT

Social networking sites (SNS) have gained fame over the past few years. People have started to use them excessively. Among the popular social networking sites are Facebook, Instagram, Twitter, Snapchat and the list goes on. It has become the center of attention and has created an urge to explore certain issue among the researchers. This study investigates the effect of personality variables on social networking sites addiction. Survey method was employed as the methodology in this study. 250 sets of questionnaires were distributed among students from various faculty in UiTM Shah Alam campus. However, only 206 set of questionnaire were valid to be analyzed. For findings and result, Regression analysis was used to analyze the data. Extraversion, Neuroticism and Openness to experiences are all positively correlated to social networking sites addiction. University needs to play significant role to take advantage on this situation. Some study might indicate that SNS addiction will give bad impact to students' academic performance. But it can be avoided by injecting education element on SNS, both ways for teaching and learning. By this means, students can get the information swiftly and more up-to-date.

ACKNOWLEDGEMENT

First and foremost, the deepest gratitude of all shall be bestowed to Allah the Almighty and The Merciful for all the insight which He gave to us that lead to the completion of this research. Without His blessings and consent, I might not have enough courage and determination to complete this research. All my thanks and appreciation will be lay upon Him.

My gratitude and thanks to my supervisor, Puan Saidatul Rahah binti Hamidi, for her advice, support, new ideas, time spent, comments and all encouragement in assisting me for the better quality in my research. Not to forget all my Master's friends that never give up to give idea and encourage each other to complete this research.

Finally, my deepest gratitude to my beloved parents and families that give encourage for me to success. Without their pray and support during the tough and limited time, this thesis would not have been complete successfully.

Thank you so much.

TABLE OF CONTENT

AUTHOR'S DECLARATION i
ABSTRACT ii
ACKNOWLEDGEMENT iii
LIST OF TABLE vii
LIST OF FIGURES ix

CHAPTER ONE 1
INTRODUCTION 1
1.1 INTRODUCTION 1
1.2 RESEARCH BACKGROUND 1
1.3 PROBLEM STATEMENT 2
1.4 RESEARCH OBJECTIVES 3
1.5 RESEARCH QUESTIONS 4
1.6 RESEARCH SCOPE 4
1.7 RESEARCH SIGNIFICANCE 5
1.8 ORGANIZATION OF RESEARCH REPORT 5

CHAPTER TWO 7
LITERATURE REVIEW 7
2.1 INTRODUCTION 7
2.2 SOCIAL MEDIA 7
2.3 SOCIAL NETWORKING AND SOCIAL NETWORKING SITES (SNS) 8
2.3.1 Importance of Social Networking Sites 9
2.3.2 Types of Social Networking Sites 11
2.3.2.1 Facebook 12
2.3.2.2 Instagram 12
2.3.2.3 Snapchat 12
2.3.2.4 Twitter 13
2.4 SOCIAL NETWORKING SITES ADDICTION 13
2.5 PERSONALITY TRAITS MODEL 14
2.5.1 Big Five Factor Model 15
2.5.2 HEXACO Model 17
2.5.3 Hans Eysenck's model 18
2.5.4 Summary of Big Five Factor, HEXACO and Hans Eysenck's Model 20

2.6 PERSONALITY TRAITS AND SOCIAL NETWORKING SITES 21
2.6.1 Extrovert and Social Networking Sites Usage 21
2.6.2 Neuroticism and Social Networking Sites Usage 22
2.6.3 Openness to experience and Social Networking Sites Usage 23
2.6.4 Agreeableness and Social Networking Sites Usage 24
2.6.5 Conscientiousness and Social Networking Sites Usage 24

CHAPTER THREE 26
METHODOLOGY 26
3.1 INTRODUCTION 26
3.2 RESEARCH DESIGN 26
3.3 DATA COLLECTION METHODS 27
3.3.1 Target Population 28
3.3.2 Sampling Frame and Sampling Location 29
3.3.3 Sampling Elements 29
3.4.3 Sampling Technique 29
3.4 RESEARCH INSTRUMENT 29
3.4.1 Pilot Test (Reliability) 31
3.4.2 Data Analysis 32
3.5 RESEARCH PARADIGM & APPROACH 33

CHAPTER FOUR 35
RESULT AND DISCUSSION 35
4.1 INTRODUCTION 35
4.2 DESCRIPTIVE STATISTICS 35
4.2.1 Respondent Demographic 35
4.2.2 Identifying the Social Networking Sites (SNS) Addiction among the students. 42
4.2.2.1 Students of Science and Technology cluster 42
4.2.2.2 Students of Social Science and Humanities cluster 43
4.2.2.3 Students of Business and Management cluster 44
4.2.3 Identifying the Big Five Factor personality among the students 46
4.2.3.1 Openness to Experience. 46
4.2.3.2 Conscientiousness 47
4.2.3.3 Extraversion 47
4.2.3.4 Agreeableness 48
4.2.3.5 Neuroticism 48