



SEXUAL DESIRE, SEXUAL SATISFACTION AND PERSONALITY TRAITS  
AS PREDICTORS TO CYBERSEXTING BEHAVIOUR  
AMONG EMERGING ADULTS IN MALAYSIA.

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Sexual Desire, Sexual Satisfaction and Personality Traits  
as Predictors to Cybersexting Behaviour  
among Emerging Adults in Malaysia.

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## APPROVAL FORM

This research paper attached hereto, entitled “Sexual desire, sexual satisfaction and personality traits as predictors to cybersexting among emerging adults in Malaysia” prepared and submitted by “Lee Xin Kei, Rinnesh A/L Mohan, and Sherwynn Quay Sherr Nunn” in partial fulfilment of the requirements for the Bachelor of Social Science (Hons) Psychology is hereby accepted.

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## Abstract

The enormous advancement of the Internet which was risky to prompt the growth of cybersexting behaviour. The current research was correlational, descriptive study that aimed to examine the predicting effects of sexual desire, sexual satisfaction and personality traits (openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism) on cybersexting behaviour among emerging adults in Malaysia. A total of 332 participants were recruited in this research by using non-probability sampling method specifically, purposive sampling by distributing the survey via social media and through paper and pencil method. The recruited participants were Malaysians emerging adults aged from 18 to 25 years old ( $M = 21.60$  years). There were slightly more female ( $N = 184, 55.4\%$ ) than male respondents in the current study ( $N = 148, 44.6\%$ ). Overall, there were 31 Malays (9.3%), 270 Chinese (81.3 %), 30 Indians (9.0%) and one respondent from others ethnicities (0.3%). The findings revealed that sexual desire and agreeableness were significant predictors towards cybersexting behaviour among Malaysian emerging adults, while personal sexual satisfaction, openness to experience, extraversion, conscientiousness and neuroticism were not significant predictors of cybersexting behaviour. Present study contributed the novel findings to help increase the knowledge regarding this topic. The information gathered from this research will be useful for relevant authorities to implement effective policies and interventions in order to protect emerging adults from sexual predators and increase awareness on the prevalence and risks of cybersexting behaviour.

*Keywords:* Cybersexting behaviour, sexual desire, sexual satisfaction, personality traits, Malaysian emerging adult

## DECLARATION

We hereby declare that the material contained in this paper is the end result of our own work and that due acknowledgement has been given in the bibliography and references to ALL sources be they printed, electronic or personal.

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## List of Abbreviations

## Abbreviations

PBT	Problem Behaviour Theory
UGT	Uses and Gratifications theory
BFI	The Big Five Inventory
SBS	Sexting Behaviours Scale
SDI-2	Sexual Desire Inventory-2
NSSS	The New Sexual Satisfaction Scale
BFI-2-S	The Big 5 Inventory-2
MLR	Multiple Linear Regression

## **Chapter I**

### **Introduction**

#### **Background of Study**

The evolution of technology has provoked numerous technological inventions created within this modern era. Smartphones, computers, Internet or social media application has become the major communication platform for human. Text messaging, voice or video call have become the most effective way that people prefer to communicate instead of face to face interactions. Social applications such as Facebook, Instagram, and Tinder are popular platforms that help people to build up social networking and connecting with people in different parts of the world. Even though social application brings advantages and benefits in daily activities, it also carries negative impacts on society.

Cybersexting has become one of the common phenomena derived from the uses of social applications (Martinez-Prather & Vandiver, 2014). Cybersexting is an act of delivering or receiving undressed image or message through the digital platform (Houck et al., 2014). The intentions that drive people to involve in cybersexting is due to their personal needs, for instance the fulfilment of sexual desire and sexual satisfaction (Del Rey et al., 2019). Thus, cybersexting motivates people to perform sexual behaviour or risk-taking behaviour both online and offline.

The research studied by Martinez-Prather and Vandiver (2014) claimed that sexting has been classified as a type of risky behaviour. Previous researchers indicated there is a significant association between sexting and sexual risk behaviour, for example having multiple sex partner, and the absence of contraception habit (Gassó et al., 2019). As a result, researchers possess a consistent point of views toward cybersexting issue affects the society negatively.

As the increasing commonness of having a smartphone, it is a common behaviour that teenagers involving themselves in sexting activities (Gassó et al., 2019). The use of cybersexting becomes a global trend that young adults are able to express their needs and desire regardless of their culture (Gómez & Ayala, 2014). Cybersexting comes with both positive and negative consequences. The negative consequences that comes from the act of cybersexting are that the individuals could feel a sense of guilt or embarrassment from performing the behaviour, being harassed or having their nude pictures leaked out, and even being bullied by other individuals (Englander, 2018). Adolescents who often involved in sexting were more sexually energetic and more likely to perform unprotected sex, which will also increase the risk of expose to sexually transmitted diseases or accidental pregnancy (Houck et al., 2014). Young adults who active in sexting may have the chance to engage in risky behaviour such as being aimed by sexual predators online, display sexual content of themselves in social media (Martinez-Prather & Vandiver, 2014). These negative consequences could have a negative impact on an individual's well-being. It was found that individuals who performed cybersexting more often tend to show a higher attachment insecurity, lesser relationship commitment, more conflict, and increased relationship ambivalence (Galovan et al., 2018). These are negative consequences or attributes that are associated with individuals who cybersext more often.

In contrast, cybersexting has also been seen with positive consequences compared to negative consequences even though cyber-sexting would be considered a risky behaviour according to most individuals (Hudson & Marshall, 2018). Most positive consequences would come generally from individuals in a relationship where in a research, they have reported higher feelings of excitement, happiness and are sexually turned on when receiving explicit materials from their partners (Kričkić et al., 2017).

Adolescent and young adults who are undergoing emerging adulthood are the most common victims in cybersexting issue (Martinez-Prather & Vandiver, 2014). Emerging adulthood is one of the developmental stages for human during the age of 18 to 25 years (Arnett, 2007). During the transition, individual experiences changes in thinking, emotion, socialization (Karaman, 2013). However, adaptation issues often happen among adolescents or young adults which negatively influence their behaviour (Karaman, 2013). The lack of maturity might cause adolescent or young adult expose to negative or high-risk sexual behaviour (Houck et al., 2014). Due to the deficiency of adaptation, problem behaviour such as cybersexting, drug abuse, engage in sexual risk behaviour might occur within emerging adults (Karaman, 2013).

Cybersexting, is one of the problematic behaviours often occurred among emerging adults. As part of human sexuality, personal needs such as sexual desire and sexual satisfaction are highly demanded among emerging adults (Martinez-Prather & Vandiver, 2014). Young adults tend to use online platform to explore their sexual desires, build relationship and learn to deal with their sexual feelings (Döring, 2014). Digital application act as a safe mediator for young adults who are shy and insecure to disclose their sexual desire and fulfill their sexual satisfaction via sexting (Döring, 2014). Young adults believe sexting is a healthy way to deal with their sexual desire and satisfaction because sexting avoids the risk which related with physical sexual contact (Anastassiou, 2017).

As the personality changes in the emerging adulthood, researchers claimed that personality as one for the factors that predict sexting behaviour among young adults (Delevi & Weisskirch, 2013). Young adults who are more extraverted and emotional tend to engage more in sexting activities (Delevi & Weisskirch, 2013). Some domains of the personality traits (extraversion, neuroticism, and agreeableness) associate with high risk of impulsive behaviour

(Delevi & Weisskirch, 2013). As a result, personality tends to influence the behaviour of emerging adults and motivate them in engaging cybersexting activities.

In conclusion, since most of the social application users are mainly young adults and adolescents, this present study will be targeted on individuals who are experiencing the stage of emerging adulthood. Particularly, the study seeks to understand what influences individuals to be more involved in cybersexting. The factors that we are looking into are sexual satisfaction, sexual desire, and personality in predicting cybersexting as well as how gender differences play a role in cybersexting.

### **Problem Statement**

Along with the advancement of Internet and its use, the development of Internet brings potential problems for emerging adults. Go-Globe (2015) revealed that the highest number of users of social media in the Asia Pacific regions are Malaysian. Besides, the study conducted by Lee (2016) revealed the statistics of Malaysian school children who use the Internet are about 90 percentage and those who are vulnerable to online risks due to lack of supervision is 83 percentage. There are a number of risks which are related to the Internet and social media, including cybersexting, cyberbullying online harassments and spam (O’Keeffe & Clarke-Pearson, 2011). A survey done in Malaysia recorded 70 percent of school students are susceptible to online harassment risk while 64 percent received or sent sexually explicit messages/images online (DiGi CyberSAFE, 2014).

Cybersexting is fairly a new issue where, teenagers send sexually suggestive pictures of themselves using their mobile phones which has pre-equipped with camera and Internet access via social media. The Minister of Women, Family and Community Development, Datuk Seri Dr



Wan Azizah Wan Ismail mentioned that there was a total of 1,010 recorded cases of baby dumping from 2010 to May 2019 in Malaysia (The Star Online, 2019). The American National Campaign to Prevent Teen and Unplanned Pregnancy (2010) claimed that one in five teenagers generally, have participated in cybersexting.

In 2009, Jessica Logan, 18-year-old girl teenager suicided following a cybersexting incident which happened in the United States of America. It happened after Jessica's ex-boyfriend forwarded a nude picture of her to a group of girls which was supposed to be private and intimate (Mail Online, 2009). Teenagers are unable to link the risky cybersexting behaviour with the potential negatives consequences because their brain are not fully developed, specifically the pre-front cortex which evaluates the risks and considers the outcomes (Kowalski et al., 2007). The findings of a study conducted on 27 teenagers revealed the number of teenagers who do not know the legal rights of cybersexting and who do not know the meaning of cybersexting were 94% and 85% respectively (Olivia et al., 2015).

There is a snowballing number of studies carried out on cybersexting around the globe following the case of Jessica Logan. Although there is a rising concern from the media and public over emerging adults' engagement in cybersexting behaviour, studies on emerging adults' involvement on cybersexting remains vague (Lee et al., 2015). In spite of the alarming statistics of young adults' participation in cybersexting, the number of studies on cybersexting remains at infancy stage in Malaysia.

There are significant literature gaps in the past studies. For instance, there is lack of applicability of general existing theories in accounting cybersexting and insufficient reliable information about true prevalence of cybersexting (Ngo et al., 2017). Most of the past studies has

only used Problem Behaviour Theory (PBT) to study cybersexting because according to Jessor and Jessor (1977), the relationships between cybersexting and other risk behaviour could be predicted by PBT and factors besides risky behaviour are neglected under this theory. Therefore, in terms of theoretical contribution, this study integrates the Uses and Gratification Theory (UGT) and Problem Behaviour Theory (PBT) to look into a few factors that could predict cybersexting. Hence, there could be a potential knowledge gap on cybersexting among the Malaysians.

The research is sought to fill in knowledge gap, expand literature studies and contribute to the count of cross-cultural researches. This research examines the sexual desire, sexual satisfaction and personality traits using the integration of Uses and Gratification Theory and Problem Behaviour Theory on cybersexting across Malaysian emerging adults.

### **Research Questions**

- 1) Do sexual desire, sexual satisfaction and personality traits (openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism) predict cybersexting behaviour among emerging adults in Malaysia?
- 2) Is there gender difference in cybersexting behaviour among emerging adults in Malaysia?

### **Research Objective**

**General Objective.** The main objective of this present study is to determine the predictors of cybersexting behaviour among emerging adults in Malaysia.

### **Specific Objective**

1. To determine the predicting effects of sexual desire, sexual satisfaction and personality traits (openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism) on cybersexting behaviour among emerging adults in Malaysia.
2. To compare the gender difference in performing cybersexting behaviour among emerging adults in Malaysia.

### **Hypothesis**

H<sub>1</sub>: Males perform cybersexting behaviour more frequently than females.

### **Significance of the Study**

In Malaysia, cybersexting issues does not emphasize in the society and its negative impact increasingly affects the mental health of the young generation. Criminal cases such as sexual abuse, kidnapping case and foundling of babies, often happened within the young generation due to the engagement in sexting activities. Consequently, cybersexting issue also gives an impact on the crime rate in Malaysia. Throughout this present study, the statistical data able to show the trend of cybersexting issue in Malaysia within emerging adults and increase the awareness of cybersexting issues in Malaysia. As the awareness of cybersexting issue increases, preventive actions such as sexual education for students and the enhancement of cyberlaws can be promoted in Malaysia. Legal actions from the Anti-sexting and Cyberlaws department in

Malaysia will also prohibit young adults from being involved in sexual crimes. As a result, cybersexting issue is able to place under the supervision of the government and society.

Based on the research field in Malaysia, there are only a few studies examine the tendency of cybersexting issue correlated with limited factors. Due to the deficiency of cybersexting researches in Malaysia, the trend of cybersexting across recent years is not clearly shown in Malaysia. Hence, the present study able to investigate the current cybersexting trend in Malaysia and evokes the attention of researchers on cybersexting studies. The present study emphasizes on using sexual desire, sexual satisfaction and the five personality traits (openness to experience, conscientiousness, extraversion, agreeableness, neuroticism) to predict cybersexting behaviour among emerging adults. The theoretical frameworks used in the present study are Uses and Gratifications theory (UGT) and Problem Behaviour Theory (PBT). UGT explain how sexual desire and sexual satisfaction motivate people in performing cybersexting, while PBT clarifies personality is one of the aspects that causes problem behaviour (cybersexting). Since the present study focuses on the intention and personality aspect, UGT and PBT are integrated to have a better understanding of cybersexting behaviour. With the integration of the two theories, the present study able to give a more complete explanation about cybersexting behaviour. Future researchers may also use the integrated theories as a reference in studying the trend of cybersexting in the future.

## **Conceptual and Operational Definition**

### **Cybersexting Behaviour**

*Conceptual definition.* The conceptual definition of cybersexting is the sending and receiving of sexual content such as photos or videos via the Internet and mobile phones (Gassó et al., 2019). Cybersexting behaviour refers towards the behaviour in performing cybersexting.

*Operational definition.* The operational definition of cybersexting behaviour follows the Sexting Behaviours Scale (Morelli et al., 2016) in measuring cybersexting behaviour. It is where an individual performs multiple online sexual behaviours involving sending, receiving or exchanging sexual content. The higher an individual score corresponds to more engagement in cybersexting behaviour.

### **Sexual Desire**

*Conceptual definition.* The conceptual definition of sexual desire refers to an individual's interest towards a sexual activity which is primarily a cognitive factor that can be measured through the intensity of the thought which is focused towards sexual stimuli (Spector et al., 1996).

*Operational definition.* The operational definition of sexual desire follows the questionnaire "Sexual Desire Inventory-2" (SDI-2) that has two constructs mainly focused at the Dyadic Sexual Desire (refers to the interest of behaving sexually with a partner) and the Solitary Sexual Desire (refers to the interest of behaving sexually by one's self) which will be measured as a whole (Spector et al., 1996). The high score of an individual indicates higher level of sexual desire.

## **Sexual Satisfaction**

*Conceptual definition.* The conceptual definition of sexual satisfaction is the perception of how the individual seeks to fulfil one's individual sexual needs (Antičević et al., 2017).

*Operational definition.* The operational definition of sexual satisfaction follows "The Sexual Satisfaction Questionnaire" (Nomejko & Dolińska-Zygmunt, 2014) designed to measure sexual satisfaction while also measuring one's attitude, cognitively and emotionally, towards an individual's own sexual activity. The higher an individual score, the greater the satisfaction level with that individual's sexual life.

## **Personality Traits**

*Conceptual Definition.* The conceptual definition of personality traits represents the characteristic patterns of an individual's thinking, feelings or behaviours that overtime tends to be more stable across situations (Soto, 2018).

*Operational Definition.* The operational definition of personality traits follows the Five-Factor Model or also known as the Big Five that are mainly focused on openness, conscientiousness, extraversion, agreeableness, and neuroticism (De Raad & Mlacic, 2015).

## **Openness**

*Conceptual definition.* The conceptual definition of openness are individuals who are often open minded and have a sense of willingness to learn different ways of thinking about others (McCrae & Costa, 1997).

***Operational definition.*** The operational definition of openness will be following the Big Five Inventory-2 Short Form (BFI-2-S; Soto & John, 2017) that measures on intellectual curiosity, sensitivity, and imagination. Higher score indicates higher level of openness.

