

UNIVERSITI TEKNOLOGI MARA

**FACTORS OF SOCIAL MEDIA ADDICTION: A CASE STUDY
AMONG UiTM SEREMBAN STUDENTS**

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Final Year Project Submitted in Partial Fulfillment of the Requirements
for the Degree of

BACHELOR OF SCIENCE (HONS.) STATISTICS

FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

JULY 2019

ABSTRACT

Social media is a platform where people can share their lives publicly with other people, friends or with strangers as well. The use of social media has no limit among users especially students due to most students are mostly own a smartphone as the medium to access social media. This excessive use of social media may lead to an addiction. This research therefore seeks to analyse the factors of social media addiction among students in UiTM Seremban as well as finding out which social media applications is the most famously used. This research aims to find the most influential factor contributing to the addiction of social media. Primary data have been collected and 357 respondents have been selected as a sample from UiTM Seremban faculties that are 112 from FSKM, 188 from FSPPP and 57 from FSR. A pilot survey was firstly conducted to test the questionnaire reliability and 10 respondents were involved. The data were analysed using SPSS with Logistic Regression as the main method of analysis in order to determine the factors of addiction to social media and to determine the factors that have the most impact on addiction to social media. The findings show WhatsApp is the most widely used application among students. Furthermore, all factors involved including skills in social communication, academic performance and level of privacy and security are proven statistically significant, and the most influential factor is social communication skills.

ACKNOWLEDGEMENT

It is an honor and blessings from Allah S.W.T for us to finish this final year project alongside wonderful people around us. Apart of the efforts from us, the success of this final year project depends largely on the encouragement and guidelines of many others. We would like to thank everyone onto together giving cooperation towards completing this project. Moreover, we are grateful and thankful for the guide from our lecturer, Mrs. Che Norhalila Che Mohamed. She inspired us in many ways to complete this project. We cannot say thank you enough for her tremendous support and help.

In addition, we would like to thank our supervisor, Mrs. Jamilah binti Othman for her time and guidance to us during completing this project. As our supervisor, she gave her understanding and very supporting towards our decision during the research process. The sharing session with her every week makes us comfortable for being her students. Her willingness and support to motivate us contributed tremendously to our final year project. Without her encouragement and guidance, the project would not have been done in better ways.

Apart from that, we would like to thank our members who guide and support us into completing this project. Last but not least, it was an honorable mention goes to our families and friends for their understandings and supports on us in completing this final project. We may face many difficulties while doing this project without their help, love and support. We dedicated our efforts to them as they inspire us to be better and successful in future.

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