



**Faculty of Administrative Science & Policy Studies
Universiti Teknologi MARA**

Bachelor of Administrative Science (Hons)

**A STUDY ON THE RELATIONSHIP BETWEEN FACTORS CONTRIBUTE
TO THE SOCIAL NETWORK SITES (SNS) ADDICTION AMONG
UNDERGRADUATE STUDENTS IN UiTM CAWANGAN KEDAH**

MOHAMAD HISHAM BIN AZLI

2014903833

MUHAMMAD IQRAM BIN IBERAHIM

2014723633

SUPERVISED BY:

DR ZAHERAWATI BT ZAKARIA

JANUARY 2017

PERPUSTAKAAN SULIAN BADLISHAH
UiTM Kampus Merbok
Cawangan Kedah
08400 Merbok Kedah

ACKNOWLEDGEMENT

Firstly, we Mohamad Hisham bin Azli and Muhammad Iqram bin Iberahim from KAM2286A taking ADS555 (Applied Research Project) would like to say thank you to God Almighty for giving a healthy life and His blessings for finishing this research report. The success and final outcome of this report required a lot of guidance and assistance from many people and we are extremely blessed to have got this along the completion of the report. We respect and thank you to Dr Zaherawati binti Zakaria for her willingness to be our supervisor who is patiently supervising us and giving an opportunity to do this report and providing the guidance who is positively in giving her knowledge to complete this report. We also wants to acknowledge our parents because they give support in terms of monetary and non-monetary for us to complete the report. Without them, we are unable to accomplish this report on time. We would not forget to remember our friends that give the ideas or suggestions to do this report. With the support from people, we are able to finish the report based on the requirements without any problems.

Mohamad Hisham bin Azli

Muhammad Iqram bin Iberahim

Bachelor of Administrative Science (Honours)

Faculty of Administrative Science & Policy Studies

Universiti Teknologi MARA, Cawangan Kedah.

CONTENTS

	Pages
Clearance for Submission	i
Declaration	ii
Acknowledgement	iii
Contents	iv
List of Tables	vi
List of Figures	vii
List of Abbreviation	viii
Abstract	ix
Chapter I: Introduction	
Introduction	1
Problem Statement	1
Research Questions	3
Research Objectives	3
Significance of Study	4
Scope of Research	5
Definition of Key Terms	5
Conclusion	7
Chapter II: Literature Review	
Introduction	8
Social Network Sites (SNS) Addiction	8
Factors That Lead to The SNS Addiction	9
Conceptual Framework	17
Hypothesis	19
Conclusion	21
Chapter III: Research Method	
Introduction	22
Research Method and Design	22
Unit of Analysis	22
Sample Size	23
Sampling Technique	24
Measurement and Operationalization of Concept	25
Data Collection	28
Data Analysis	28
Conclusion	30
Chapter IV: Data Analysis and Research Findings	
Introduction	31
Analysis of Findings	31
Conclusion	41
Chapter V: Discussion and Conclusion	
Introduction	42
Summary of Findings	42

Recommendations	47
Limitation	49
The Future Research	51
Conclusion	52

References
Appendices

THE ABSTRACT

Abstract

The rising trend on the utilization of Social Network Sites (SNS) has become in a such popular, drastic way to the extent that it has almost inevitable for one to actually ignore to not own at least one accounts from those sites. Such uses shall result in the excessive fashion that would inhibit unintended, unhealthy consequences. The study examines on how the SNS would affect by the personality characteristic, health concern and social environment from the standpoint of students that would be the primary respondent along the study process since they are essentially one of the later generation that shall depend on the usage of SNS in the very daily routine. A stratified sampling technique had been used by taking a sample of 148 students of undergraduate degree from UiTM Cawangan Kedah has been selected in the study. In analyzing the findings, researchers used descriptive statistics and Pearson Correlation by using Statistical Package for Social Science (SPSS). The personality, health concern and social environment factors of the students toward SNS were examined. The results indicate that there is negative relationship between personality characteristics, health concern and social environment towards SNS addiction. This study recommended that the researchers should more focusing on wider scope which are study on others campus or IPTA, use more methods and use more independent variables to improve and get better results.