### **Conscientiousness**

***Conceptual definition.*** The conceptual definition of conscientiousness is defined where an individual follows the socially set norms and rules, is goal-oriented, delay gratification and is planful (Roberts et al., 2009)

***Operational definition.*** The operational definition of conscientiousness will be following the Big Five Inventory-2 Short Form (BFI-2-S; Soto & John, 2017) that measures on organization, responsibility and productiveness. Higher score indicates higher level of conscientiousness.

### **Extraversion**

***Conceptual definition.*** The conceptual definition of extraversion is characterized as a measurement of personality incorporating individual differences in the social aspect, decisiveness in decision making, positive emotionally, and status motivation (Lukaszewski, 2016).

***Operational definition.*** The operational definition of extraversion will be following the Big Five Inventory-2 Short Form (BFI-2-S; Soto & John, 2017) that measures on sociability, energy level and decisiveness. Higher score indicates higher level of extraversion.

## **Agreeableness**

*Conceptual definition.* The conceptual definition of agreeableness represents individuals that contain behavioural characteristics such as thoughtful, compassionate, warm and considerate of others (Thompson, 2008).

*Operational definition.* The operational definition of agreeableness will be following the Big Five Inventory-2 Short Form (BFI-2-S; Soto & John, 2017) that measures on respectfulness, trust and kindness. Higher score indicates higher level of agreeableness.

## **Neuroticism**

*Conceptual definition.* The conceptual definition of neuroticism represents individuals that contain behavioural characteristics such as being envious of others, constantly anxious, jealous, moody, and emotional. (Thompson, 2008). Higher score indicates higher level of neuroticism.

*Operational definition.* The operational definition of neuroticism will be following the Big Five Inventory-2 Short Form (BFI-2-S; Soto & John, 2017) that measures on depression, anxiety, and emotional instability.

## **Gender**

*Conceptual definition.* The conceptual definition of gender refers to the thoughts, attitudes, and behaviours that pertains towards the psychosocial implications of a particular biological sex (Ayman & Korabik, 2010).

*Operational definition.* The operational definition of gender refers to the biological sex attributes of an individual.



## **Emerging Adult**

*Conceptual definition.* The conceptual definition of emerging adult represents the development period for the late teenagers with a main focus on the ages 18-25 (Arnett, 2007).

*Operational definition.* The operational definition of emerging adult follows the theory of emerging adult that focuses on people within their late teens from ages 18-25 (Arnett, 2007).

## Chapter II

### Literature Review

#### Cybersexting Behaviour

Cybersexting behaviour was described differently throughout studies. Most of the research measured sending sexting messages via a cellular phone, the Internet or they did not specify the medium via which cybersexting happened. Scholars studied cybersexting in terms of sending (a) photos or videos that are sexually suggestive; (b) pictures or videos with undergarments only; (c) nude images or videos; (d) sexually suggestive text messages; and (e) textual content messages propositioning sex (Delevi & Weisskirch, 2013). Correspondingly, the following three distinct categories were used to describe a sexting message's features: (a) sexting messages as sexually suggestive texts both visually and textually (Dake et al., 2012); (b) cybersexting messages as suggestive sexual images (Mitchell et al., 2011; Temple & Choi, 2014); and (c) engagement in cybersexting by asking whether certain body parts were shown where they are either being semi naked or taking pictures of sexual intercourse (Vanden Abeele et al., 2014).

Researchers discovered that males and females intention to engage in cybersexting behaviour fell into one among three categories: (a) the sender wished a little more excitement; (b) the sender hoped for a similar message in exchange as part of mutual understanding; or (c) the sender was hoping the acts mentioned would take place in a physical meeting (Renfrow & Rollo, 2014). The fourth motive was to maintain their spouse happy and interest which was observed by the female respondents only (Renfrow & Rollo, 2014). Research has shown that sexting is prevalent among youthful romantic partners or prospective partners where they share sexually suggestive or explicit pictures or messages through cell phones or another cyber

platform (Chalfen, 2009). Some academics asserted that cybersexting could also be a safe option to physical intercourse, as this conduct is not explicitly forbidden by religious regulations and young people who participated in cybersexting are not in danger of becoming pregnant or infected with sexually transmitted diseases (Lippman & Campbell, 2014).

Boyd (2011) explains, teenagers always took naked or semi-nude pictures to explore and express sexuality. She defines this behaviour as not only natural, but also rational. In a sense, this traditional type of sexual exploration and expression can be regarded as the growth of mobile mediated sexting. Cybersexting behaviour can also be viewed as an expansion of other types of mobile mediated sexual expression that scholars in this region have long acknowledged. For example, Proitz (2007) wrote about adolescent “love projects” involving sexually loaded discourse in text messages intended to assert mutual appeal. Lee et al. (2013) found that young people who participate in cybersexting behaviour also have a more positive attitude to their behaviour. Walrave et al. (2013) observed similarly, that adolescents with favourable attitude towards sexting have a greater desire to participate in this behaviour. From another point of view, naked or sexual prompted pictures exchanged via smart phones can represent the pursuit of intimacy at a shared time (Lasén & Casado, 2012). However, the negative implications of cybersexting behaviour was not deeply emphasized and the predictors of cybersexting behaviour was not explored in the past studies. Therefore, this research aims to explore the predictors of cybersexting behaviour

### **Sexual Desire and Cybersexting Behaviour**

Different people may engage in cybersexting behaviour for different reasons. For instance, one may cybersext to communicate their sexual desires with their significant other,

while another person could cybersex for entertainment and sexual stimulation. According to Hertlein and Blumer (2013), people tend to express their feelings and sexual desires better by engaging in technology mediated sexual interaction (TMSI) or cybersex rather than face-to-face communication. Similarly, study has also shown that computer mediated communication (CMC) is a commonly used mode of sexual communication to initiate a relationship, express sexual desires or for high-tech flirting which can contribute to negative outcomes (Lenhart, 2009; The National Campaign, 2008). In contrast, cybersexting behaviour can be used as a tool for developing sexual desires or arousal when partners are not physically together (Ringrose et al., 2013). Besides, health educators could develop practices to support and encourage healthy cybersexting behaviours that facilitates discussion on sexual desires which helps to promote healthy sexual communication (Hudson & Fetro, 2015). A number of girls involved in romantic relationships admitted that their intention for cybersexting were fuelled by their sexual desire for male approval (Lippman & Campbell 2014). Hence, there were minimal number of studies that explored sexual desire as a predictor in cybersexting behaviour. The findings of this study would increase the count of literatures related to sexual desire in cybersexting behaviour.

### **Sexual Satisfaction and Cybersexting Behaviour**

Sexual satisfaction can be presented through the satisfaction that derives from sex or sexual activities (Byers, 1999). Sexual satisfaction is experienced higher among women compared to men as men tend to report greater distress (Velten & Margraf, 2017). Sexual satisfaction can be associated with multiple factors such as gender, sexual frequency and emotional intimacy (Scott et al., 2017).

Sexual satisfaction comes in two different themes, where the first is the personal sexual well-being and the other is the dyadic processes which implies being included in a relationship (Pascoal et al., 2013). Pascoal et al. (2013) found that individuals who were under the personal sexual well-being tend to find “Pleasure” the main source of sexual satisfaction while pleasure was seen as the same as “Mutuality” under the dyadic processes.

Another research found that there was a negative relationship between cohesion among couples and the frequency of cybersexting that was close to being significant, and the relationship between sexual satisfaction and the frequency of engaging in cybersexting behaviour was positive but not significant (Shakerian et al., 2014). Based on past studies, it is obvious that there were not many past researches that have explored on the personal sexual satisfaction as the predicting factor towards cybersexting. Hence, this study has examined specifically on personal sexual satisfaction as a predictor towards cybersexting.

### **Personality and Cybersexting Behaviour**

Personality is found to be an important factor in the study of sexting behaviour (Alonso & Romero, 2019). Personality traits able to represent the thoughts, behaviour and feeling of a person that remained stable over time and constant in different circumstances (Soto et al., 2016). The Big Five Inventory (BFI) is used to measure an individual’s personality in five dimensions: Openness to experience, Conscientiousness, Extraversion, Agreeableness, Neuroticism (Soto et al., 2016). The big five dimensions able to identify the differences of individuals in terms of personality, thus the BFI is often used in research and personality assessment. Regarding the big

five personality dimensions, researchers able to predict the tendency of the personality traits of a cybersexter.

According to the overall review on each personality traits, past studies came out with a consistency conclusion that cybersexting behaviour are significantly associated with conscientiousness, extraversion and agreeableness. However, there is no significant relationship between openness to experiences and neuroticism with cybersexting behaviour. As sexting researches are mostly done in individualist cultures (Western cultures), it showed different level of personality traits compared to collectivist cultures (Asian countries) (Vogt & Laher, 2009). A culture context shapes the belief, attitude and characteristic of a person, which also contribute to individual differences in terms of thoughts, feelings and behaviours (Vogt & Laher, 2009). Hence, one of the the knowledge gaps of this present study is to examine the difference level of personality traits on predicting cybersexting behaviour in different culture context. Since all of the existing studies were conducted in Western context, this present study will deem its generalizability to Asian context particularly in Malaysia.

### **Openness to experiences**

Openness to experiences indicates people who are willing to take risk in trying unconventional or novel situation (Crimmins & Seigfried-Spellar, 2017). Conversely, low openness individuals have narrower interests, and prefer to follow familiarity and constant routine (Soto et al., 2016). Past studies showed that cybersexting behaviour do not present a significant relationship with openness to experiences (Alonso & Romero, 2019; Delevi & Weisskirch, 2013; Gámez-Guadix et al., 2017),

High openness individuals can be perceived as high sensation seekers, which is one of the factors in personality that stimulates individuals in searching for unique and innovative experiences (Delevi & Weisskirch, 2013). In terms of high sensation seekers, cybersexting behaviours unable to provide sufficient intense and excitement experiences, especially for the people who frequently engage in cybersexting (Delevi & Weisskirch, 2013). Some of the cultures might perceive cybersexting as an acceptable behaviour within young generation, which is a romantic but not risky (Delevi & Weisskirch, 2013).

Consistent with the past studies (Alonso & Romero, 2019; Delevi & Weisskirch, 2013; Gámez-Guadix et al., 2017), openness to experiences did not significantly related with uses of cybersexting activities in western countries. As a conservative country, cybersexting behaviour can be considered as a sensitive and intolerable issue in Malaysia. Therefore, the openness level of liberal culture (Western countries) is not appropriate to use as a reference in Malaysia. Thus, this present study will focus on the level of openness to predict the cybersexting uses in Malaysia.

### **Conscientiousness**

Conscientiousness represents an individual's self-control and the ability of organizing or planning one's task (Dir et al., 2013). Low conscientiousness individual are less restricted by the norms or rules, more hedonistic to explore their interest in sex (Alonso & Romero, 2019). There is a negative relationship between conscientiousness with cybersexting behaviour that was claimed in the previous studies (Gámez-Guadix et al., 2017; Crimmins & Seigfried-Spellar, 2017).

Cybersexting behaviour has been considered as impulsive activity which presented lack of self-control (Dir et al., 2013). Individuals who are low in conscientiousness tend to have difficulties in adjusting their impulses and possess with low self-discipline. Thus, individuals who score low on conscientiousness are more likely to engage in sexting behaviour (Crimmins & Seigfried-Spellar, 2017).

Past researchers in western countries claimed low conscientiousness has been linked with the higher probability of sexting behaviour (Alonso & Romero, 2019; Crimmins & Seigfried-Spellar, 2017; Dir et al., 2013; Gámez-Guadix et al., 2017). Since none of the study in Malaysia uses the personality factors to predict cybersexting behaviour, this study would like to explore the association between conscientiousness and cybersexting behaviour to proof the consistency of the finding with Western context.

### **Extraversion**

Extraversion defined as the extent of the sociability of the individual, include assertiveness, talkative and activity level (Soto et al., 2016). Previous studies have showed high level of extraversion associate with the use of cybersexting (Alonso & Romero, 2019; Crimmins & Seigfried-Spellar, 2017; Gámez-Guadix et al., 2017). Sexters who scored high on extraversion are related with socializing and excitement seeking behaviour (Crimmins & Seigfried-Spellar, 2017). Individuals who possess high social ability indicate that cybersexting is a type of interactions (Döring, 2014).

Previous research showed consistency in predicting high extraversion linked with risk-taking behaviour (Schmitt, 2004; Crimmins & Seigfried-Spellar, 2017). Based on the study conducted by Delevi and Weisskirch (2013), extraversion can be used as a predictor for



performing sexting through text message (Crimmins & Seigfried-Spellar, 2017). Prior studies claimed extraversion is one of the significant predictor to predict sexting behaviour.

Based on the consistent findings, researchers concluded that extraverted individuals are more active in cybersexting behaviour (Alonso & Romero, 2019; Crimmins & Seigfried-Spellar; Delevi & Weisskirch, 2013; Döring, 2014; Gámez-Guadix et al., 2017). In the study of Alonso and Romero (2019), they emphasize that only the specific characteristics (activity level, pleasure seeking) of extraversion domain are significantly associate with the sexting behaviour. To overcome the literature gap in the characteristics of extraversion, this present study will be using the general extraversion domain to predict cybersexting behaviour.

### **Agreeableness**

Agreeableness represent the degree of an individual behaves considerately toward the society, maintain harmonious relationship with others (Soto et al., 2016). High agreeableness individuals tend to be acknowledged by their peers and have greater relationship satisfaction, whereas low agreeableness individuals often face peer rejection and bullying issues (Soto et al., 2016).

Crimmins and Seigfried-Spellar (2017) found that sexters tend to score lower in agreeableness aspect compared to the individual who never engage in cybersexting behaviour. Low agreeableness individuals prefer cybersexting in visual forms, such as sending sexually evocative or nude image (Delevi & Weisskirch, 2013). Gámez-Guadix et al. (2017) explained that low agreeableness individual felt more relaxed to interact with others through the online environments due to the absence of social cues that exist in the real-life interactions.

In a brief summary, past studies agreed with a consistency assumption that agreeableness showed a negative relationship with cybersexting behaviour (Crimmins & Seigfried-Spellar, 2017; Delevi & Weisskirch, 2013; Gámez-Guadix et al., 2017). Hence, this present study will examine the negative relationship between agreeableness and cybersexting behaviour to enhance the consistency of the findings in Western context.

### **Neuroticism**

Neuroticism referred as the emotional stability of a person when he or she is experiencing negative feelings or emotion (Soto et al., 2016). Individuals with low neuroticism tend to be emotional stable, while high neuroticism individuals are vulnerable to negative emotions such as anxiety, depression and mood swings (Soto et al., 2016).

Researches has showed the higher the level of neuroticism associate with the greater possibility of performing cybersexting (Delevi & Weisskirch, 2013; Gámez-Guadix et al., 2017). Individuals who are emotionally unstable tend to express their negative emotions impulsively, which might assist their desire to send sexual contexts to others (Dir et al., 2013).

Conversely, Crimmins and Seigfried-Spellar (2017) studied individual who involve in nude sexting possess with low level of neuroticism. Due to the inconsistency with the past studies, Crimmins and Seigfried-Spellar (2017) explained the differences in sampling procedures might be the causes of discrepancy. Alonso and Romero (2019) also claimed that sexting is not significant related with the general domain of neuroticism, however only significant related with few characteristics of neuroticism (impulsiveness, vulnerability and depression).

Based on the past studies (Delevi & Weisskirch, 2013; Gámez-Guadix et al., 2017; Crimmins & Seigfried-Spellar, 2017), there is a contradiction on the relationship between

neuroticism with cybersexting behaviour. Past researchers did not clearly show the impact of neuroticism on cybersexting behaviour. To validate the positive stand of neuroticism in previous discoveries, this study will analyze the relationship between neuroticism and cybersexting behaviour and clarify personality traits as a possible factor in predicting cybersexting behaviour.

