



Faculty of Communication and Media Studies

COM660 ACADEMIC WRITING

**THE RELATIONSHIP BETWEEN SOCIAL MEDIA USAGE AND
MEDIA DEPENDENCY WITH THE DEVELOPMENT OF VIRTUAL
RELATIONSHIP AMONG GENERATION Y**

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Abstract

In today's era, people are able to communicate towards one another through various forms of communication especially social media that have been provided for us to interact online. How we interact with one another has changed and enhance which it become digitalized where communication can now occur in the virtual world. It is remarkable where people can now interact one another in an instant. This gives various benefits towards the society yet people can also abuse the technology which people misuse or overuse it which affect them especially in their social lives.

After years of development throughout the virtual world, many social media applications and social networks have been developed to make everything easier, reliable, faster and more comfortable. These tools and software have become so developed that it affects our trends, culture, orientation and especially social lifestyle. Now, people are so getting used to social media that they have been developing relationships through it. They are able to use social media as a platform to engage, develop and maintain relationships with new people. Yet, this has affected their social lifestyle which they have been using virtual communication too much rather than physical interaction. This has caused the development of virtual relationship among them.

In this study, it discusses it details of the relationship between social media usage and internet addiction with the development of virtual relationship among Generation Y.

This research focus on Generation Y as they have come a generation where they grow up and aware with the development and changes of technology from time to time. Basically, they grew up with the technology which makes them the best target audiences for this study. This chapter discusses about the advantages and disadvantages of virtual relationship with its significant relation between social media usage and media dependency along with the supported theory of Media Dependency Theory. It consists of the result from 60 respondents which is divided into two parts which are 30 males and 30 females.

As Generation Y become this study's target population, the development of virtual relationship is determined by referring to the two variables which are social media usage and media dependency. By analyzing its findings and data analysis, the conclusion were developed based on these three variables.

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Table of Content

<i>Content</i>	Page
Abstract	II
Author's Declaration	III
Acknowledgement	IV
Table of Content	V
List of Table	VI
Chapter 1: Introduction	
1.1 Background of Study	1
1.2 Problem Statement	
1.3 Objectives	
1.4 Scope of Study	
1.5 Significance of Study	
1.6 Theoretical Framework	
Chapter 2: Literature Review	
2.1 Literature Review	
2.1.1 Social Media Usage and Generation Y	
2.1.2 Griffiths' Components Model and Human Relationship	
2.1.3 Virtual Relationship and Social Relationship Development	
2.1.4 System Media Dependency and Social Network Sites	
2.2 Operationalism	
2.3 Media Dependency Theory	
Chapter 3: Methodology	
3.1 Research Design	
3.2 Data Collection Strategy	
3.3 Data Analysis Strategy	
3.4 Location of Study	
3.5 Population and Sampling	

Chapter One

Introduction

1.1 Introduction

People nowadays can interact towards one another through various forms of communication especially social network that have been provided for us to interact online. Technology has become so advanced that we can reach people around the world in an instant which is remarkable. This gives various benefits towards the society yet people can also abuse the technology which people misuse or overuse it which affect them especially in their social lives.

This study is about finding the relationship between social media usage and internet addiction with the development of virtual relationship among generation Y. It focus on how social media usage and internet addiction related towards virtual relationship and how they play their role in developing virtual relationship.

Virtual can be defined as being such in essence or effect though not formally recognized or admitted. *Relationship* can be referred to the relation connecting or binding participants in a relationship. *Virtual relationship* can be defined as people are not physically present but communicate exclusively through social network. It is a relationship between two people or more on the virtual world but never met each other in the real world. They able to interact one another through designated social media that allow them to express their feelings through various ways which able to maintain and deepen their kinship even more.

The target population of this study is people who come from generation Y in Malaysia. The sample of this research will be undergraduate students of Universiti Teknologi Mara. In the effort of implementing the research, quantitative methodology is the appropriate way to gain results through survey which will be conducted to collect data from students.

In this research, we define generation Y are people who are born from 1989-1999. Park and Gursoy (2012, page 1995) stated they rely heavily on technology for entertainment, to interact with others – and even for emotion regulation. Members have experienced long periods of economic prosperity (until the past few years) and a rapid advance in instant communication technologies, social networking, and globalization.

An issue developed when people are too attached to social network where 24/7 connectivity occurred anytime and anywhere. People are starting to abandon their