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THE FACTORS THAT INFLUENCE THE USAGE OF
WHATSAPP AMONG YOUTH AT KOTA SAMARAHAN

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THE ABSTRACT

Abstract

In this new era of globalization, telecommunication technologies are having a rapid development nowadays. One of the successful technologies is mobile instant messenger, which the most popular among people is WhatsApp. People are using WhatsApp to communicate with their friends, family members, colleagues, lecturers, students and many others. Some people are using WhatsApp for enjoyment or fun, whereby they can share with others many funny stuff, jokes, funny pictures, and videos. This research indicates the factors people are using WhatsApp because of its sociability, as a means for social support, hedonic motivation and because of the nature of WhatsApp itself. This research also study the differences in factors that influence the usage of WhatsApp between genders; male and female. Besides that, this research study also determine the difference in factors of using WhatsApp based on time spent. The researcher collects the data through questionnaires which are distributed to 250 youth of Taman Desa Ilmu, Samarahan as respondents. The researcher also provide practical implications and offer suggestions for future researchers.

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CHAPTER ONE

INTRODUCTION

1.0 Introduction

The chapter will discuss on the background of the research which is related to the usage of WhatsApp. It focuses on the factors that influence the usage of WhatsApp among youth at Kota Samarahan. This chapter consists of eight sections. Section 1.1 discuss the research background, followed by section 1.2 presents the research problem, section 1.3 presents research questions, Then section 1.4 states the research objectives, followed by section 1.5 presents the scope of the study, and section 1.6 discuss significance of the study and lastly the section 1.7 discuss definitions of key terms.

1.1 Research background

Recently, the Digital News Report 2017 have reported that Malaysia was ranked first as the country with the highest usage of WhatsApp around the world. It was found that 51% of WhatsApp users around the world are Malaysians (The Digital News Report, 2017). Meanwhile, the study of TNS Global found that Malaysians are made up of 77% as a WhatsApp users, in which indicate that Malaysians are the largest users of WhatsApp around the globe. WhatsApp has become popular among public, especially among the youth.

In January 2009, Brian Acton and Jan Koum, the founders of WhatsApp, has introduced WhatsApp to the world for the first time, and later being bought by Facebook