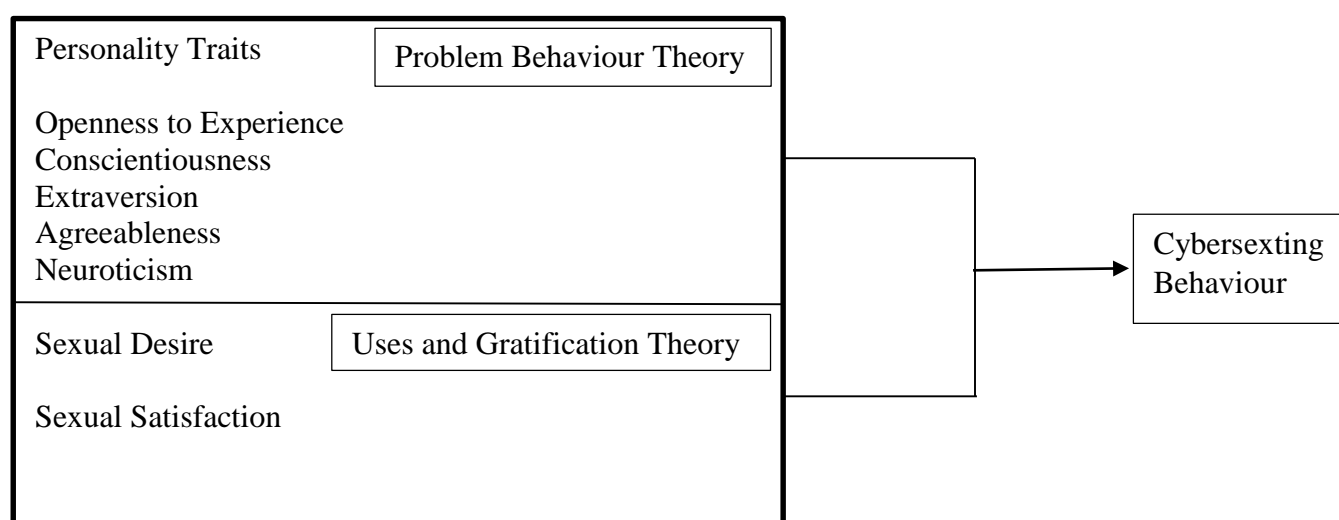
### **Gender Differences in Cybersexting Behaviour**

Cybersexting is a gendered phenomenon compared to just a sexual behaviour (Walker, Sancu, & Temple-Smith, 2013). Findings from several past studies revealed that men and women are equally likely to cybersex (Benotsch et al., 2013; Dake et al., 2012; Rice et al., 2012)

Research findings have revealed that men are more likely to engage in cybersexting than women because men perceive cybersexting more positively, evaluate greater social approval of cybersexting and considers cybersexting easier compared to women (Liong & Cheng, 2017). Similarly, Walrave et al. (2013) found that men are more likely to cybersex compared to women among Belgian adolescents. In addition, Reyns et al. (2014) found that men were more likely to receive cybersex messages, whereas women were more likely to send messages that are sexually explicit. For instance, in a study conducted using a sample of more than 200 Hispanic female undergraduates, 20.5% had sent sexually suggestive or nude pictures of themselves and 34.5% had received sexual content photos from other people (Ferguson, 2011). Moreover, female cybersexers receive little social acceptance (Lenhart, 2009), male cybersexers gain status through cybersexting by having more nude pictures of females (Ringrose et al., 2013; Walker et al., 2013).

Hence, there are some mix findings on gender differences in cybersexting. Most of the studies mentioned that males engage more in cybersexting activity compared to women and only studies reported that there is no difference. This study would further study the differences in gender in cybersexting to enrich the knowledge gap.

### Theoretical Framework



*Figure 2.1* Theoretical Framework of Problem Behaviour Theory and Uses and Gratification Theory

### Uses and Gratification Theory (UGT)

Uses and Gratification (UGT) theory is a theory that has a basic assumption whereby social media and content choices of an individual is generally rationalized and mainly directed towards their objectives and satisfaction which explains that individuals are active and are able to form formations that can be logically explained (McQuail, 2012). McQuail (2012) also mentions

that the individuals are conscious of their media-related needs from their personal and social circumstances which leads them to seek for gratification of their various personal and social needs (which is cybersexting).

Uses and gratification of social platforms relate differently towards an individual's usage where the social gratifications would lean towards increased usage, and content gratification leads to an increase of time spent (Joinson, 2008). From understanding these gratifications, Joinson (2008), identified the motivations that encourage individuals to use social networking sites where the individual's desire plays a role in building the motivation to be involved in these platforms. UGT also explains the different needs of individuals whereby these individuals gratify or try to fulfil these needs by using or involving themselves with a particular media (Kujur & Singh, 2019).

Cybersexting is a form of communication that can be categorized as a form of media production (Hasinoff, 2012). Therefore, utilization of the UGT model could provide explanation to cybersexting as a representation of social media production that individuals could proceed to fulfil their gratifications. A research done complimented UGT in explaining the reason why individuals continuously engage in cybersexting behaviour even knowing that it is a risky behaviour (Hudson & Marshall, 2018). According to Hudson and Marshall (2018), they utilized UTG to explain the reason of individuals engaging in cybersexting behaviour could be due to various motivations to fulfil various needs. From this, UGT could be used to predict the motivation of individuals in performing cybersexting.

## **Problem Behaviour Theory (PBT)**

Problem behaviour can be recognized as risk-taking behaviour, which the behaviour can harm one's mental health or life (Karaman, 2013). PBT explains personality and environment as the main dynamics that influence one's in engaging problematic behaviour (Karaman, 2013). The personality system will be the main focus in studying the factors that cause people to perform cybersexting behaviour.

The personality system includes personal belief structure, personal control structure and motivation structure (Karaman, 2013). The three domains of personality systems can be derived into sub categories, for example: self-esteem, stress level, self-control capability, social relationship, and tolerance to behaviour (Karaman, 2013). These five sub categories may form as the risk factors which will affect the exhibition of problem behaviour (Karaman, 2013).

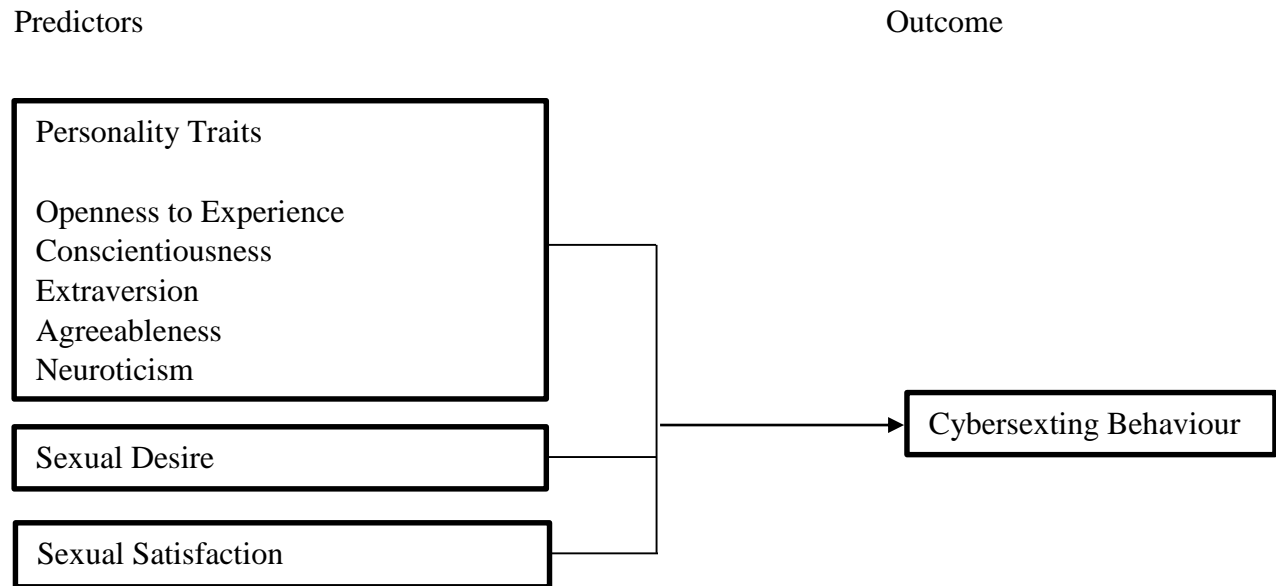
Since previous studies did not mention the Big Five personality traits in the personality system of PBT, this present research will be focusing on integrating the personality traits into personality system of PBT and explains the problematic behaviour. The sub-categories are allocated into the Big Five personality domains which consists Openness to Experiences (tolerance to behaviour), Conscientiousness (self-control capability), Extraversion (self-esteem), Agreeableness (social relationship) and Neuroticism (stress level) (Karaman, 2013; Alonso & Romero, 2019). Using the Big Five personality Model, personality which associate with risk factors is able to be identify and explained its effect on problem behaviour (cybersexting behaviour).

## **Conceptual Framework**

### **Integration of Uses and Gratification Theory (UGT) and Problem Behaviour Theory (PBT).**

The conceptual framework of this study is built based on the integration of the two theories which are Uses and Gratifications Theory and Problem Behaviour Theory. UGT explains how people seek to gratify their needs and use the media for their own purposes that in turn would satisfy their gratification needs (Griffin et al., 2015). This theory explains how individuals would be motivated to satisfy their gratification needs which plays a part in predicting their cybersexting behaviour. Sexual satisfaction and sexual desire represent the motivations that could influence individuals to satisfy their certain gratifications such as passing time, companionship, escape, enjoyment, social interaction, and excitement (Griffin et al., 2015).

This is where PBT comes in where cybersexting is seen as a problem behaviour that do not fit into the social norms or rules that could cause undesirable negative consequences (Karaman, 2013). Problem behaviours raise from the occurrence of risk factors that influence the thinking, feeling, and behaviours of the individual. Since the thoughts, affection and behaviour are the composition of personality, risk factors also indirectly effect the personality of a person. The risk factors in the personality systems such as isolation, low self-esteem, compliance to the social norms might influence the motivation of a person in performing one's behaviour (Karaman, 2013). Since the motivation varies according to situations, individuals tend to change their behaviour in order to get desired results. Personality plays a role in affecting the behaviour and motivations of an individual in order to satisfy their gratification needs.



*Figure 2.2* Conceptual Framework of Cybersexting behaviour, Sexual Desire, Sexual Satisfaction, and Personality Traits.



## **Chapter III**

### **Methodology**

#### **Research Design**

Correlational research was put in use for this research to measure the correlation between the sexual desire, sexual satisfaction, personality and cybersexting behaviour. This research design was utilized as it best fitted to the objectives of the present study. The research adapted quantitative survey method to obtain the response from the participants. The researchers used Qualtrics online survey tool to create a questionnaire as it also served as a platform to reach the participants as well as paper-and-pen method to gather more data.

#### **Research Subject**

According to the demographic statistics of Malaysia in 2019, 32.58 million was the estimated Malaysia's population (Mahidin, 2019). Malaysian emerging adults aged between 18 and 25 years were expected to take part in this study. The sampling technique used in this study was non-probability sampling method. Non-probability sampling refers to a sample which is not selected randomly, and it involves judgement (Showkat & Parveen, 2017). The current research adapted purposive sampling to select participants based on the researcher's judgement in which individuals with specific characteristics that match the inclusion criteria of this study were selected. According to Showkat and Parveen (2017), purposive sampling is considered to be more convenient, more readily accessible and able to choose study participants who meet the required criteria of the research. Thus, researchers of this study approached the targeted participants purposefully by using online survey through social networks and questionnaires

were distributed physically via paper and pencil survey method. Malaysian participants who fall within the range of 18 to 25 years of age were the inclusion criteria of this study. However, non-Malaysians and those who are below 18 or above 25 were the exclusion criteria for this research.

This study used Krejcie and Morgan's (1970) table to determine the sample size for a given population. Based on the table 3.1, the sample size for this study was at least  $s = 384$  (refer to Appendix A, p.70). A total of 402 respondents who were Malaysians, aged between 18 to 25 years old were recruited through Qualtrics Survey Software and paper pencil survey in the present study. After filtered the 402 responses in data set, 67 cases were found to be incomplete, and 3 cases were found as the extreme outliers. Hence, only a total of 332 respondents were included and used as the final sample of the present study.

## **Research Procedure**

A pilot study was conducted before the actual data collection. The pilot study had a total of 35 respondents from the emerging adults in Malaysia. After the reliability was computed, the actual study began. An online survey which included a set of questionnaires, informed consent, demographic details was created using an online survey tool called Qualtrics. The operational definition of cybersexting was also introduced at the beginning of the survey. The questionnaire included scales of sexting behaviours, sexual desire (SDI-2), sexual satisfaction, Big Five (BFI-2-S) and social desirability (SDRS-5). In order to obtain the consent of the participants, informed consent form was included in the study, which stated that their participation in this survey was anonymous and their answers will be protected under the liability of privacy and confidentiality. Basic demographic information of the participants such as age, gender, year of study and

citizenship status were collected towards end of the survey. The survey was distributed via social media platform such as Facebook, Instagram, Whatsapp and Wechat. The estimated time taken to complete the survey was between 10 to 15 minutes. However, the response rate was low whereby, only 114 respondents were gathered over a period of 2 months since the start of data collection. Besides, online survey method was chosen initially due to the interest of study which explores sexting through cyber platforms and the usage of Internet. Therefore, the researchers adapted paper and pencil survey method. The survey was distributed by hand to participants who agreed to participate voluntarily. Once the respondents have completed the survey, an envelope was provided to each of the participants to keep their completed set of questionnaires into it. This method was used to protect the respondent's private and confidentiality status. The data collection via paper and pencil method was conducted in UTAR Kampar campus by approaching big lecture classes with the permission of the lecturers in charge. Moreover, some of the respondents were approached personally during their leisure time. The researchers of this study also approached their friends from different universities. By using paper and pencil survey method, 218 participants were recruited. The total number of respondents gathered via online and paper and pencil method was 332 excluding those who did not meet the inclusion criteria of the study.

## **Instrumentation**

**Cybersexting Behaviour.** Sexting Behaviours Scale (SBS) was created by Dir et al. (2013) to measure the prevalence and frequency of cybersexting behaviour which includes, receiving and sending messages which contains pictures or sexually suggestive content. There

are 11 items in this scale which will be responded using the 5-point Likert scale which range from 1 (never) to 5 (frequently or daily). The scoring method of this scale is by totaling up the accumulated score from the 11 items. The Cronbach alpha of the scale was at .883 indicating strong evidence of reliability (Dir et al., 2013). The concurrent validity of SBS and the Intimate Images Diffusion Scale between adolescents (EDIMA), measured through the Pearson statistic, shows significant results ( $r = 0.729$ ;  $p < 0.01$ ) (Dir et al., 2013). In present research, the internal reliability of SBS was high in online and paper and pencil survey method.

**Sexual Desire.** Sexual Desire Inventory-2 (SDI-2) was developed to measure the solitary and dyadic sexual desire construct (Spector et al., 1996). Respondents are given eight options to choose one answer based on the past month for item 1, 2, 10 and 14. While, the remaining items will be answered on an 8-point Likert scale ranging from 0 (no desire) to 8 (strong desire). Items 1 to 8 are totaled up to obtain dyadic sexual desire score whereas, items 10-12 are accumulated for solitary sexual desire. However, items 9, 13 and 14 will not be included in the subscale calculations. The internal consistency of this inventory was estimated for the Solitary scale and Dyadic scale at .96 and .86 respectively indicating high reliability (Spector, Carey, & Steinberg, 1996). The concurrent validity of this inventory revealed solitary sexual behaviour is correlated with the frequency of solitary sexual behaviour ( $r = .80$ ,  $p < .0001$ ), whereas, dyadic sexual desire is correlated with the frequency of dyadic sexual behaviour ( $r = .34$ ,  $p < .0001$ ) (Spector et al., 1996). The internal reliability of SDI-2 was high in online and paper and pencil survey method.

