

UNIVERSITI TEKNOLOGI MARA

**DURATION OF SOCIAL
NETWORKING SITE (SNS) USE AND BODY
IMAGE DISSATISFACTION AMONG
UNDERGRADUATE STUDENT IN THE
FACULTY OF HEALTH SCIENCES UITM
SELANGOR PUNCAK ALAM CAMPUS**

**NUR'AIN NABILA BINTI HADI MUNIR
NUR AFIQAH BINTI AHMAD TARMIZI
NUR FARAH IZWANI BINTI AHMAD**

Thesis submitted in fulfillment
of the requirements for the degree of
Bachelor of Nursing (Honours)

Faculty of Health Sciences

July 2018

AUTHOR'S DECLARATION

I declare that the work in this 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 Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student : Nur'ain Nabila binti Hadi Munir

Student I.D. No. : 2014286628

Programme : Bachelor of Nursing (Honours)

Faculty : Faculty of Health Sciences

Thesis : Duration of Social Networking Site (SNS) Use and
Body Image Dissatisfaction among Undergraduate
Students in the Faculty of Health Sciences UiTM
Selangor Puncak Alam Campus

Signature of Student :

Date : July 2018

ACKNOWLEDGEMENT

In the name of Allah, most beneficent, the most merciful, for we are grateful to Him for His mercy and grace that we are able to embark on this meaningful journey to complete our bachelor's degree

It is a genuine pleasure to express my deep sense of thanks and gratitude to our project supervisor, Puan Noraini binti Hashim for her expert, dedication and valuable guidance and encouragement that greatly give us the motivation to complete this project with great success.

We also take this lovely opportunity to thank our parents, for their undivided, constant support and prayers to be able to stand where we are now.

We also place on record, our deep gratitude to each one and all who, directly or indirectly, have extended their helping hand in completing this project successfully.

TABLE OF CONTENT

	Page
AUTHOR'S DECLARATION	ii
AUTHOR'S DECLARATION	iii
AUTHOR'S DECLARATION	iv
INTELLECTUAL PROPERTIES	v
ACKNOWLEDGEMENT	viii
TABLE OF CONTENT	ix
LIST OF TABLES	xiii
LIST OF FIGURES	xiv
LIST OF ABBREVIATIONS	xv
ABSTRACT	1
CHAPTER ONE INTRODUCTION	2
1.1 Introduction	2
1.2 Research Background	2
1.3 Problem Statement	4
1.4 Objectives	7
1.4.1 Aim of the Study	7
1.4.2 Specific Objectives	7
1.4.3 Research Questions	7
1.5 Research Hypothesis	8
1.5.1 Null Hypothesis	8
1.5.2 Alternative Hypothesis	8
1.6 Significance of Study	8
1.6.1 Students	8
1.6.2 Community	8
1.6.3 Country	9
1.7 Operational Definition	9

ABSTRACT

The negative body image perception or body image dissatisfaction is a problem very persistent in developing countries particularly among women, leading to health problems such as eating disorders and depression. One of the causes of this disorder is exposure to thin ideals media. The emergence of the Internet and social networking sites (SNS) has since indirectly becoming the source of body image dissatisfaction precipitation, facilitated by social or appearance comparison. This research explores the association of the duration of social networking site (SNS) use and body image dissatisfaction among undergraduate students in one of the public universities in Malaysia. The association of BMI and gender with body image dissatisfaction among them were also investigated. A cross-sectional study was conducted among the population of undergraduate students of the Faculty of Health Sciences, Universiti Teknologi MARA (UiTM) Selangor Puncak Alam Campus using quota sampling. Questionnaires containing sections on demographic background, Social Net-working Time use Scale (SONTUS) and Body Shape Questionnaire (BSQ) to measure the duration of SNS use and body image dissatisfaction respectively, were distributed and among them, 309 were returned completely. After cleaning, the data was cross-tabulated and its association tested with Pearson's Chi Square. There was an association between the duration of SNS use and body image dissatisfaction ($p=.046$). Low users of SNS seemed to exhibit lower body image dissatisfaction than average to extremely high SNS users. Females exhibited higher body image dissatisfaction than males ($p=.002$), which was consistent with previous findings. However, contrary to the previous study, there was significant association between BMI and body image dissatisfaction ($p<.001$) although higher body image dissatisfaction was found among participants with normal BMI. The study adds new data regarding SNS use and body image dissatisfaction to the body of knowledge in Malaysia.