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SOCIALIZATION IN FACEBOOK :
REASONS AND OUTCOMES

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ABSTRACT

This research is a qualitative research in a preliminary stage. The method that is used for this research is random sampling method because the data are easy to access and obtain. The respondents of this research were 88 Facebook users around Kota Kinabalu. Different users use Facebook differently. There were several reasons of Facebook socialization which may bring different outcomes to the users whether it is a positive or negative. The result shows the socialization in Facebook does bring good outcomes. Hence, Facebook users used Facebook to socialize in a good manner and attitude.

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