**Sexual Satisfaction.** The New Sexual Satisfaction Scale (NSSS) which is designed to measure the sexual satisfaction in clinical and non-clinical samples (Stulhofer et al, 2010; Stulhofer et al, 2011). The NSSS was divided into two subgroups which were the personal and relationship subscales. The items from 1 to 10 were referred to the personal subscale whereas

items from 11 to 20 corresponded to the relationship subscale. Respondents were asked to rate their level of sex life satisfaction in the past 6 months using the 5-Likert type scale: 1 (not at all satisfied), 2 (a little satisfied), 3 (moderately satisfied), 4 (very satisfied) and 5 (extremely satisfied). The Ego-Centered subscale (items 1-10), Partner and Activity-Centered subscale (Items 11 to 20). The items from 1 to 20 are computed by summing up the scores together where, higher scores represent higher sexual satisfaction. The internal consistency of the scale was high ( $\alpha = .96$ ) (Stulhofer et al, 2010; Stulhofer et al, 2011) and significant convergent validity was obtained for this scale by associating the global (single-item) measure of sexual satisfaction and the NSSS scores (Stulhofer et al, 2010; Stulhofer et al, 2011). The internal reliability of NSSS subscale was high in online and paper and pencil survey method in the present study.

**Personality Traits.** This inventory was created by Soto and John (2017). This inventory consists of 5 major dimensions, extraversion, agreeableness, conscientiousness, neuroticism and openness to experience, which will be used to measure a person's personality. There are 6 items for each of the dimension in the Big 5 Inventory-2 (BFI-2-S). The total number of items in this scale is 30 and half of them are reversed items. Each of the dimension in this scale have 3 reversed items, whereby, extraversion (item = 1, 21 and 26), agreeableness (item = 7, 17 and 27), conscientiousness (item = 3, 8 and 28), neuroticism (item = 14, 19 and 24) and openness to experience (item = 10, 20 and 30). The items in (BFI-2-S) will be rated using a 5-Likert Scale with a range of 1 = "disagree strongly", and 5 = "agree strongly". According to Soto and John (2017) the internal consistency of BFI-2-S domain scales was at average ( $\alpha = .78$ ). NSSS showed substantial convergence validity with the NEO-PI-R domain scales and in terms of criterion validity, all outcome variables investigated associated with the Big-5 traits can be replicated (Rammstedt et al., 2018).

## Reliability

The pilot study of this present research was done in January 2020, which the 35 respondents were collected through Qualtrics Survey Software. The actual study of this present research was done in March 2020, the respondents were collected through Qualtrics Survey Software and paper pencil survey. The age range of the respondents was from 18 to 25 years old, only Malaysian was considered in this present study. The reliability of each variables was presented in Table 3.1.

Table 3.1

*Reliability of Cybersexting Behaviour, Sexual Desire, Sexual Satisfaction of Personal, Extraversion, Agreeableness, Conscientiousness, Neuroticism, and Openness.*

Variables	Cronbach's alpha, $\alpha$		
	Number of items	Pilot Study (n = 35)	Actual Study (n = 332)
Cybersexting behaviour	11	.904	.914
Sexual Desire	14	.942	.960
Sexual Satisfaction of Personal	11	.923	.973
Extraversion	6	.760	.563
Agreeableness	6	.616	.397
Conscientiousness	6	.471	.454
Neuroticism	6	.772	.651
Openness	6	.488	.699

## Normality Test

**Skewness and Kurtosis.** Based on the Table, the skewness value of cybersexting behaviour was positively skewed (1.930), sexual desired was negatively skewed (.333), Sexual Satisfaction of Personal was negatively skewed (-.227), Sexual Satisfaction of Partner was negatively skewed (-.273), Extraversion was negatively skewed (-.097), Agreeableness was positively skewed (.247), Conscientiousness was positively skewed (.039), Neuroticism was negatively skewed(-.029), Openness was negatively skewed (-.825). The Skewness and Kurtosis value with the range between +2 to -2 is acceptable, and justify as a normal distribution of the data (Muzaffar, 2016). Due to greater sample size ( $n > 300$ ), the kurtosis value ranged within +7 to -7 can be also considered as normal distribution of the data (Kim, 2013). The result in Table 3.2 meet the normality assumption of the skewness and kurtosis.

Table 3.2

*Table of Skewness and Kurtosis of each variables. (n = 332)*

<b>Variables</b>	<b>Mean</b>	<b>SD</b>	<b>Skewness</b>	<b>Kurtosis</b>
Cybersexting behaviour	13.84	5.930	1.930	3.888
Sexual Desire	38.46	27.345	.333	-.729
Sexual Satisfaction of Personal	30.08	12.029	-.227	-.831
Extraversion	18.08	3.642	-.097	.767
Agreeableness	20.00	3.173	.247	.975
Conscientiousness	18.53	3.346	.039	1.358
Neuroticism	17.74	4.013	-.029	.416
Openness	19.48	4.154	-.825	1.567

**Histogram.** The normality of the data can be evaluated through histogram. The result of variables in the present study were showed in a bell-shaped curve which met the assumption of the normality (refer to Appendix B, p.71).

**Normal Q-Q plots.** Furthermore, normal Q-Q plot were also used to examine for normality. From the normal Q-Q plot, the result of variables indicated the data points were nearly lie along to the straight line (refer to Appendix C, p.75).

### **Assumption for Multiple Regression Analysis**

**Multicollinearity.** Multicollinearity is one of the assumptions for multiple regression model. Multicollinearity issue occurred if the independent variables were highly correlated to each other. Table 3.3 showed the correlation of the each variables, which indicated the variables are independent from each other. Furthermore, the value of tolerance and Variance Inflation Factor (VIF) were used to examine the collinearity within the predictors in multiple regression model. Multicollinearity issue happened despite the fact that the value of tolerance was less than 0.2 and Variance Inflation Factor (VIF) was 10 or above (StatisticsSolutions, 2020). Hence, the result of predictors in Table 3.4 showed the value of tolerance was ranged from .502 to .795 and VIF were all below 10, which indicates the absent of multicollinearity issue.



Table 3.3

*Correlation Analysis of Cybersexting Behaviour, Sexual Desire, Sexual Satisfaction of Personal, Extraversion, Agreeableness, Conscientiousness, Neuroticism, and Openness. (n = 332)*

Variables	1	2	3	4	5	6	7	8
1. Cybersexting behaviour	1	.366***	.281***	.046	-.142**	-.100*	.115	.046
2. Sexual Desire	.366***	1					*	
3. Sexual Satisfaction of Personal	.281***	.702***	1					
4. Extraversion	.046	.124*	.094*	1				
5. Agreeableness	-.142**	-.029	-.022	.170**	1			
6. Conscientiousness	-.100*	-.087	-.055	.314***	.378***	1		
7. Neuroticism	.115*	.091*	.046	-.284***	-.347***	-.394***	1	
8. Openness	.046	.242***	.254***	.065	.106*	.078	.005	1

*Note.* \*\*\* $p < 0.001$  level (1-tailed); \*\* $p < 0.01$  level (1-tailed); \* $p < 0.05$  level (1-tailed)

Table 3.4

*The value of tolerance and Variance Inflation Factor (VIF) of Sexual Desire, Sexual Satisfaction of Personal, Agreeableness, Conscientiousness and Neuroticism.*

Variables	Tolerance Value	Variance Inflation Factor (VIF)
Sexual Desire	.502	1.991
Sexual Satisfaction of Personal	.506	1.975
Agreeableness	.810	1.234
Conscientiousness	.776	1.289
Neuroticism	.795	1.258

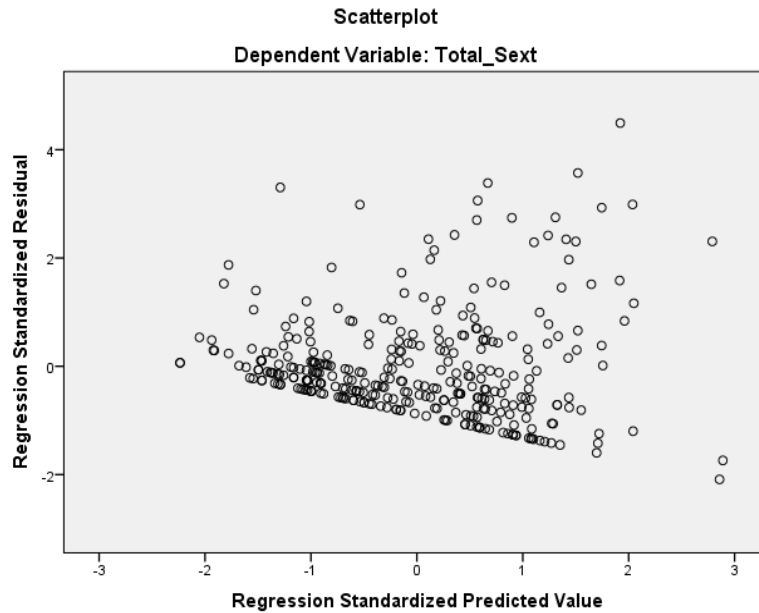
**Independence of Errors.** Durbin Watson test was used to measure the autocorrelation in the residuals within a regression analysis (Kenton, 2019). The value of 2.0 showed the assumption of all variables were independent. The result below showed the value of Durbin-Watson (1.882) was close to the value of 2.0, which indicates the assumption of independence of errors was met.

Table 3.5

*The Durbin-Watson value of multiple regression.*

Model	R	R square	Durbin-Watson
1	.392	.154	1.882

**Homoscedascity.** Homoscedascity represented the same level of variance of the predictors in multiple regression model. According to the figure 3.1, the scatterplot showed that the assumptions for homoscedascity was not met. Although the homoscedascity assumptions was not met, the other assumptions in normality checking for multiple regression analysis showed no violation.



*Figure 3.1.* The scatterplot showed that the assumptions for homoscedasticity was not met.

## Data Analysis

Multiple Linear Regression (MLR) was used in this study to analyze the association of sexual desire, sexual satisfaction and personality (openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism) as predictors in cybersexting behaviour. MLR was used to assess the relationship between at least three variables of ratio or interval scale (Statistics Solutions, 2019). In the data analysis, cybersexting scores was utilized as the outcome variable, whereas sexual desire, sexual satisfaction and personality traits (openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism) scores served as predictors to cybersexting.

To ensure the generalization of regression model, it was essential to examine the underlying assumptions of this present study are met. To test the underlying assumptions of

MLR, there were a few key assumptions which was available to be used, such as multicollinearity, tolerance, variance inflation factor, independence of errors and homoscedasticity. MLR assumed that the data only consist of little or no multicollinearity issue (Statistics Solutions, 2019). Multicollinearity happens when the independent variables are not inter-related from each other (Statistics Solutions, 2019). Tolerance examine the effects of one independent variable on another independent variables (Statistics Solutions, 2019). Small tolerance values show the high collinearity exists in the model. Variance Inflation Factor (VIF) is the inverse value of tolerance score, high VIF indicate that collinearity issue exists in the MLR model, which the cutoff threshold of VIF is 10 and above (Statistics Solutions, 2019). Independence of errors is measured by using Durbin Watson, to test the error is uncorrelated with the independent variables (Statistics Solutions, 2019). The value of the Durbin Watson shows closer to 2, it indicates that the model is congruent to the study assumption. Homoscedasticity of the regression model can be analyses through examine the pattern of scatter plots (Statistics Solutions, 2019).

Independent t-test was used to analyze the gender differences in performing cybersexting behaviour. The purpose of independent t-test is to compare the mean difference of cybersexting behaviour between the two different genders. T-test can be used when the samples are able to meet the conditions of the normality, equal variance, and independence (Kim, 2015). Before calculating the t-value, a decision on whether to use equal variance or unequal variance would be decided beforehand based on the F-ratio. The sampling distribution would be obtained and the location of the mean of the specific sample against the distribution data would be located.

The assumptions of the t-test would be where if the samples of the population displays a normal distribution curve but the variance of the population is unknown, the sample variance

will be able to be used to examine the sampling distribution of the mean which resembles a t distribution (Kim, 2015). To satisfy the conditions of the t-test, Kolmogorov-Smirnov test was used to identify the normality assumptions and if the normality was not met, Wilcoxon rank sum test can be used for independent samples (Kim, 2015). Levene's test can be used to identify the condition of equal variance where if the condition was not met, a nonparametric test can be utilized (Kim, 2015).

## Chapter IV

### Result

#### Descriptive Statistics

**Demographic information.** Among 332 respondents, 148 males (44.6%) and 184 Female (55.4%). The age range of the respondents was 18 to 25 years old ( $M = 21.60$ ,  $SD = 8.97$ ). There are 270 Chinese (81.3 %), 31 Malays (9.3%), 30 Indians (9.0%) and one respondent from others ethnicities (0.3%). The common platform that respondents used for cybersexting was Facebook (31.0%), WhatsApp (23.5%), WeChat (20.8%), Tinder (22.3%), and others (21.7%) such as Snapchat and Instagram. Table 4.1 displayed the demographic information of the respondents.

Table 4.1

*Demographic Information of Respondents. (n = 332)*

	<b>n (%)</b>	<b>Mean</b>	<b>SD</b>	<b>Min</b>	<b>Max</b>
Age		21.60	8.97	18	25
Gender					
Male	148 (44.6)				
Female	184 (55.4)				
Ethnicity					
Chinese	270 (81.4)				
Malay	31 (9.3)				
Indian	30 (9.0)				
Others	1 (0.3)				

Platform (Can select more than 1 choice)	
Facebook	103 (31.0)
WhatsApp	78 (23.5)
WeChat	69 (20.8)
Tinder	74 (22.3)
Others	72 (21.7)

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*Note.* SD = Standard Deviation; Min = Minimum; Max = Maximum.

**Frequency distribution of variables.** Table 4.2 displayed the frequency distribution of Cybersexting Behaviour, Sexual Desire, Sexual Satisfaction of Personal, Extraversion, Agreeableness, Conscientiousness, Neuroticism, and Openness.

Table 4.2

*Frequency distribution of variables. (n = 332)*

<b>Variables</b>	<b>Mean</b>	<b>SD</b>	<b>Min</b>	<b>Max</b>
Cybersexting behaviour	13.84	5.930	9	43
Sexual Desire	38.46	27.345	0	122
Sexual Satisfaction of Personal	30.08	12.029	11	55
Extraversion	18.08	3.642	6	30
Agreeableness	20.00	3.173	8	30
Conscientiousness	18.53	3.346	6	30
Neuroticism	17.74	4.013	6	29
Openness	19.48	4.154	6	30

---

*Note.* SD = Standard Deviation; Min = Minimum; Max = Maximum.

## Inferential Statistics

To justify the research question, correlation analysis and multiple linear regression were used in the present study.

Research Questions 1: Do sexual desire, sexual satisfaction and personality traits (openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism) predict cybersexting behaviour among emerging adults in Malaysia?

Based on Table 4.3, the correlation between cybersexting behaviour and sexual desire is significantly positive among emerging adults in Malaysia,  $r(330) = .366, p < .001$ . Moreover, there was a significant positive relationship between cybersexting behaviour between sexual satisfaction of personal  $r(330) = .281, p < .001$ . Furthermore, there was also a significant negative relationship between cybersexting behaviour and agreeableness,  $r(330) = -.142, p < .01$ . Additionally, the correlation between cybersexting behaviour and conscientiousness is significant negative,  $r(330) = -.100, p < .01$ . Besides, the correlation between cybersexting behaviour and neuroticism is significant positive,  $r(330) = .115, p < .01$ . As the  $r$  value in the present study was ranged from .100 to .366, it represented a medium relationship between variables.

Table 4.3

*Correlation Analysis of Cybersexting Behaviour, Sexual Desire, Sexual Satisfaction of Personal, Extraversion, Agreeableness, Conscientiousness, Neuroticism, and Openness. (n = 332)*

Variables	1	2	3	4	5	6	7	8
1. Cybersexting behaviour	1	.366***	.281***	.046	-.142**	-.100*	.115*	.046



2.	Sexual Desire	.366***	1						
3.	Sexual Satisfaction of Personal	.281***	.702***	1					
4.	Extraversion	.046	.124*	.094*	1				
5.	Agreeableness	-.142**	-.029	-.022	.170**	1			
6.	Conscientiousness	-.100*	-.087	-.055	.314***	.378***	1		
7.	Neuroticism	.115*	.091*	.046	-.284***	-.347***	-.394***	1	
8.	Openness	.046	.242***	.254***	.065	.106*	.078	.005	1

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*Note.* \*\*\* $p < 0.001$  level (1-tailed); \*\* $p < 0.01$  level (1-tailed); \* $p < 0.05$  level(1-tailed)

As the result on Table 4.3 showed that cybersexting behaviour was significantly correlated with sexual desire, sexual satisfaction of personal, agreeableness, conscientiousness and neuroticism, these variables were entered into the regression model to predict cybersexting behaviour among emerging adults in Malaysia.

