

UNIVERSITI TEKNOLOGI MARA

**DETERMINANTS AND OUTCOMES OF
PATHOLOGICAL INTERNET USE (PIU) AMONG
URBAN KLANG VALLEY MILLENNIAL TEENS**

PRESSCA NEGING

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of the requirements for the degree of
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AUTHOR'S DECLARATION

I declare that the work in this thesis/dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

The rapid adoption of Internet has turned the Millennial Teens' life like a lightning speed. Empirical evidence has illustrated that Pathological Internet Use (PIU) among them ensure long-term success to the market players in the children industry. However, it creates concerns among their care takers as it generates mental disorder among some of them. The purpose of this thesis is to study the determinants of pathological Internet use (PIU) among Millennial Teens in urban Klang Valley in Malaysia and the outcomes of this disorder on their cognitive and behavioral skills, as well as the influence by their personality. A modified Media System Dependency (MSD) model comprising social system, media system, personality system, online consumer self-efficacy and Internet maven are proposed. To the best knowledge of the researcher, there has been no study conducted to date on MSD which integrates personality system in its micro-level relationship. The sample of this thesis consisted of 656 school students between the ages of 16 – 17 year-old sampled in a multi-stage cluster in Malaysia. Exploratory factor analysis was used to extract determinants of PIU. It was found that personality system which consisted of neuroticism trait formed the highest contribution of PIU among Millennial Teens in urban Klang Valley and social system which was made of parents and peers had negative relationship with PIU. Structural Equation Modeling was used to test the study hypotheses. According to the findings, Millennial Teens long time online increased their online consumer self-efficacy and Internet maven skills. Implications for families, research, theory, policy, and education are discussed.

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May Arya and my nephews and nieces be inspired by this thesis and them. We all know that children are great imitators and with that I hope that this thesis and my shared stories of researching will give our future holders something great to imitate.

CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

*I believe the children are our future
Teach them well and let them lead the way
Show them all the beauty they possess inside.*

Those are the lyrics Whitney Houston sang in “The Greatest Love of All.” Behind those words, there is a meaning that children or the future generations provide the greatest, unconditional love of all. With all the promising future they can provide, parents should educate them in a way that can shape them to be the sequel of their action plan by instilling in them positive values and moral education. Various studies (Ang et al., 2012 & Siomos et al., 2012) have observed that parents play the most dominant role in shaping the behaviour of their children.

However, the rapid adoption of Internet which comprises social media such as Wikipedia, YouTube, Facebook, Second Life, and Twitter, has shaped the children’s life at lightning speed. Nowadays, 9-month-old children spend nearly an hour a day watching television or DVDs; 5-year-olds are begging to play with their parents’ iPhones to access Internet; and 7-year-olds are sitting down in front of a computer several times a week to play games, do homework, or check out how their avatars are doing in their favourite virtual world. Besides that, many Internet activities are geared towards teenagers who would be motivated to surf the Internet together when surrounded by their peers (Wang et al., 2012). If used positively, the Internet can shape them to be better consumers. However, if students use internet all-night, they get infatuated with online activities such that they forget to eat and sleep. Then, their learning process will be affected (Brien, 2011). This Internet use behaviour will jeopardize their academic performance (Sun, 2009). Hence, any excessive or poorly controlled preoccupations, urges, or behaviours regarding computer use and Internet access will cause personal impairment or distress that are characterized as pathological Internet use (PIU) (Young, 2008).