THE EFFECTS OF SOCIAL MEDIA ON INTERPERSONAL COMMUNICATION

AMONG UNIVERSITY STUDENTS IN KLANG VALLEY

BY

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A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILMENT OF THE

REQUIREMENT FOR THE DEGREE OF

BACHELOR OF CORPORATE COMMUNICATION (HONOURS)

FACULTY OF CREATIVE INDUSTRIES

UNIVERSITI TUNKU ABDUL RAHMAN

2022

ACKNOWLEDGEMENTS

I would like to express my gratitude to my supervisor, Encik. Raduan bin Sharif, who has been guiding me throughout the period of producing this thesis; his patience to answer all my doubts is deeply appreciated. Without his guidance, this thesis would not have been possible. Throughout the research, he has constantly provided me with feedback and information to improve my research. He has also always trusted, supported and encouraged me in everything that I do for my research.

ONG SHU WEN

DECLARATION

I declare that the material contained in this paper is the end result of my 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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This research paper attached hereto, entitled "The Effects of Social Media on Interpersonal Communication among University Students in Klang Valley" prepared and submitted by Ong Shu Wen in partial fulfillment of the requirements for the Bachelor of Corporate Communication (HONS) is hereby accepted.

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ABSTRACT

Social media has emerged as a powerful tool for communication, empowering individuals to express themselves effectively and connect with like-minded people across the globe. However, despite its benefits, social media is causing people to spend more time in the virtual world at the expense of traditional social interactions in the real world. Thus, this research aims to explore the effects of social media on interpersonal communication among university students in Klang Valley. 107 sets of questionnaires were distributed via Google Form and the collected data was analysed by Statistical Package for Social Science version 29 (SPSS). The findings of this research show that university students have a strong attachment to social media. They remained positive towards social media usage and agreed that social media helps them to enhance their interpersonal communication as well as improve relationships.

Keywords: Social media, Interpersonal communication, University students in Klang Valley, Uses and gratifications theory, Effects of social media.

CHAPTER I

INTRODUCTION

1.1 Research Background

The question of whether social media brings people closer or drives them apart is a crucial yet unresolved query in today's world. The advent of information technology has led to the widespread use of social media platforms across various regions globally. As of October 2022, there are a total of 4.74 billion social media users worldwide among the 8 billion global population ("Global Social Media Statistics," n.d.). This equates to 59.3% of social media users of the total global population, and the percentage continues to grow by 4.2% annually with 6 new users every second. According to Dixon (2022), the number of social media users worldwide is expected to reach 6 billion in 2027. On average, users spend 144 minutes on social media platforms everyday, with an increase of more than 30 minutes since 2015 (Dixon, 2022). This situation has profoundly impacted multiple aspects of society. From a macro perspective, social media usage has boosted economic growth, lowered transaction costs and helped industrial upgrading (Li et al., 2022). While from a micro perspective, it has some profound effects on individuals' lives, habits, behaviors, and preferences (Büttner et al., 2022). However, it remains unclear whether the effects of social media on university students' interpersonal communication are positive or negative.

While a variety of definitions of the term interpersonal communication have been suggested, this paper will use the definition suggested in a book by DeVito (2018) who defines it

as the communication that occurs between two or more interdependent individuals. Individuals are said to be interdependent because their actions would have consequences or impacts on each other. According to Gjylbegaj and Jararaa (2018), 80% to 90% of people practise interpersonal communication in their daily activities. It is indeed an essential part of human interaction in daily life as it enables us to communicate in both verbal and non-verbal communication in order to facilitate effective communication. Verbal communication includes 3 forms of communication, namely oral, written and sign language ("Verbal vs Nonverbal Communication Explained," 2021). It uses and depends on words to deliver meaning between a conversation of two or more people. On the other hand, non-verbal communication encompasses a variety of non-verbal cues such as body movement, tone of voice, facial expression, speaking volume and others. In contrast to electronic communication, which requires access to social media platforms, we can conduct physical movements in the interpersonal communication process, also known as face-to-face communication (Gjylbegaj & Jararaa, 2018).