The multiple regression model was statistically significant,  $F(5, 326) = 11.836, p < .001$ , and accounted for 14.1% of the variance. It was found that sexual desire ( $\beta = .324, p < .001$ ) and agreeableness ( $\beta = -.114, p < .001$ ), but not sexual satisfaction of personal, conscientiousness and neuroticism, significantly predicted cybersexting behaviour among emerging adults in Malaysia. The effect size was calculated by using the formula of  $f^2 = R^2/(1-R^2)$ , which produced a result of 0.158. The Cohen's Effect Size,  $f^2$  can be categorized in to three levels, in terms of .02 as small, .15 as medium, .35 as large (Cohen, 1988). As a result, the effect size of multiple regression was considered medium. Consequently, it showed a medium relationship between the predictors in the regression model.

Table 4.4

*Multiple Regression Analysis in Predicting cybersexting behaviour among emerging adults in Malaysia. (n = 332)*

<b>Predictors</b>	<b>B</b>	<b>SE</b>	<b><math>\beta</math></b>	<b><i>t</i></b>	<b><i>p</i></b>
Constant	13.991	3.464			
Sexual Desire	.070	.016	.324	4.506	.000
Sexual Satisfaction of Personal	.024	.035	.048	.674	.501
Agreeableness	-.213	.106	-.114	-2.012	.045
Conscientiousness	-.018	.103	-.010	-.179	.858
Neuroticism	.058	.084	.039	.687	.492

*Note.*  $\beta$  = Standardize Coefficient;  $p$  = p-value;  $F(5, 326) = 11.836$ ;  $p < .001$ .

Research Questions 2: Is there gender difference in cybersexting behaviour among emerging adults in Malaysia?

H<sub>1</sub>: Males perform cybersexting behaviour more frequently than females.

Independent sample *t*-test was used to measure the gender difference in cybersexting behaviour among emerging adults in Malaysia.

According to Table 4.5, the hypothesis of males perform cybersexting behaviour more frequently than females was supported,  $t(330) = 2.912$ ,  $p = .004$ . The mean score of cybersexting behaviour among male was 14.89 (SD = 7.03) and female was 13.00 (SD = 4.72). Hence, the result showed that males perform cybersexting behaviour more frequently than females among emerging adults in Malaysia.

Table 4.5

*Independent Sample t-test in Comparing Gender Difference in Cybersexting Behaviour among Emerging Adults in Malaysia (n = 332)*

<b>Gender</b>	<b>n</b>	<b>Mean</b>	<b>SD</b>	<b>t</b>	<b>df</b>	<b>p</b>	<b>Decision</b>
Male	148	14.89	7.034	2.912	330	.004	Support H <sub>1</sub>
Female	184	13.00	4.718				

### **Chapter Summary**

In conclusion, sexual desire and agreeableness were the only significant predictors that able to predict cybersexting behaviour among emerging adults in Malaysia. The research hypothesis (H<sub>1</sub>) was supported by the present study, with the result showed that males perform cybersexting behaviour more frequently than females among emerging adults in Malaysia.

## Chapter V

### Discussion

#### Introduction

The main focus of this study was to identify whether sexual desire, sexual satisfaction and personality (Big-5) was able to significantly predict cybersexting behaviour as well as identify if there is a significant difference between gender in performing cybersexting. The result from the multilinear regression model proves that sexual desire and agreeableness are the only predictors of cybersexting behaviour while sexual satisfaction, openness, conscientiousness, extraversion, and neuroticism are unable to predict cybersexting behaviour. According to the *t*-test results, this study was also able to show that men perform cybersexting behaviour more compared to women.

#### Discussion

**RQ1: Do sexual desire, sexual satisfaction and personality traits (openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism) predict cybersexting behaviour among emerging adults in Malaysia?**

The results of the study found that sexual desire predicted cybersexting behaviour. This result is supported by past literatures (Hertlein & Blumer, 2013; Lippman & Campbell, 2014). The possible explanations for this are that individuals with high sexual desire tend to search for platforms to engage in sexual activity as a way to fulfil their sexual needs. For an individual with high sexual desire, it could be easier for them to engage through online cybersexting as some individuals would find it easier to express their feelings and sexual desires through technology rather than face-to-face communication (Hertlein & Blumer, 2013). Individuals more connected

to technology may seek more comfort in expressing themselves sexually through cybersexting especially where sexual desire is high and there is a need to express it.

Sexual satisfaction is not a significant predictor of cybersexting behaviour. In the current study, the primary focus was on the personal sexual well-being of individuals. The results from this study does not fully correspond with past literature as some articles found that sexual satisfaction is able to lead to cybersexting (Shakerian et al., 2014; Ferguson, 2010). The possible reason behind this could be due to the fact that most individuals obtain their personal sexual satisfaction through other means such as pornography compared to cybersexting as sexual satisfaction to some individuals could mainly be fulfilled by themselves through channels that are much simpler to access whereby cybersexting requires a second party that is willing to engage in such behaviour. Another reason could be due to negative feelings that an individual perceives about one's sexual satisfaction. How the individual feels and perceives their life physically and mentally have a great impact on their sexual satisfaction and their means to satisfy them (Shahhosseini et al., 2014).

Personality traits followed the Five Factor Model or also known as the Big-Five Inventory through five dimensions: Openness to experience, Conscientiousness, Extraversion, Agreeableness, and Neuroticism (Soto et al., 2016; De Raad & Mlacic, 2015). Following this study's result, it was found that three of the dimensions positively correlated with cybersexting behaviour and is able to fit into the Multilinear Regression Model except openness to experience and extraversion. From the MLR model, this study identifies that out of the three dimensions, only agreeableness is able to predict cybersexting behaviour.

Agreeableness is the only personality trait that is significantly able to predict cybersexting behaviour in this study. These findings are contrary to past literatures as past literatures reported low agreeableness would predict cybersexting behaviour (Crimmins & Seigfried-Spellar, 2017; Delevi & Weisskirch, 2013). This contradictory with past studies could be because of external factors, mainly the social environment, that that plays a role in promoting cybersexting behaviour (Olatunde & Balogun, 2017). Peers who cybersext could prompt individuals with high agreeableness traits to engage in cybersexting behaviour. Individuals with high agreeableness traits might find it hard to reject as they intend to maintain a harmonious relationship with others (Soto et al., 2016).

Openness to experience was not included in the MLR model as it did not have a significant relationship with cybersexting behaviour. The result obtained in this study corresponds with past literature as past studies found that openness to experience does not present a significant relationship with cybersexting behaviour (Alonso & Romero, 2019; Delevi & Weisskirch, 2013; Gámez-Guadix et al., 2017). Individuals that are high in openness are open to new things and seek high sensation which stimulates the individuals to seek experiences that are different and exceptional whereby cybersexting behaviour could fail to provide these individuals with the sensation and excitement especially if they have engaged in cybersexting behaviour (Delevi & Weisskirch, 2013). Openness individuals could be willing to experience and be involved in cybersexting behaviour. However, as time proceeds, these individuals would seek new and more interesting sensations that can fulfil themselves.

Extraversion was also not put into the MLR model as it does not have a significant relationship with cybersexting behaviour. However, in past studies, extraversion is highly related and associated with cybersexting behaviour which contradicts the current study (Alonso &

Romero, 2019; Crimmins & Seigfried-Spellar, 2017; Gámez-Guadix et al., 2017). Reason behind this could be because of other underlying factors that could affect how a high extraversion perceive cybersexting as there are certain and specific characteristics of the extraversion domain that are associated with cybersexting behaviour (Alonso & Romero, 2019). It could also be due to the difference in culture as Westerners are more open towards cybersexting behaviour compared to the Asian culture as cybersexting could be considered a sensitive issue.

Conscientiousness does not predict cybersexting behaviour in this study. With consistency with past literatures, high conscientiousness was found to have the lowest significant relationship in predicting cybersexting behaviour (Alonso & Romero, 2019; Crimmins & Seigfried-Spellar, 2017; Delevi & Weisskirch, 2013). Individuals with high conscientiousness traits were found to less likely perform cybersexting behaviours as these individuals follow society's norms and rules, delay gratification and is goal oriented (Roberts et al., 2009). Individuals with high conscientiousness will tend to be more disciplined and are more abiding towards the law as cybersexting behaviour can be dangerous and against the law especially when it involves a minor or when an individual circulates non-consensual nude images of someone around.

Neuroticism is also unable to predict cybersexting behaviour in this study. This finding is aligned with past literature (Crimmins & Seigfried-Spellar, 2017; Liu & Zheng, 2020). This could be because individuals with neuroticism might be unable to control and properly regulate their emotions leaving them exposed to negative feelings and emotions. It could be because individuals who are high on neuroticism are anxious and moody making it hard for them to engage in cybersexting behaviour (Thompson, 2008). These individuals would also be in an

anxious state where they could have anxiety if they were to send a sext or be involved in cybersexting behaviour.

From understanding how sexual desire, sexual satisfaction and personality predicts cybersexting behaviour, counsellors from professional settings are able to utilize this information and come up with strategies to assist individuals involved with cybersexting behaviour.

Professionals would be able to get to the root of the problematic behaviour and help individuals recover at a faster pace with the knowledge acquired from this study.

**RQ2: Is there gender difference in cybersexting behaviour among emerging adults in Malaysia?**

There is a gender difference in cybersexting behaviours among the emerging adults in Malaysia. From the results obtained in this study, men were found to perform cybersexting behaviour more frequently compared to females and this corresponds with past literatures (Liong & Cheng, 2017; Walrave et al., 2013; Reyns et al., 2014). This could be because men who perform cybersexting could be more socially accepted compared to a woman who does it. Men do not get labels when engaging in cybersexting behaviour compared to a woman who might be labelled a “slut” or “insecure” if they were to perform cybersexting behaviour and even if they don’t, they could still be labelled a “prude” (Lippman & Campbell, 2014). A reason behind this could be due to the social acceptability of how the male plays a more superior role and how males are mainly viewed as the sexual initiator (Delevi & Weisskirch, 2013). Females could feel more restricted by societal norms when it comes to cybersexting behaviour as compared to men.

Another reason for the gender difference could be due to the difference in sexual needs between genders. Men could look to cybersexting behaviour to fulfill their sexual needs



compared to women. A research done found that men were more likely to cybersex for the purpose of hedonism which means to satisfy sexual needs (Springston, 2017). One of the main reasons that women perform cybersexting are out of insecurity towards the fact that their partner could leave them. Therefore, men could pressure women to be involved in cybersexting behaviour by being the initiator.

The different cultural settings could also affect how men are more involved in cybersexting behaviour. Especially in the Western culture, cybersexting behaviour is considered more acceptable which changes the way the men and women in these cultures think. In the Western cultures, sexting images carry some value for boys where boys with more sext pictures of girls are considered more powerful and have more popularity (Ringrose et al., 2013). There could also be a difference in the sexual arousal between genders which could prompt why men perform cybersexting behaviour more often. Men could find cybersexting behaviour more sexually arousing and it could provide men with a sense of power when a woman were to send a sext picture.

### **Implications of the study**

**Theoretical Implication.** This research can contribute towards the literature and increase the knowledge on cybersexting behaviour among emerging adults in Malaysia. This study was able to identify some key predictors for cybersexting behaviour which are sexual desire and agreeableness. As there are limited researches done on cybersexting behaviour within Malaysia, this study is able to increase the knowledge of cybersexting behaviour and help to enrich future researchers in conducting studies in related topics. Most researches done on cybersexting are

mainly conducted in other countries and due to the difference in culture, it is important to understand how cybersexting behaviour affects the Asian culture as well.

Based on the results of the study, the theories that were used partially support and explain the behaviour. This is because when using Uses and Gratifications theory (UGT), sexual desire is able to motivate people to perform cybersexting, but sexual satisfaction was not a predictor. Problem Behaviour Theory (PBT) was used to integrate personality as a predictor for cybersexting behaviour but PBT also focuses on the environment that determines the frequency of an individual engaging in problematic behaviour and how the society views this problematic behaviour (Karaman, 2013). This could also be because cybersexting behaviour may not be seen as a problematic behaviour if it's consensual.

**Practical Implication.** In understanding sexual desire predicts cybersexting behaviour, the government and bodies of ministry in Malaysia could benefit from this study whereby they may use the information gathered to come up with new policies that can protect emerging adults from sexual predators and enhance the education system by educating secondary school students on the risks involved when cybersexting. The government could enforce new policies where sexual perpetrators would be arrested and fined a certain amount. Cyberlaws can be enhanced and improved as technology progresses.

Schools can work with the government on educating students on how to properly control their sexual desire and the right platforms to talk about this such as through a counsellor. Schools can also organize talks and workshops to increase awareness of cybersexting behaviour and teach skills that students can use to protect themselves from cybersexting predators. Schools can provide a safer platform for students to educate them and provide guidance. The teachers can be

equipped with knowledge on cybersexting behaviour and factors predicting it to have a better understanding.

Counselors, when encountering a cybersexting case, are able to link personality and the sexual desire of these individuals which correlates and predicts cybersexting behaviour.

Counsellors are able to have better knowledge and understanding on cybersexting behaviour as well as provide a safe platform for these individuals in guiding them to express their sexual desires through the right channels.

This study is also able to help individuals, respondents who answered the questionnaire, to realize the importance of cybersexting behaviour and its's risk and impact on emerging adults. Cybersexting behaviour has been considered a risky behaviour as it may lead to cyberbullying, online sexual harassments and individuals developing a sense of guilt and embarrassment from having their nude pictures leaked (Englander, 2018; Martinez-Prather & Vandiver, 2014). Through this study, these individuals would be able to implement changes that are necessary to protect themselves from the risks of cybersexting behaviour. Criminal cases are able to be reduced when these individuals are educated and protected from the dangerous risks of cybersexting. The mental health of emerging adults would also be improved, and these individuals are able to better equip themselves mentally when dealing with criminal cases related to cybersexting issues.

### **Limitation and Recommendation**

Throughout this research, there were several limitations that need to be considered. Firstly, the current study planned to collect data via online survey however, due to poor response

rate researchers of this study used a mix method by adding paper and pencil self-report questionnaires. Based on the suggested sample size of 384 participants, the researchers managed to gather only 332 respondents. A total of 114 respondents answered through online self-report survey (34.3%) whereas, 218 respondents were recruited via paper and pencil self-report survey (65.7%). The shortcoming of the current study is poor response rate via online survey which dragged the data collection period and the suggested sample size was not achievable. Future research should adapt paper and pencil survey instead of online survey method. By doing this way, future researchers can assure high response rate and suggested sample size can be easily achieved.

Besides, cross-sectional study design was not adapted in the present research as the suggested sample size for a given population by Krejcie and Morgan (1970) was not met. It was due to time constraint and low response rate gathered through online survey method. The present study managed to only utilize responses from 332 respondents out of 402 respondents which was still lack of 52 respondents to achieve the suggested sample size of 384 respondents. The findings of this study were unable to reflect the entire population. Therefore, researchers of this study would highly recommend future researchers who intend to carry out a similar study to use paper and pencil method instead of online survey to gather their data in order to obtain a representative sample of the general population within a specific point of time.

Another limitation is the selection of variables to best fit the model of the present study. The theories that were used in this study only partially supported the behaviour. For instance, Problem Behaviour Theory (PBT) was used in this study to only integrate personality traits as a predictor for cybersexting behaviour nevertheless, PBT also focuses on factors such as environment and societal views of the problematic behaviour which was not included in the

present study. Hence, it is highly recommended to include other potential variable that could best fit the model in order to obtain the best results from the study or a prior research is highly encouraged to look more in-depth of the nature of cybersexting behaviour.

The current study only focused on a population of emerging adults who range from 18 to 25 years old thus, the predicting of cybersexting behaviour among others remains unknown. This could be a drawback of the study, since other age groups also might be involved in cybersexting especially, teenagers. Gassó et al (2019) stated that it is a common behaviour to be involved in cybersexting activities among teenagers due to the increase of smartphone users. Hence, it is insufficient to examine solely on emerging adults to deal with the development of cybersexting. Future studies are highly recommended to explore and widen the age groups which are vulnerable towards cybersexting activities, especially teenagers. Early detection and interventions can be put through by understanding the predicting factors of cybersexting among teenagers.

