

TOPIC:

THE USAGE OF SOCIAL NETWORK SITES AND HOW IT
AFFECTS YOUNG ADULTS INDIVIDUALITY

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ABSTRACT

This research presents the study of Social Network Sites (SNS) that has become a general trend used by most of the youth nowadays. While proving efficient in connecting people quickly, the Social Network Sites also comes with a downside that can't be ignored, as it affects self-esteem, health, and life-satisfaction. The purpose of this research is to study the effects of SNS toward self-esteem, its drawbacks, and how it influence in life-satisfaction among youth. The researcher used quantitative research method, articulating close-ended survey and purposive sampling to achieve the research objectives. Based on the survey conducted by the researcher at the Faculty of Communication and Media Studies, UiTM Rembau, it indicates that social network sites execute negative effects towards young adult's self-esteem and the drawbacks such as staying up late and procrastination is experienced by young adults and generally, social network service is still in middle ground in terms of life satisfaction as it provide comfort but at the same time is tiring for its users. Young adults are more affected by the drawbacks of social network sites such as procrastinating and staying up late, more than the aspects of life satisfaction and self-esteem.

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