UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE
& POLICY STUDIES

FACTORS THAT CONTRIBUTE TO THE CYBERBULLY ACTIVITIES AMONG STUDENTS USING SOCIAL MEDIA: CASE STUDY IN UNIVERSITI TEKNOLOGI MARA (UiTM) SEREMBAN 3, NEGERI SEMBILAN

NURUL AIMI ATHIRAH BINTI AMRIYANTO
2020980733

SITI MARLIZA BINTI AMAN
2020982199

FEBRUARY 2022

ABSTRACT

Cyberbullying, as a serious form of repetitive, purposive, and harmful aggressive behaviour, must be addressed. Cases of cyberbullying are becoming more common in Malaysia. It frequently occurs between students. Cyberbullying is an act in which the abuser proposes information and actions with the intent of psychologically harming an individual or group. This research focused on university students in Universiti Teknologi Mara (UiTM) in Seremban 3. A survey was conducted with 366 students. The objective of this research is to determine the factors that contribute to the cyberbullying activities among students using social media by looking at peer influence, attitude and family background. Regarding the various technologies and platform social media users experienced significantly more to the cyberbullying. The survey also indicated that students spent more time on social media. The researcher used a descriptive style by using a questionnaire to scrutinize the factor that contributes to the cyberbully activities. Based on the result, it shows that family background is most significant towards the cyberbully activities among students. Family is the one of the most constant and influential aspects in the child environment. Parental participation is linked to the behaviour of the children.

Keywords: Cyberbully, Peer Influence, Attitude, Family Background, Social Media

ACKNOWLEDGEMENT

Alhamdulillah, first of all we would like to thank Allah SWT as finally we were able to finish our research. Completing this research was kind of a challenging task for us. This task has been done with all affordance even though there are some problems that happened among us while completing this research. Luckily, all the problems can be settled down and we were able to adapt properly and wisely.

Besides that, a big thank you to our supervisor Puan Norraidah Abu Hassan who taught and shared a lot of knowledge with us about research and always gave us a positive mind set. Without her guidance our research cannot be done properly. She always gives us support and guides us on how to do our research in order to come out with a good outcome. Thank you for the support, patience and ideas in assisting us with this project.

On the other hand, big thanks also to other research's lecturers, Sir Ramlan Arshad and Dr. Azma Aznawi Shah who always teaches and guides us to understand more while studying research and also in providing and explaining good research methods.

Finally, a million thanks also to our family that always gives support and motivates us to complete this research. Hope that all the effort will give a lot of benefits to us and also other people. Without whose blessings we will not have successfully completed this study.

Nurul Aimi Athirah Binti Amriyanto
Siti Marliza Binti Aman
Bachelor of Administrative Science (Honours)
Faculty of Administrative Science & Policy Studies

TABLE OF CONTENTS

THE DECLARATION ..... **i**
ABSTRACT ..... **ii**
ABSTRAK ..... **iii**
ACKNOWLEDGEMENT ..... **iv**
TABLE OF CONTENTS ..... **v**
LIST OF FIGURES ..... **viii**
LIST OF TABLES ..... **ix**
LIST OF APPENDICES ..... **x**

CHAPTER ONE **1**
INTRODUCTION **1**
1.1 Introduction **1**
1.2 Research background **1**
1.3 Problem statement **3**
1.4 Research questions **5**
1.5 Research objectives **6**
1.6 Scope of study **6**
1.6.1 Level **6**
1.6.2 Territory **6**
1.6.3 Time **6**
1.7 Significance of the study **7**
1.7.1 Body of the knowledge **7**
1.7.2 Policy Makers **7**
1.7.3 Higher learning institution students **8**
1.7.4 Community **8**
1.8 Definition of terms, terminology and concepts **8**
1.8.1 Cyberbully **8**
1.8.2 Individual attitudes **9**
1.8.3 Peer influence **9**
1.8.4 Family background **9**
1.9 Summary of the Chapter **10**

CHAPTER TWO **11**
LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK **11**
2.1 Introduction **11**

2.2 Cyberbully activities among students **11**
2.3 Peer influence **13**
2.4 Individual attitudes **15**
2.5 Family Background **17**
2.6 Conceptual framework **18**
2.7 Conceptual framework definition **19**
2.7.1 Cyberbully activities in social media among students **19**
2.7.2 Peer influence **19**
2.7.3 Individual Attitudes **20**
2.8 Hypothesis **20**
2.9 Summary of the Chapter **23**

CHAPTER THREE **24**
RESEARCH METHODOLOGY **24**
3.1 Introduction **24**
3.2 Research design **24**
3.3 Unit of analysis **24**
3.4 Sample size **24**
3.5 Sampling technique **25**
3.6 Measurement/instrument **26**
3.6.1 Cyberbully activities among the students **27**
3.6.2 Peer influence **28**
3.6.3 Individual Attitude **29**
3.6.4 Family Background **30**
3.7 Data Collection **31**
3.8 Data Analysis **31**
3.9 Summary of the Chapter **33**

CHAPTER FOUR **34**
FINDINGS **34**
4.1 Introduction **34**
4.2 Demographic Profile **34**
4.3 Preliminary Analyses **36**
4.3.1 Reliability Results Full Scale Study **36**
4.3.2 Normality Results Full Scale Study **36**
4.4 Main Findings **37**
4.4.1 Objective 1 ..... **37**