The last limitation of the study was the number of individuals based on their races were not proportionate. The present research recruited majority of Chinese respondents (81.3%) followed by Malays and Chinese at (9.3%) and (9.0%) respectively. It was due to the criteria set in this study whereby, any Malaysian individual was eligible to participate in this research in spite of racial background. Therefore, the study did not emphasize on the racial differences in cybersexting. Future research which aims to compare the differences of races in cybersexting activities is recommended to use stratified random sampling technique to collect participants with equal ratio between all the three races which includes Malays, Chinese and Indians. It is a sampling technique utilized when the population is separated into strata, in which each subgroup belongs to a single stratum, and the researcher chooses subgroups from those strata (Teddlie &

Yu, 2007). For instance, if future researchers are examining the differences between the three main ethnicities on cybersexting activities in Malaysia, they can separate the target population into three strata which is Malay, Chinese and Indians and select participants based on ethnicity from the strata proportionately.

## **Conclusion**

In conclusion to this study, the main objective was able to be met in determining whether sexual desire, sexual satisfaction and personality (Big-Five) was able to predict cybersexting behaviour among emerging adults in Malaysia. The secondary objective was to compare the gender difference in performing cybersexting behaviour among emerging adults within Malaysia. These objectives were able to be achieved in this study.

The method in achieving these objectives were through a correlational research done in order to measure the correlation between the factors and cybersexting behaviour. Quantitative survey method was used, and the main online platform tool used was Qualtrics in order to gather data. Paper-and-pencil method was also implemented to gather more data. Malaysian emerging adults aged 18 and 25 years took part in this study and a total of 332 respondents were gathered. The sampling technique used was non-probability sampling method.

The present findings show that cybersexting behaviour is significantly correlated with sexual desire, sexual satisfaction of the personal, agreeableness, conscientiousness and neuroticism. However, only sexual desire and agreeableness were the only predictors for cybersexting behaviour. The results show that sexual desire is a strong factor for emerging adults

to engage in cybersexting behaviour. This study also found that men were more likely to perform cybersexting behaviour compared to women.

Cybersexting behaviour is a topic that is growing and expanding in Malaysia where school students are getting more exposed to it (DiGi CyberSAFE, 2014). However, it is not widely taught and explored on enough especially in Malaysia. There is an importance to put more attention towards this behaviour and to educate the society on how to protect themselves from perpetrators. In short, the present study is able to contribute these new findings as a reference for future researches in exploring this topic as well as provide information to the high-figure authorities so that they may use this information to provide implementations that are effective for the society.

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## Appendices

### Appendix A

#### Calculation of Sample Size

Table 1: Table for determining sample size for a given population

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

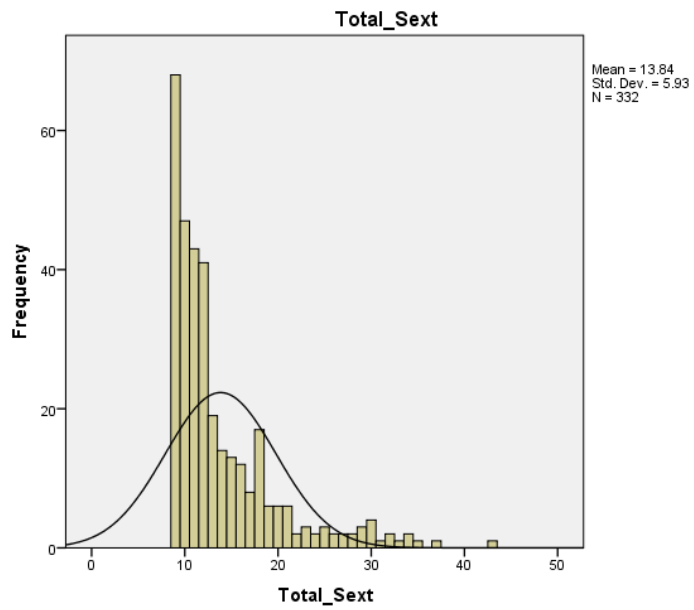
Note.—*N* is population size. *S* is sample size.

Source: Krejcie & Morgan, 1970

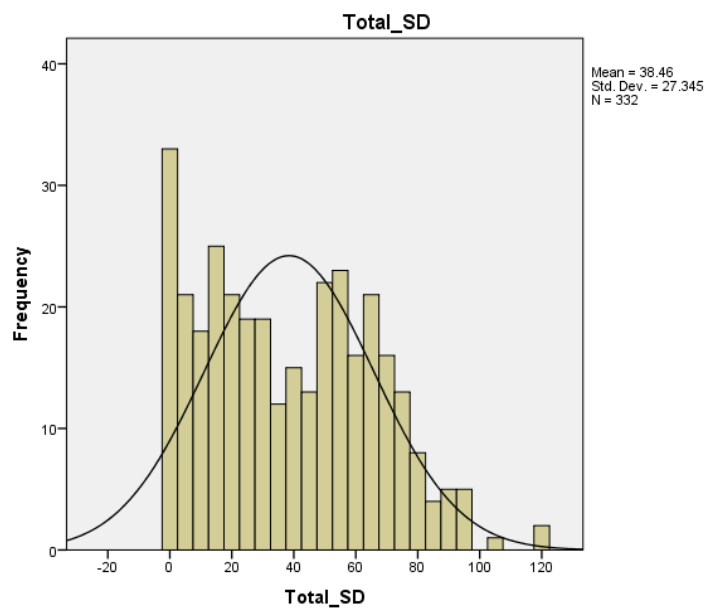
## Appendix B

Histogram for each variables.

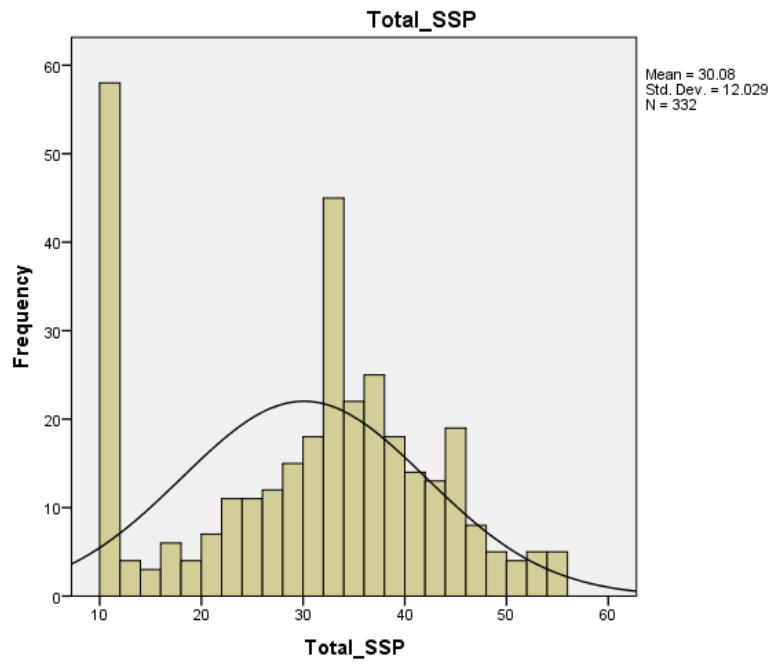
Cybersexting Behaviour.



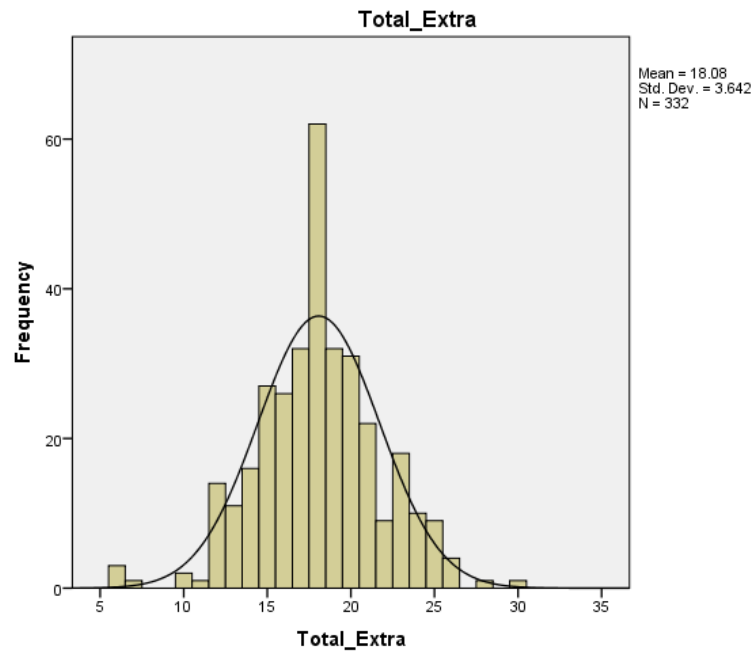
Sexual Desire



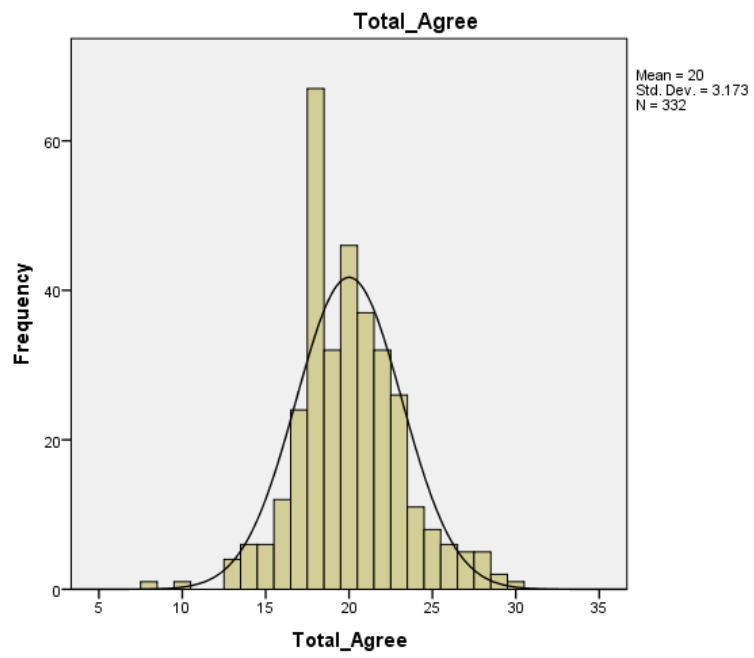
### Sexual Satisfaction of Personal



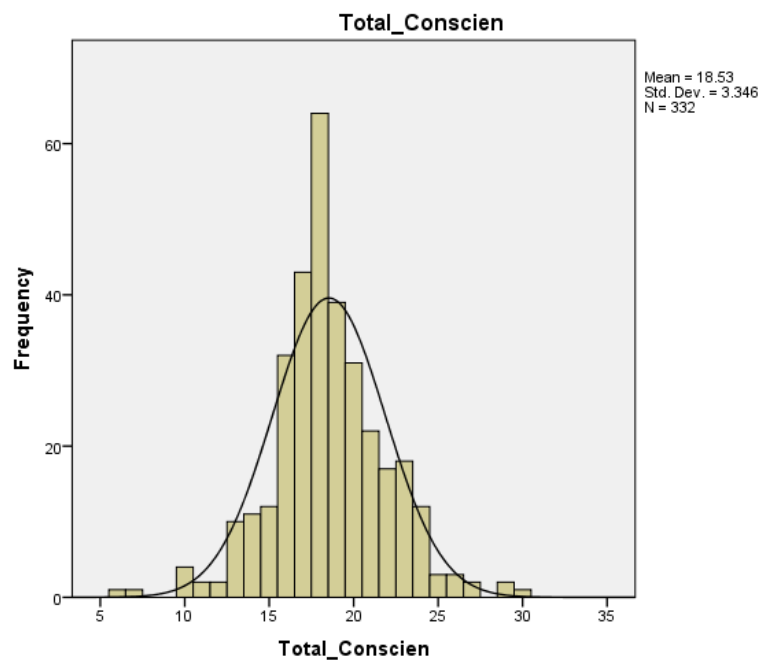
### Extraversion



## Agreeableness

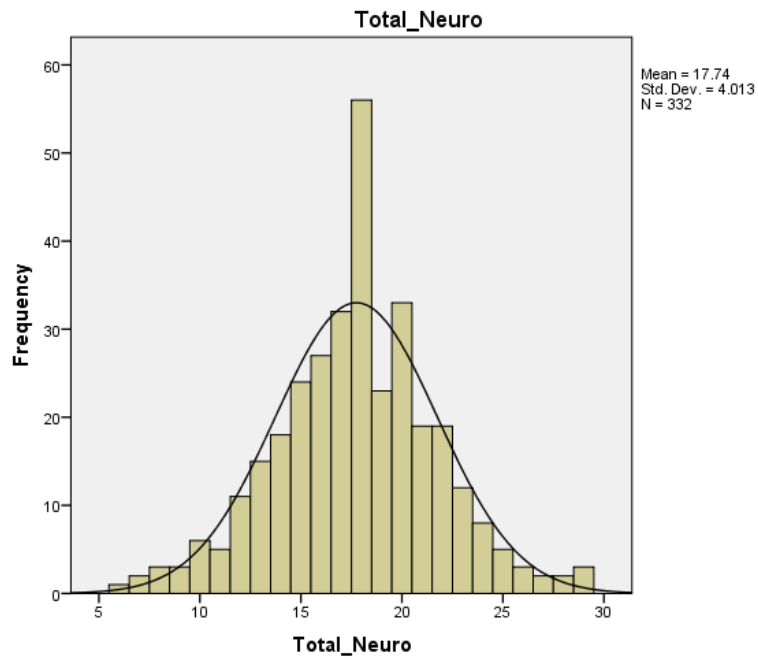


## Conscientiousness

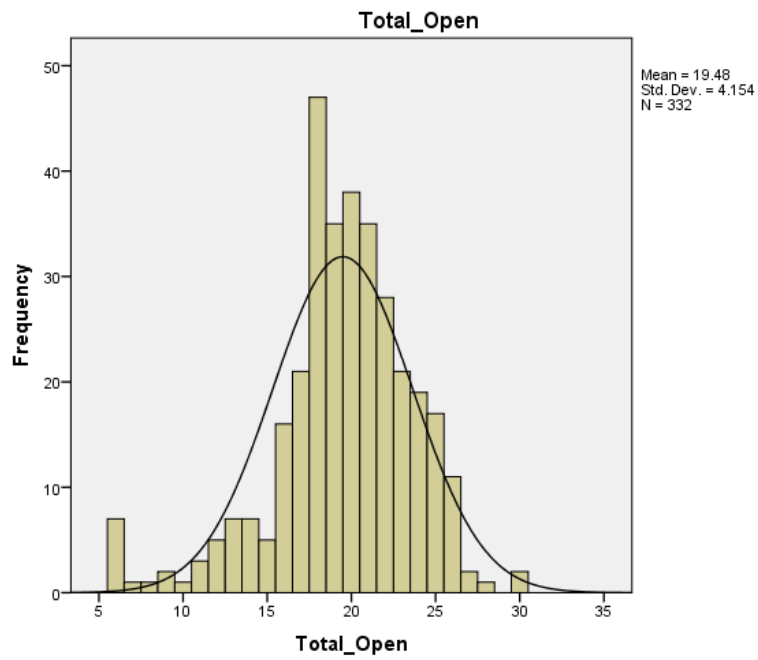




## Neuroticism



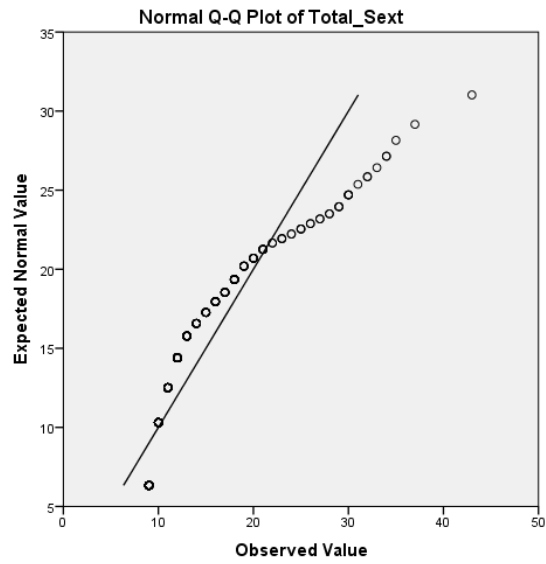
## Openness



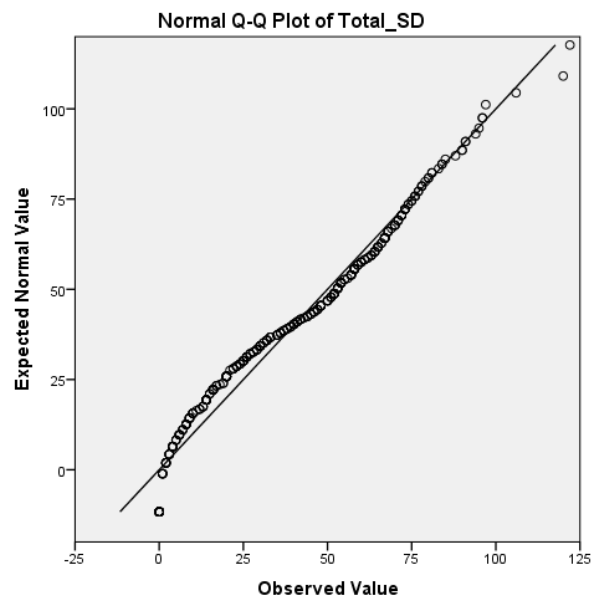
## Appendix C

Q-Q Plot for each variables.

