

**UNIVERSITI TEKNOLOGI MARA**

**USAGE OF FACEBOOK AMONG THE  
PALESTINIAN STUDENTS IN  
MALAYSIA IN MAINTAINING  
RELATIONSHIPS**

**ABDELRAHMAN N.A MUSLEH**

Thesis submitted in fulfillment  
of the requirements for the degree of  
**Master of Mass Communication**

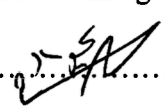
**Faculty of Communication and Media Studies**

April 2014

## **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.

Name of Student : Abdelrahman N.A Musleh  
Student I.D. No. : 2010364391  
Programme : Master of Mass Communication  
Faculty : Communication and Media Studies  
Title : Usage of Facebook among the Palestinian Students in  
Malaysia in Maintaining Relationships  
Signature of Student : .....  
Date : April 2014

## **ABSTRACT**

This research was conducted to explore the relationship between the Facebook usage and the Palestinian students in Malaysia in maintaining their relationships. This research aimed at examining the use motives and satisfactions for Facebook, and analyzing the maintenance of Relationships as a factor of Facebook use. Research followed uses and gratifications theory to achieve the research purpose by reviewing the model studies and by analyzing the quantitative data about information of the Palestinian students who study in Malaysia. 278 students were asked to fill the questionnaires that conducted based on the research questions. Results showed that the main purpose for using Facebook among the Palestinian student is to contact their relatives. In addition, the results indicated that the Palestinian students are satisfied with the Facebook as a tool that let them to maintain their relationships with their relatives, and it is considered one of the highest motives that the Palestinian students use the Facebook for.

## **ACKNOWLEDGEMENTS**

My first special thanks go to Assoc. Prof Dr. Ilias Md Salleh who made my thesis writing so much easier during the two years I spent in Malaysia. He not only helped me on the academic level in the thesis, advising me on career matters, or being my thesis advisor, but he also helped me by providing emotional support and caring about my family and country's situation back in Palestine.

Other thanks go to the lecturers and staffs of Faculty of Mass Communication and Media Studies who have also provided a lot of support in the last two years. My thesis project would not have succeeded without their support and guides, thanks so much.

I would also like to thank my parents Nazmi Musleh and Dr. Mariam Salleh for their constant support throughout my education career. They have always encouraged me to pursue my education and always look forward. The same support was constantly provided from my brothers Dr. Mustafa Musleh who stays in USA, Abdullah Musleh who Stay in the West Bank, and Salah Musleh in the West Bank. Also, my thanks to my two sisters Inas Musleh in Jordan and Battool Musleh in the West Bank who were calling me regularly and support me.

## TABLE OF CONTENTS

	<b>Page</b>
<b>AUTHOR'S DECLARATION</b>	ii
<b>ABSTRACT</b>	iii
<b>ACKNOWLEDGEMENTS</b>	iv
<b>TABLE OF CONTENTS</b>	v
<b>LIST OF TABLES</b>	viii
<b>LIST OF FIGURES</b>	ix
<b>CHAPTER ONE: INTRODUCTION</b>	1
1.1 Reseach Background	1
1.4 Research Questions	4
1.5 Objective Of The Study	5
1.6 Significance Of The Study	6
1.7 Scope And Limitation	6
1.8 Outline Of The Research	7
<b>CHAPTER TWO: LITERATURE REVIEW</b>	8
2.1 Previous Studies	8
2.2 Conceptual Literature Review	12
2.2.1 Internet	12
2.2.2 Social Networking Sites (SNSs)	14
2.2.3 Facebook	17
2.2.3.1 Motives for Facebook Use	20
2.2.3.2 Satisfaction for Facebook Use	22
2.3 Theoretical Literature Review	23
2.3.1 Uses and Gratifications Theory	23
2.3.2 Uses and Gratifications of Mass Media	25