

UNIVERSITI TEKNOLOGI MARA

**UNDERSTANDING THE FACEBOOK
USAGE AND ITS CONSEQUENCES
TOWARDS THE EMOTIONS AND
SOCIAL INTERACTIONS OF THE
MALAY ADULTS**

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ABSTRACT

This qualitative study focuses on the usage of Facebook among Malay adults and its impact on emotions and social interactions. This study has four research questions: (1) How do Malay adults use Facebook?, (2) What are the factors that contributed to the usage of Facebook among Malay adults?, (3) How does Facebook affect the emotional aspects of Malay adults?, and (4) How does Facebook affect the social interaction aspects of Malay adults? This study is based on two theories; (i) Uses and Gratification Theory (UGT) and (ii) Media Ecology Theory (ME). The phenomenological approach has been used in this study, and key findings are obtained through in-depth interviews with 15 Malay adult Facebook users living around Klang Valley. Data analysis is conducted simultaneously with data collection and Atlas T.I software is used in coding processes to help manage, analyse and interpret data systematically and effectively. It cannot be denied that the usage of Facebook is not only used by teenagers, but also Malay adults who practice it in their daily communication activities. This study also found that Facebook was used as the latest source of information compared to newspapers and television. The findings also confirm that Malay adult users are emotional towards the information that is shared on Facebook. The study also found that social interaction certainly exists and makes the Facebook site a place or medium to communicate and get acquainted with no age boundaries. . It can, therefore, be seen that communication has now brought a change in the lives of people in Malaysia as social media becomes one of the mediums to communicate at this time.

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CHAPTER ONE

INTRODUCTION

1.1 Background of Study

Kaplan & Haenlin (2010) defined social media as a group of Internet-based applications that was built on the ideological and technological foundations of Web 2.0, which allowed the creation and exchange of user-generated contents. In Malaysia, online social media has become a prominent communication tool with about 167.6 million users subscribed to Wi-Fi service in 2014 which showed an increase in subscribers as compared to 2013 (Malaysian Communication & Multimedia Commission, 2014). Furthermore, the number of Internet users in Malaysia was expected to increase to 25 million by 2015 from 18 million in 2012, according to the 2013/2014 Economic Report released by the Ministry of Finance (Bernama, 2014). With the variation in technological innovations, the percentage of Internet users increases over time.

The introduction of Facebook in 2004 by Mark Zuckerberg was only meant for the students of Harvard University. After two weeks of its introduction to the students, 4300 students registered as users. Other social media networks such as Twitter, Instagram, LinkedIn and Snapchat came soon after the invention of Facebook.

In Malaysia, Facebook has become a means of communication. The popularity of Facebook in Malaysia has reached to more than 18 million users of which 17 million users are active through mobile devices (Aman, 2016).

A survey on Malaysia's most popular social network by Malaysian Digital Association (MDA) discovered that the number of registered Facebook users is 8 million. Meanwhile, data collected from June 2017 to June 2018, specifically in Malaysia, proved that Facebook is still ranked first with a total of 79.98% of users, leaving other social media such as Twitter with 6.41%, YouTube with 5.34%, Pinterest with 4.01%, Instagram with 2.9%, and finally Tumblr which only earned as much as 0.81% users (Statcounter, 2018). This indicates that Facebook has the most number of registered users in Malaysia (Mstar Online, 2010). This indirectly portrays Facebook as the most prominent social media network in Malaysia. The popularity of