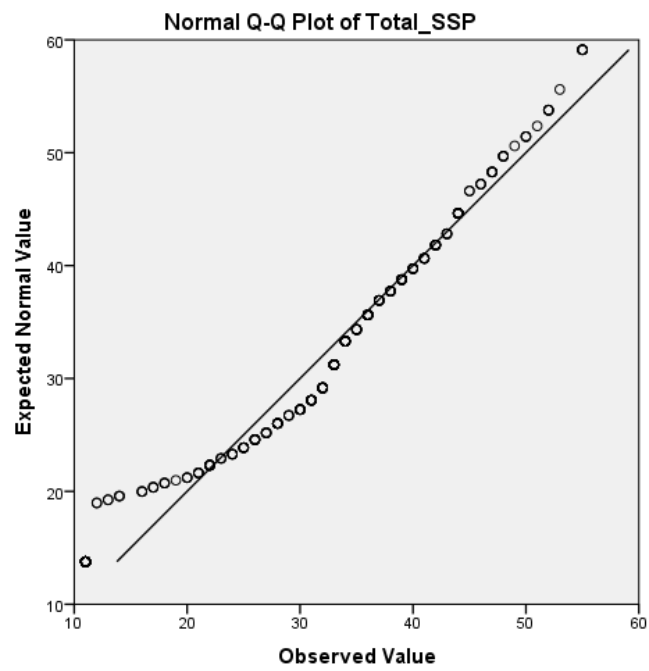
## Cybersexting Behaviour



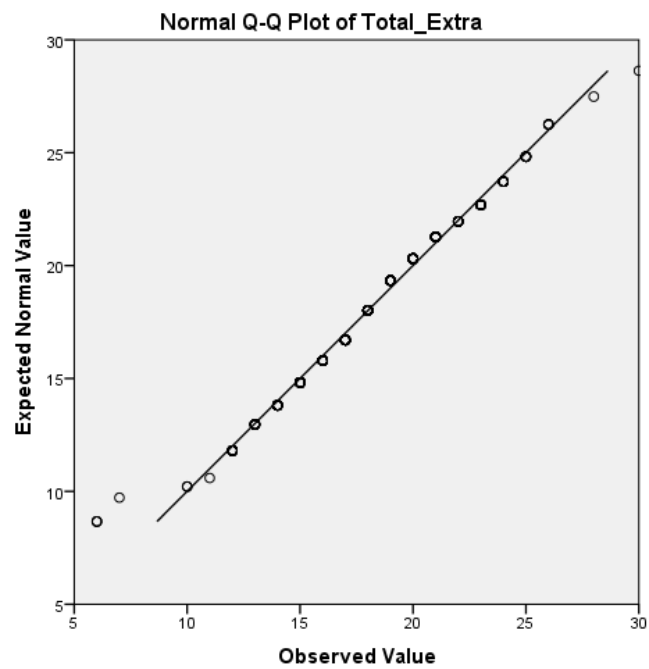
## Sexual Desire



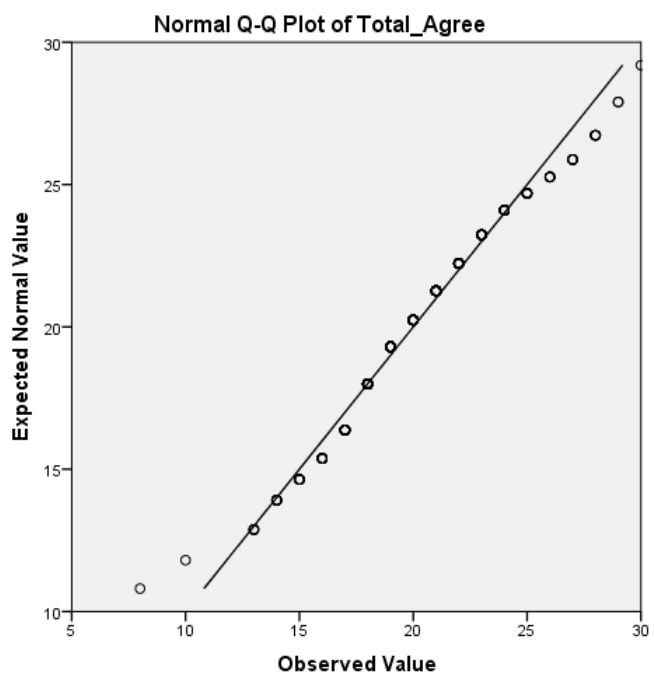
## Sexual Satisfaction of Personal



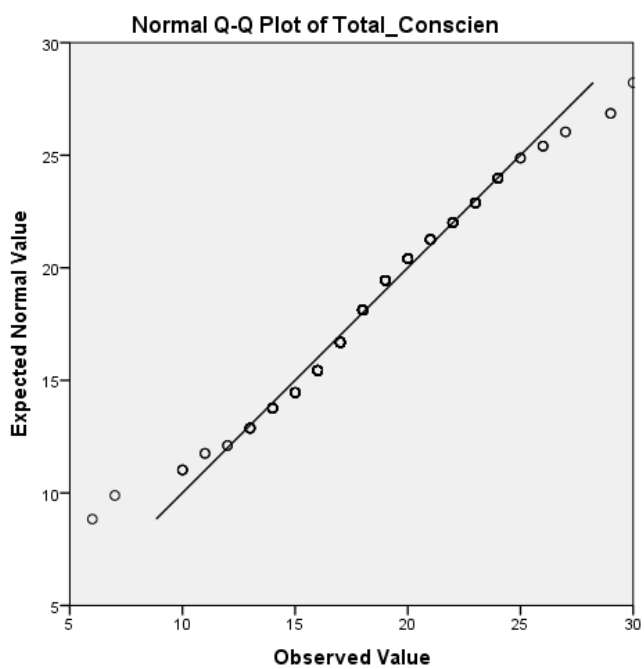
## Extraversion



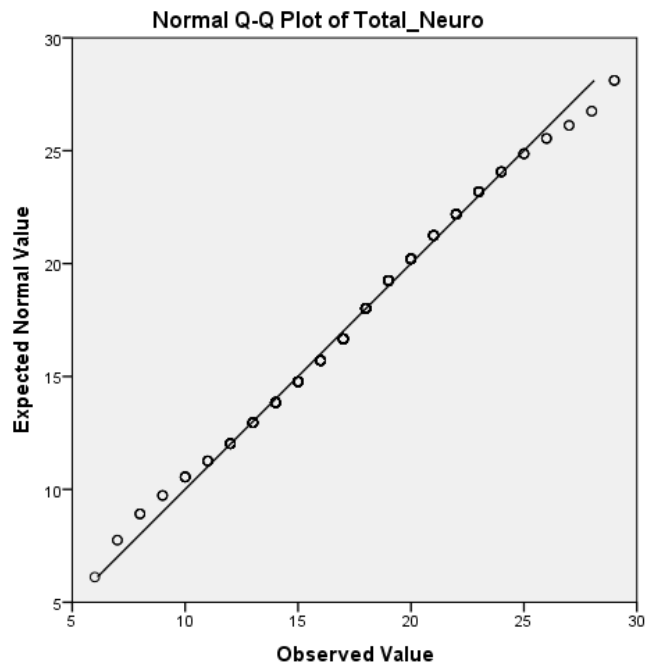
## Agreeableness



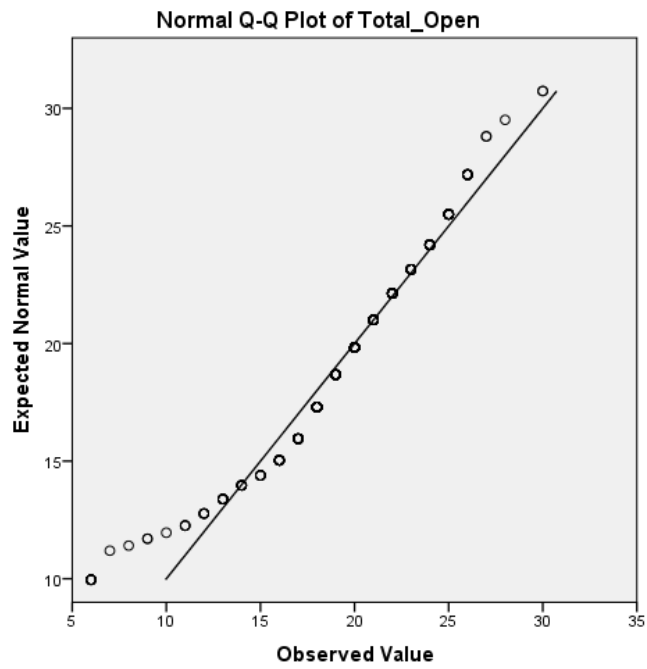
## Conscientiousness



## Neuroticism



## Openness to Experiences



## Appendix D

### Questionnaire.



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### **Information sheet**

Research Project: Sexual Desire, Sexual Satisfaction and Personality Traits as Predictors to Cybersexting Behaviour among Emerging Adults in Malaysia.

### **Introduction**

We would like to invite you to participate in this research project, which is concerned with the things you think and behaviour personally. We also interested in knowing your perception and personal experience in this topic.

### **Why am I doing the project?**

This is a project conducted by final year students of Universiti Tunku Abdul Rahman, Malaysia. It is hoped that the project could provide useful information for practitioner and policy marker to draw effective program to deal with the effect of cybersexting issue.

### **What will you have to do if you agree to take part?**

Will your participation in the project remain confidential? If you agree to take part, your name will not be recorded on the questionnaires and the information will not be disclosed to other parties. Your responses to the questions will be used for the purpose of this project only and I will not have access to any of your medical records. You can be assured that if you take part in the project you will remain anonymous.

### **What are the advantages of taking part?**

You may find the project interesting and enjoy answering questions about the things regarding cybersexting. Once the study is finished it could provide information about what are the motivational and psychological factors of cybersexting, which are useful to in providing effective measures to deal with the negative impact of cybersexting in Malaysia.

### **Are there any disadvantages of taking part?**

It could be that you are not comfortable talking about your cybersexting experiences and the things you do in sexuality. Do you have to take part in the study? No, your participation in this project is entirely voluntary. You are not obliged to take part, you have been approached by using snowball approach with a view that you might be interested in taking part, this does not

mean you have to. If you do not wish to take part, you do not have to give a reason and you will not be contacted again. Similarly, if you do agree to participate you are free to withdraw at any time during the project if you change your mind.

### **Contact Information:**

If you have any questions or concerns, please feel free to contact our group members:

LEE XIN KEI (xinkeilee@utar.my)

RINNESH A/L MOHAN (rinneshmohan@utar.my)

SHERWYNN QUAY SHERR NUNN (sherwynnquay97@utar.my)

### **Personal Data Protection Statement**

**In accordance with Personal Data Protection Act 2010 (“PDPA”) which came into force on 15 November 2013, Universiti Tunku Abdul Rahman (“UTAR”) is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.**

#### **Notice:**

1. The purposes for which your personal data may be used are inclusive but not limited to:-
  - For assessment of any application to UTAR
  - For processing any benefits and services
  - For communication purposes
  - For advertorial and news
  - For general administration and record purposes
  - For enhancing the value of education
  - For educational and related purposes consequential to UTAR
  - For the purpose of our corporate governance
  - For consideration as a guarantor for UTAR staff/ student applying for his/her scholarship/ study loan
2. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.
3. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.
4. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that

your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

### **Consent Form for Research Participation and Personal Data Protection**

Title of Project: Sexual Desire, Sexual Satisfaction and Personality Traits as Predictors to Cybersexting Behaviour among Emerging Adults in Malaysia.

**NOTE: This consent form will remain with the UTAR researchers for their records.**

I understand I have been asked to take part in the research project specified above by a group of researchers from UTAR. I have had the project explained to me, and I have read the Explanatory Statement, which I keep for my records.

I understand that:	YES	NO
I will be asked to complete a questionnaire about sexual desire, sexual satisfaction and personality traits as predictors to cybersexting behaviour among emerging adults in Malaysia.	<input type="checkbox"/>	<input type="checkbox"/>
My participation is voluntary, that I can choose not to participate in part or all of the project, and that I can withdraw at any stage of the project without being penalised or disadvantaged in any way	<input type="checkbox"/>	<input type="checkbox"/>
I may ask at any time for my data to be withdrawn from the project	<input type="checkbox"/>	<input type="checkbox"/>
No information I have provided that could lead to the identification of any other individual will be disclosed in any reports on the project, or to any other party	<input type="checkbox"/>	<input type="checkbox"/>
I will remain anonymous at all times in any reports or publications from the project	<input type="checkbox"/>	<input type="checkbox"/>
It is my sole responsibility to look after my own safety for the above project. In the event of any misfortune or accidental injury involving me, whether or not due solely to personal negligence or otherwise, I hereby declare that UTAR shall not be held responsible.	<input type="checkbox"/>	<input type="checkbox"/>

By submitting this form, I hereby authorise and consent to UTAR processing (including disclosing) my personal data and any updates of my information, for the purposes and/or for any other purposes related to the purpose.

I acknowledge that if I do not consent or subsequently withdraw my consent to the processing and disclosure of my personal data, UTAR will not be able to fulfil their obligations or to contact me or to assist me in respect of the purposes and/or for any other purposes related to the purpose.

### **Acknowledgment of Personal Data Protection Notice**

[  ] I have been notified by you and that I hereby understood, consented and agreed per UTAR above notice.

[  ] I disagree my personal data will be processed.

Name:

Date:

Signature:



## PART A

### Definition of cybersexting behaviour

An individual who performs multiple online sexual behaviours which involves **sending, receiving or exchanging sexual content**.

### Sexting Behaviours Scale

Please respond to the following questions regarding sexting behaviours based on how it has been defined below. Please rate each of the following items using the 1-5 scale.

1	2	3	4	5
Never	Rarely (a few times)	Occasionally (2-3/month)	Often (2-3/week)	Frequently (daily)

No.	Questions	1	2	3	4	5
1.	How often have you received suggestive or sexually charged text messages?					
2.	How often have you received provocative or suggestive pictures by text message?					
3.	How often have you responded to provocative or suggestive text or picture messages you received?					
4.	How often have you received provocative suggestive pictures or messages over the internet (i.e. Facebook, e-mail, MySpace)?					
5.	How often have you sent suggestive or sexually charged text messages?					
6.	How often have you sent provocative or suggestive pictures by text message?					
7.	How often has someone responded to a suggestive or sexually charged text or picture message you sent?					
8.	How often have you sent provocative or suggestive pictures or messages over the internet (eg: Facebook, e-mail, MySpace, etc.)?					
9.	How often have you publicly posted suggestive or provocative pictures on Facebook, Twitter, or MySpace?					