Based on a survey conducted by the market and consumer data company Statista, Malaysia has been ranked 5th worldwide for active social networking (Maya, 2021). The Communications and Multimedia Ministry secretary-general, Datuk Seri Mohammad Mentek stated that 86% of the total population are on social media and this is equivalent to approximately 28 million social media users as of January 2021 (Maya, 2021). Among all age groups of users, young adults from 18 to 24 years old are the second largest group of social media users for Instagram and Facebook after the age group of 25 to 34 years old (Ahmad, 2022). According to the Internet Users Survey 2020 carried out by Malaysian Communications and Multimedia Commission (2020), social media is the second most frequent online activity out

of 9 online activities, increasing from 85.6% in 2018 to 93.3% in 2020. For social media applications, Facebook remains the most popular application with 91.7% of users in 2020, followed by YouTube at 80.6%, Instagram at 63.1% and Twitter at 37.1%. Comparing the social media users in 2018 to 2020, YouTube, Instagram and Twitter have experienced steady growth in their user base. Facebook users have dropped from 97.3% in 2018 to 91.7% in 2020 due to the latest social media landscape. Fulton (2020) concluded the main reason is that younger users are becoming more active on Instagram and Snapchat (as cited in "Internet Users Survey 2020," 2020).

Since the breakout of the Covid-19 pandemic in 2020, social media users all around the world have increased. This situation also further increased people's social media usage and addiction among people from different careers and age groups (Li et al., 2022). Within a year, the percentage of Malaysian social media users has risen by 7% which is 2 million of the population ("Malaysia has 28 million social media users," 2021). This situation can be explained by the implementation of the movement control order (MCO) which restricted people from going out and staying at home most of the time. The same goes for university students, they are unable to attend any classes or activities on campus. The only solution for this situation is to attend online classes. Thus, social media platforms serve as an important channel for them to search, receive and discuss any information. Besides, they also use these platforms to connect with acquaintances and expand their network with more people that have common interests (Gjylbegaj & Jararaa, 2018). For example, they can meet virtually with classmates to discuss school projects. It is also one of the ways to stay in touch with their family or friends despite the

movement control order implemented. However, social media could also possibly affect their interpersonal skills and impact their interpersonal communication (Gjylbegaj & Jararaa, 2018).

1.2 Problem Statement

Social media has slowly replaced traditional means of communication by dominating the way in which people communicate with each other (Bibi et al., 2018). Individuals are starting to develop a dependency on social media platforms in their daily life. There are times when people prioritise checking on notifications of social media rather than spending time and engaging in conversation with others around them. Although it brings a lot of benefits and convenience to us, prevalent use and over-dependence on it will diminish the essence of communication in society (Hall, Johnson & Ross, 2019). This situation is critical because Malaysian young adults aged 18 to 24 years old are the second largest group of social media users as mentioned in the research background. Therefore, this research intends to explore the potential problems that arise from social media usage among university students. Such initiative often gets overlooked and neglected by people because users habitually take social media for granted (Lozano-Blasco, Robres & Sanchez, 2022). By right, they should be aware of the adverse effects of social media and try to lessen the impacts that may bring to their life.

1.2.1 Addiction to social media

Excessive addiction to the virtual world of social media can be detrimental to people's social and interpersonal skills which will then lead to social phobias (Jaiswal et al., 2020; Li et al., 2022). This can be explained when online activities happening in social media replace offline

social connections with one's family and friends (Lozano-Blasco, Robres & Sanchez, 2022). University students who are experiencing academic stress are more likely to use Facebook in releasing stress and improving their mood (Bhuiyan et al., 2020). Frequent use of Facebook can cause addiction and eventually affect their daily life (Hossain & Munam, 2022). This may divert their attention from communicating and interacting with their family and friends and therefore, start to neglect real-life communication with others (Li et al., 2022). Additionally, Facebook addiction has been proven to negatively affect academic performance due to interruptions during the process of learning (Hossain & Munam, 2022). This problem of addiction to social media is becoming serious as most people are unable to control their addictive behavior. Moreover, technologies in the contemporary world keep enhancing and better social media applications are being introduced today.

