



اُنِيُوَرُ تِيكْنُوْلُوْجِي مَارَا
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MARA

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PAD 340 RESEARCH METHODOLOGY

**A STUDY OF MOBILE PHONE USAGES AMONG TEENAGERS IN
KUCHING, SARAWAK**

NURAZLINA BINTI KAWI 2007238802

HALWIS BIN TAIR 2007238786

PREPARED FOR:

LT.COL.SAIFUL AWNWAR MD ALI (R)

SUPERVISOR:

SHARON PEARL HENRY SERUB

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CHAPTER ONE

INTRODUCTION

1.1 Background of the study:

Life of a teenager will not be perfect if they realized that they have forgotten to bring their mobile phone. You may ask any random teenager, what they will bring to any occasion that can cause dejected if he or she forgot to bring along. The majority will answer their mobile phone, apart from money and identification card.

But, what is actually a mobile phone? A mobile phone (also called mobile, cellular phone, cell phone or hand phone) is an electronic device used for full duplex two-way radio telecommunications over a cellular network of base stations known as cell sites. Mobile phones differ from cordless telephones, which only offer telephone service within limited range through a single base station attached to a fixed land line, for example within a home or an office. (Ulyseas,Mark,2008)

Type of the mobile phone that are being own by these teenager are from various model and it is always the latest and hottest in the market. But the thing is that this teenager, who is still in school, clearly does not have stable income and still, they can afford these expensive gadgets. This is beyond compare to the working people whom will think twice before spending a lot of their money just to own these sophisticated gadgets that we called mobile phone.

CHAPTER TWO

LITERATURE REVIEW

Mobile phone, often referred as handphone in Malaysia, formerly known as cell phones or cellular phones, is portable and can be in a wide range of mobile phone terminals.

At present, the most widely used mobile phone is GSM and CDMA mobile phone handsets. In Malaysia, GSM is most common, while CDMA and PHS (PHS) mobile phone is also very popular. These are the so-called second-generation mobile phones (2G), they are all digital standard, in addition to voice communication but also can send and receive SMS (Short Message Service, SMS), MMS (multimedia messaging, multimedia messaging), wireless application protocol (WAP) and so on. (source: mymode.com)

Phone appearance generally should include at least one liquid crystal display and a set of keys (part of the use of touch-screen phone with a decrease of keys). Some phone calls in addition to typical functions, also includes a PDA, game consoles, MP3, camera, sound recording, camera, GPS and more functions, with the phone functions to the development trend of the PDA. (source: mymode.com)

CHAPTER THREE

Research Methodology

3.1 Introduction

Research methodology is very important in order to achieve excellent result in any research because, without the correct methodology, the researcher will have error results thus making the research invalid. Therefore, it needs a specific research methodology in order to achieve the purpose of study in this research.

The technique that will be use in this research is the quantitative research. Quantitative research will be conducted by a questionnaire or surveys to the random people. Using about 150 questionnaires, the researcher will find random 150 teenagers in Kuching town area to get the efficient data and seeks the precise measurement.

There are two types of data, which are Primary Data and Secondary Data. The primary data, which is the main data, will be the responses from questionnaire. It is more efficient to collect in order to measure the the variables of interest. We have distributed 150 set of questionnaires to the respondent to answer it and we have collected 150 set of questionnaires.

The secondary data, which is the minor facts of this research, is from other sources, such as newspaper article, books, and the internet. There are some of the information that we need for our research that we obtained from the internet. By using these sources we can get more accurate data and being able to give relevant questions to the respondents.