

**UNIVERSITI TEKNOLOGI MARA**

**THE USAGE, SELF-PRESENTATION  
VIA FACEBOOK, AND ITS  
PSYCHOLOGICAL AND  
SOCIOLOGICAL CONSEQUENCES  
TOWARDS SAUDI ARABIA  
UNIVERSITY STUDENTS**

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Thesis submitted in fulfillment  
of the requirement for the degree of  
**Doctor of Philosophy**

**Faculty of Communication and Media Studies**

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## **CONFIRMATION BY PANEL OF EXAMINERS**

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## **AUTHOR'S DECLARATION**

I declare that the work reported in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result 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

Prompted by the widespread saturation of Facebook usage in Saudi Arabia, among university students to socialize with online members, this study investigated the usage, self-presentation, psychological and sociological consequences of the Facebook social networking site among undergraduate students in Saudi Arabia. The problem statements of this study were addressed by answering the seven research questions: 1) What motivation does undergraduate students have for joining Facebook? 2) How undergraduate students do consume Facebook? 3) In what condition does undergraduate students need Facebook? 4) How do undergraduate students manage their self-presentation via Facebook? 5) What are the experiences obtained by the undergraduate students from Facebook psychologically? 6) What are the experiences obtained by the undergraduate students from Facebook sociologically? 7) How have Facebook activities affected the lifestyle of the undergraduate students? The research questions were answered by analysing in-depth interview data collected from twenty male undergraduate students between the ages of 18 and 24 years selected from King Saud University (KSU) and King Khalid University (KKU) Saudi Arabia. Using thematic analysis, informants data were coded 'R1 to R20', validated and was transcribed to minimize error from translating into the research items from Arabic back to English Language. Using purposive sampling method informant perspective within the research context were explored. Data collection confined to motivations students have for engaging in online activities, self-presentation, psychological and sociological consequences to their everyday life was investigated based on the theoretical and philosophical perspective underpinnings media and gratification paradigm and social influence theory. The research findings contributed to the development of important research themes that supported the development of a new research framework. Based on the analysis, all the research questions were answered. The findings for this study showed that the students use Facebook for the purpose of interacting with others, getting information and as knowledge sources. In terms of self-presentation, this study revealed that the students portray themselves in real and not fake image while socializing with others. Psychological and sociological consequences from the usage of Facebook are recorded ranging from cheerful to stress and from loneliness to having many friends. As a conclusion, this study conclusively drawn that Facebook is a very persuasive medium of communication among the University students in Saudi Arabia that bridges across socio-cultural boundaries and unites students to interact as a community.

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