



UNIVERSITI TEKNOLOGI MARA

**SOCIAL MEDIA POPULARITY: UNDERSTANDING
NARCISSISM BEHAVIOUR AMONG BROADCASTING
STUDENT IN UITM REMBAU**

NABILAH FATIN BINTI ZULKIFEE
2015154851

Academic writing submitted in partial fulfilment of the requirements
For the degree of

Bachelor of Mass Communication (Hons.) (Broadcasting)
Faculty of Communication & Media Studies

JUNE 2018

AUTHOR'S DECLARATION

I declare that the work in this academic writing was carried out in accordance with the regulation of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledge as referenced work. This writing has not been submitted to any other academic institution or non-academic institution for any other purposes.

In the event that my writing is found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree to the disciplinary rules and regulations of Universiti Teknologi MARA.

Name : Nabilah Fatin binti Zulkifée
Student ID : 2015 15 4851
Programme : MC243 - Bachelor Of Mass Communication (Hons.) (Broadcasting)
Faculty : Communication and Media Studies
Title : Social Media Popularity: Understanding Narcissism Behaviour Among
Broadcasting student in UITM Rembau
Signature :
Date : 12/7/2018

TABLE OF CONTENT

ABSTRACT	I
AUTHOR DECLARATION	III
ACKNOWLEDGEMENTS	IV
TABLE OF CONTENTS	V
LIST OF CHARTS.....	VII
LIST OF FIGURES	VII
CHAPTER ONE: INTRODUCTION	1
1.1 BACKGROUND OF STUDY	1
1.2 PROBLEM OF STATEMENT	3
1.3 RESEARCH QUESTION	7
1.4 RESEARCH OBJECTIVE	7
1.5 SCOPE OF STUDY	8
1.6 SIGNIFICANT OF STUDY	8
CHAPTER TWO: LITERATURE REVIEW	10
2.1 CONCEPT DEFINITION	10
2.2 LITERATURE REVIEW	11
2.3 RELATED COMMUNICATION THEORY.....	18
CHAPTER THREE: METHODOLOGY	19
3.1 RESEARCH DESIGN	19
3.2 SAMPLING STRATEGIES.....	22
3.3 RESEARCH INSTRUMENT	23
3.5 DATA ANALYSIS	24

CHAPTER FOUR: FINDINGS AND DATA ANALYSIS	25
4.1 INTRODUCTION.....	25
4.2 SECTION A – DEMOGRAPHICS	26
4.3 SECTION B - TO INVESTIGATE ABOUT SELFIES LEAD TO NARCISSISM BEHAVIOUR	30
4.4 SECTION C - : TO INVESTIGATE ABOUT THE RELATIONSHIP BETWEEN NARCISSISM AND INTERNET ADDICTION	35
4.5 SECTION D: TO INVESTIGATE WHETHER THE POSTING ON SOCIAL MEDIA CAN MAKE SOMEONE SELF-ESTEEM DECREASE	40
CHAPTER FIVE: DISCUSSION, CONCLUSSION & RECOMENDATION	46
5.1 SUMMARY	46
5.2 DISCUSSIONS.....	47
5.3 CONCLUSSION	54
5.4 LIMITATION OF STUDY	55
5.5 RECOMMENDATION FOR FUTURE STUDIES	56
REFERENCE	57
QUESTIONAIRES	59

ABSTRACT

Narcissism is a feeling when one feels they are better than others. This quantitative study explains the relationship between new media, internet, social media and narcissism. The existence of the internet in the era of globalization creates different attitudes and traits of human beings. This can be seen as day by day internet users are increasingly aggrieved and some of them misuse the internet as well as social media. The younger generation is especially more likely to point to almost everything in social media, they are too fun and do not mind the impression of the coming day. Narcissism is one of the mental illnesses that are also agreed upon by a specialist and this problem should be taken seriously by some parties.

Keywords: Social media, Narcissism, teenagers