10. How many people have you exchanged provocative pictures or texts with? \_\_\_\_\_ (Please specify)

11. On average, I usually exchange sexts with (**You may choose more than one answer**)

a. I don't sext

b. Friends of casual acquaintances who I am attracted to

- c. Someone I am dating
- d. Someone I am in a committed relationship with (i.e., boyfriend/girlfriend, partner)

### **Sexual Desire Inventory-2 (SDI-2)**

This questionnaire asks about your level of sexual desire. By desire, we mean **interest in or wish for sexual activity**. For each item, please select the number that best shows your thoughts and feelings. Your answers will be kept **private and anonymous**.

1. During the last month, how often would you have liked to engage in sexual activity with a partner (for example, touching each other's genitals, giving or receiving oral stimulation, intercourse, etc.)?

- 0) Not at all
- 1) Once a month
- 2) Once every two weeks
- 3) Once a week
- 4) Twice a week
- 5) 3 to 4 times a week
- 6) Once a day
- 7) More than once a day

2. During the last month, how often have you had sexual thoughts involving a partner?

- 0) Not at all
- 1) Once or twice a month
- 2) Once a week
- 3) Twice a week
- 4) 3 to 4 times a week
- 5) Once a day
- 6) A couple of times a day
- 7) Many times, a day



12.	Compared to other people of your age and sex, how would you rate your desire to behave sexually by yourself?									
-----	--	--	--	--	--	--	--	--	--	--

13. During the last month, how often would you have liked to behave sexually by yourself (for example, masturbating, touching your genitals etc.)?

- 0) Not at all
- 1) Once a month
- 2) Once every two weeks
- 3) Once a week
- 4) Twice a week
- 5) 3 to 4 times a week
- 6) Once a day
- 7) More than once a day

14. How long could you go comfortably without having sexual activity of some kind?

- 0) Forever
- 1) A year or two
- 2) Several months
- 3) A month
- 4) A few weeks
- 5) A week
- 6) A few days
- 7) One day
- 8) Less than one day

### The New Sexual Satisfaction Scale

Thinking about your sex life during the last six months, please rate your satisfaction with the following aspects. For each item, please select the number that best shows your thoughts and feelings.

1	2	3	4	5	N/A
Not at all Satisfied	A little Satisfied	Moderately Satisfied	Very Satisfied	Extremely Satisfied	Not Applicable

**\*Please choose (N/A) for questions 12 to 20, if you are not involved in any intimate relationship**

No.	Statements	1	2	3	4	5	N/A
1.	The intensity of my sexual arousal.						
2.	The quality of my orgasms.						
3.	My “letting go” and surrender to sexual pleasure during sex.						
4.	My focus/concentration during sexual activity.						
5.	The balance between what I give and receive in sex.						
6.	My body’s sexual functioning.						
7.	My emotional opening up in sex.						
8.	My mood after sexual activity.						
9.	The frequency of my orgasms.						
10.	The variety of my sexual activities.						
11.	The frequency of my sexual activity.						
12.	The way I sexually react to my partner.						
13.	The pleasure I provide to my partner.						
14.	My partner’s emotional opening up during sex.						
15.	My partner’s initiation of sexual activity.						
16.	My partner’s ability to orgasm.						
17.	My partner’s surrender to sexual pleasure (“letting go”).						
18.	The way my partner takes care of my sexual needs.						
19.	My partner’s sexual creativity.						
20.	My partner’s sexual availability.						

### The Big Five Inventory–2 Short Form (BFI-2-S)

Here are a number of characteristics that may or may not apply to you. For example, do you agree that you are someone who likes to spend time with others? Please select a number next to each statement to indicate the extent to which you agree or disagree with that statement.

1	2	3	4	5
Disagree Strongly	Disagree a little	Neutral; no opinion	Agree a little	Strongly Agree

*I am someone who...*

No.	Statements	1	2	3	4	5
1.	Tends to be quiet.					
2.	Is compassionate, has a soft heart.					
3.	Tends to be disorganized.					
4.	Worries a lot.					
5.	Is fascinated by art, music, or literature.					
6.	Is dominant, acts as a leader.					
7.	Is sometimes rude to others.					
8.	Has difficulty getting started on tasks.					
9.	Tends to feel depressed, blue.					
10.	Has little interest in abstract ideas.					
11.	Is full of energy.					
12.	Assumes the best about people.					
13.	Is reliable, can always be counted on.					
14.	Is emotionally stable, not easily upset.					
15.	Is original, comes up with new ideas.					
16.	Is outgoing, sociable.					
17.	Can be cold and uncaring.					
18.	Keeps things neat and tidy.					
19.	Is relaxed, handles stress well.					
20.	Has few artistic interests.					
21.	Prefers to have others take charge.					

22.	Is respectful, treats others with respect.					
23.	Is persistent, works until the task is finished.					
24.	Feels secure, comfortable with self.					
25.	Is complex, a deep thinker.					
26.	Is less active than other people.					
27.	Tends to find fault with others.					
28.	Can be somewhat careless.					
29.	Is temperamental, gets emotional easily.					
30.	Has little creativity.					

### Socially Desirable Response Set Five-Item Survey (SDRS-5)

Listed below are a few statements about your relationships with others. How much is each statement TRUE or FALSE for you?

1	2	3	4	5
Definitely False	Mostly False	Don't Know	Mostly True	Definitely True

No.	Statements	1	2	3	4	5
1.	I am always courteous even to people who are disagreeable.					
2.	There have been occasions when I took advantage of someone.					
3.	I sometimes try to get even rather than forgive and forget.					
4.	I sometimes feel resentful when I don't get my way.					
5.	No matter who I'm talking to, I'm always a good listener.					

## PART B

### Demographics details

Please provide the answers which best fits you. This information will be kept **confidential and will be used for research purposes only**.

1. Age: \_\_\_\_\_

2. Gender:

- a. Male
- b. Female

3. Ethnicity:

- a. Muslim
- b. Chinese
- c. Indian
- d. Others: \_\_\_\_\_ (Please specify)

4. Nationality: \_\_\_\_\_

5. Relationship status:

- a. Single
- b. In a Relationship
- c. It's complicated
- d. Engaged
- e. Married
- f. Separated
- g. Divorced

6. Sexual preference:

- a. I am attracted to opposite sex.
- b. I am attracted to same sex.
- c. I am attracted to both sexes.
- d. Others: \_\_\_\_\_ (Please specify)

7. Employment status:

- a. Employed, \_\_\_\_\_ (Please specify)
- b. Unemployed
- c. Student

8. Do you own a smartphone?

- a. Yes
- b. No

9. Which is the common platform used for cybersexting?

- a. Facebook
- b. WhatsApp
- c. WeChat
- d. Tinder
- e. Others: \_\_\_\_\_ (Please specify)



## Appendix E

## Ethical approval for research project.


**UNIVERSITI TUNKU ABDUL RAHMAN**

Wholly Owned by UTAR Education Foundation (Company No. 578227-M)

Re: U/SERC/10/2020

21 January 2020

Dr Chie Qiu Ting  
 Head, Department of Psychology and Counselling  
 Faculty of Arts and Social Science  
 Universiti Tunku Abdul Rahman  
 Jalan Universiti, Bandar Baru Barat  
 31900 Kampar, Perak.

Dear Dr Chie,

**Ethical Approval For Research Project/Protocol**

We refer to the application for ethical approval for your students' research projects from Bachelor of Social Science (Hons) Psychology programme enrolled in course UAPZ3023. We are pleased to inform you that the application has been approved under expedited review.

The details of the research projects are as follows:

	Research Title	Student's Name	Supervisor's Name	Approval Validity
1.	The Role of Emotional Reactivity, Learned Helplessness and Persistence in Distress Tolerance Among University Students in Malaysia	1. Chai Liang Ying 2. Lee Jia Jun 3. Sim Kah Soon	Mr Ho Khee Hoong	21 January 2020 – 20 January 2021
2.	Effects of Neurofeedback Games on Affects and Anxiety Among Undergraduate Students	1. Ling Gong Shuen 2. Ng Kuan Sien 3. Tan Pei Chin	Mr Pheh Kai Shuen	
3.	Effects of School-based Neurodiversity Literacy Program on Knowledge, Attitude and Behavioral Intention Among Adolescents in Malaysia	1. Liow Jia Li 2. Pet Jia Yi 3. Wong Xiao Zen		
4.	The Relationship of Emotional Exhaustion and Workplace Arrogance on Job Performance Among Human Resource Professional in Malaysia	1. Chua Yie Hong 2. Chai Jia Yi 3. Moh Jia Hui	Ms Sanggari a/p Krishnan	
5.	The Impact of Social Media and Peer Influence on Perceived Body Image Among Undergraduate Students	1. Cheah Shin Yi 2. Kok Sook Yan 3. Yeap Nai Ying	Dr Zainab Chaudhry	
6.	The Relationship of Self-esteem and Self-efficacy on Career Adaptability Among Undergraduate Students in Malaysia	1. Kong Ai Huang 2. Ooi Shin Ying 3. Paul Liang Choy Pui	Pn Wirawahida binti Kamarul Zaman	
7.	Motives of Gaming and Needs Frustration as Predictors of Internet Gaming Disorder Among Mobile Gamers	1. Ho Jia Yit 2. Lim Jun Yan 3. Lon Ke Hin	Ms T'ng Soo Ting	
8.	A Study of the Relationship between Social Media Addiction, Self-efficacy and Anxiety Level on Academic Procrastination Among Undergraduates in Malaysia	1. Tee Zhi Yuan 2. Chong Jia Min 3. Chong Xin Yi	Ms Sarvarubini a/p Namee	
9.	Life Satisfaction: Influences of Dark Triad and Internet Addiction Among Emerging Adults	1. Deeva Darshini a/p Megan 2. Ong Chi Ying 3. Sandra Loo Wei	Ms Komathi Lokithasan	

Kampar Campus : Jalan Universiti, Bandar Barat, 31900 Kampar, Perak Darul Ridzuan, Malaysia

Tel: (605) 468 8888 Fax: (605) 466 1313

Sungai Long Campus : Jalan Sungai Long, Bandar Sungai Long, Cheras, 43000 Kajang, Selangor Darul Ehsan, Malaysia

Tel: (603) 9086 0288 Fax: (603) 9019 8868

Website: www.utar.edu.my



	Research Title	Student's Name	Supervisor's Name	Approval Validity
10.	The Effects of Conformity and Self-esteem Towards Cyberbullying Among Undergraduate Students in Malaysia	1. Woon Suk Yuen 2. Ng Su May 3. Wong Wai Kiat	Dr Chie Qiu Ting	21 January 2020 – 20 January 2021
11.	Factors Affecting Sexting Behaviour Among Young Adults in Malaysia	1. Adeline Seah Wei Xuan 2. Lee Xin Lin 3. Lim Shar Minn	Mr Tan Soon Aun	
12.	Sexual Desire, Sexual Satisfaction and Personality Traits as Predictors to Cybersexting Behaviour Among Emerging Adults in Malaysia	1. Sherwynn Quay Sherr Nunn 2. Rinnesh a/l Mohan 3. Lee Xin Kei		
13.	Religiosity, Self-perceived Effect of Pornography Usage and Pornography Usage Among Emerging Adults in Malaysia	1. Jasmine Ng Hui-Ying 2. Sharmilah a/p Rajendran 3. Tan Cheok Eng		
14.	Sexual Communal Motivation and Marital Satisfaction: Mediating Effect of Sexual Satisfaction	1. Ooi Wan Ting 2. Yeap Sun Yue		

The conduct of this research is subject to the following:

- (1) The participants' informed consent be obtained prior to the commencement of the research;
- (2) Confidentiality of participants' personal data must be maintained; and
- (3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines.

Should the students collect personal data of participants in their studies, please have the participants sign the attached Personal Data Protection Statement for records.

Thank you.

Yours sincerely,



**Professor Ts Dr Faiz bin Abd Rahman**  
Chairman  
UTAR Scientific and Ethical Review Committee

c.c Dean, Faculty of Arts and Social Science  
Director, Institute of Postgraduate Studies and Research



## Appendix F

## Approval to use Questionnaire.

**Request permission of using assessment(BFI-2-S)**

2 messages

**XIN KEI LEE** <xinkeilee@1utar.my>  
To: christopher.soto@colby.edu

Tue, Nov 12, 2019 at 4:10 PM

November 12, 2019

Dear Mr Christopher,

I am Lee Xin Kei, an undergraduate student of University Tunku Abdul Rahman, Malaysia. The Final Year Thesis that my research group wish to conduct for my Bachelor of Social Science (Hons) Psychology is "the study of personality in predicting cybersexting behaviour among emerging adults in Malaysia".

I am writing this email to seek your permission for using The Big Five Inventory-2 Short Form (BFI-2-S) in our present study. Our present study will provide a complete citation and display your acknowledgement of permission to use the BFI-2-S Inventory. With the use of the personality inventory, it will help us to obtain a better understanding of how personality effects an individual engages in sexting behaviour.

I would be very much pleased if you reply and permitted my research group for using BFI-2-S Inventory.


Thank you for your time and hope to receive your reply soon.

Sincerely yours,

Lee Xin Kei  
Rinnesh A/L Mohan  
Sherwynn Quay Sherr Nunn  
Undergraduate students of University Tunku Abdul Rahman, Malaysia

**Christopher Soto** <cjsoto@colby.edu>  
To: XIN KEI LEE <xinkeilee@1utar.my>

Wed, Nov 13, 2019 at 1:53 AM

 Christopher Soto (cjsoto@colby.edu) is not on your Guest List | [Approve sender](#) | [Approve domain](#)

Hello,

Thanks for your interest in the BFI-2. You are welcome to use the full BFI-2 or one of its abbreviated forms in your research. Supporting information about the inventory is available on the BFI-2 tab of my lab website:

<http://www.colby.edu/psych/personality-lab/>

With best wishes for your project,  
Dr. Soto

On 11/12/2019 3:10 AM, XIN KEI LEE wrote:

November 12, 2019

Dear Mr Christopher,

## Permission to use Sexual Desire Inventory -2

to ilana.spector ▾

Wed, Nov 13, 2019, 5:51 PM ☆ ↶ ⋮

A/L MOHAN RINNESH <rinneshmohan@tutar.my>

Dear madam,

I am Rinnesh Mohan studying in University Tunku Abdul Rahman, Malaysia. I am in final year second semester. Hence, I am conducting a research with my other two groupmates as part of our final year project. Our research is to determine sexual desire, sexual satisfaction and five personality traits (Openness to Experience, Conscientiousness, Extraversion, Agreeableness, Neuroticism) in predicting cybersexting behaviour among emerging adults in Malaysia. Therefore, I am writing to seek your permission to use your SDI-2 in our questionnaire.

Your permission will be highly appreciated.

Best regards,  
Rinnesh Mohan

## Request Permission to use Questionnaire

to astuthof ▾

Nov 13, 2019, 4:12 PM ☆ ↶ ⋮

QUAY SHERR NUNN SHERWYNN <sherwynnquay97@tutar.my>

Dear Dr Aleksandar,

My name is Sherwynn Quay and I am currently a student doing his Final Year Project in Universiti Tunku Abdul Rahman under the topic of Cybersexting. I would like to request permission to use your Questionnaire called "New Sexual Satisfaction Scale" for my research.

Your reply is much appreciated.  
Thank you.

↶ Reply   ↷ Forward

## Appendix G

## Turnitin Report

FYP 2 (2020)			
ORIGINALITY REPORT			
<b>10%</b>	<b>4%</b>	<b>4%</b>	<b>8%</b>
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS
PRIMARY SOURCES			
<b>1</b>	<b>Submitted to University of Leicester</b> Student Paper		<b>1%</b>
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<b>5</b>	<b>www.tandfonline.com</b> Internet Source		<b>1%</b>
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<b>7</b>	<b>Tae Kyun Kim. "T test as a parametric statistic", Korean Journal of Anesthesiology, 2015</b> Publication		<b>&lt;1%</b>
<b>8</b>	<b>ORTEGA, VIRGILIO, IHAB ZUBEIDAT, and</b>		<b>&lt;1%</b>