1.2.2 Negative effects of social media on human interaction

Negative effects of social media start to develop when people spend too much time and attention on it. In the "Internet Users Survey 2020", 86.5% of social media users utilize the sharing functions of social media platforms that require minimal effort by only clicking the "share" button ("Internet Users Survey 2020," 2020). Consequently, their interpersonal interactions with others will be further decreased and social alienation may take place. Social alienation refers to the experience of feeling disconnected from others in a community (Crossman, 2019). Spending most of their attention in the virtual world makes them uncomfortable communicating face-to-face with others to a certain extent they have difficulty carrying out daily activities. Eventually, social alienation leads to an inability to interact with

people and a weakening of social ties. Not to mention that social media has also become a tool for cyberbullying (Suciu, 2021). Many social media users are victims of cyberbullying, especially youngsters who are less mature and easily influenced (Hossain et al., 2022). This also explains why they are usually the primary target of perpetrators for online attacks. It is important to recognize the seriousness of this issue as cyberbullying can destroy an individual's mental health.

1.2.3 Social media influences human behavior and emotions

Social media sites like Facebook or Twitter are used by people to maintain offline relationships even when they are unable to meet physically (Gilmour et al., 2020). Nonetheless, some behaviors of people are influenced slowly by social media. To give an illustration, the work productivity of an individual may be affected by social media. Individuals with low self-control will spend time and attention on social media solely for entertainment while neglecting their work. Moreover, social media may affect negative emotions by triggering depression, anxiety and impulsiveness, leading to unstable psychological states (Tammisalo & Rotkirch, 2022; as cited in Li et al., 2022). Differing from face-to-face communication, virtual communication through social media is disadvantaged in terms of emotional transmission and thus, decreasing the effectiveness of interpersonal communication (Allcott et al., 2020; Kroencke et al., 2022; as cited in Li et al., 2022). Besides, peer pressure caused by social media is also another factor of negative feelings. Users tend to compare their body image and standard of living with others, resulting in constant anxious and impatient feelings (Li et al., 2022). Hence, users must acknowledge how social media could possibly affect and change them, especially university students who will need to adapt to the working environment soon. Interpersonal communication can be said to be equally important as academic performance.

Although extensive research has been carried out on the effects of social media from the perspective of the working environment, emotional, health conditions, personal preferences, lifestyles and psychological states, there is a lack of research on its effect on interpersonal communication among university students in the Malaysian context, specifically in Klang Valley area (Kozyreva et al., 2020; Meier et al., 2018). Hence, in the rapid development of Internet technology and changing of the social media landscape, it is vital to clarify the effects of social media on interpersonal communications (Li et al., 2022). If social media can enhance and facilitate interpersonal communication more conveniently, then we should make full use of it. In contrast, if it is detrimental to interpersonal communication, we should take preventive measures.

1.3 Research Questions

These research questions are formulated in hopes of answering the effects of social media on interpersonal communication among university students in Malaysia.

1. What are the effects of social media on interpersonal communication among university students in Klang Valley?
2. What are Malaysian university students' attitudes toward social media use?
3. Are social media platforms changing the fundamentals of interpersonal communication among university students in Klang Valley?

1.4 Research Objectives

The general objective of this research is to determine the key salient effects of social media on university students' interpersonal communication. It is constructed as a means of gaining data from university students using survey questionnaires.

1. To explore the effects of social media on interpersonal communication among university students in Klang Valley.

2. To explore the attitudes of university students towards the use of social media.

3. To examine whether the use of social media is enhancing interpersonal communication positively or impacting it negatively among university students in Klang Valley.

1.5 Significance of Study

This study is significant because it will contribute to the existing gap in research regarding the effects of social media on Malaysian university students' interpersonal communication including interpersonal and social skills. For example, a study was focused on Instagram and how it affects young adults' self-esteem in Malaysia (Muhammad, 2021). The researcher has not completely focused on social media usage and its effects on interpersonal communication (Muhammad, 2021). As per Sharma's (2022) findings, the progression of technology and the emergence of social media platforms worldwide have brought about a significant shift in the way people communicate and interact. This can be linked to the second research question, "Are social media platforms changing the fundamentals of interpersonal communication?" The findings of this study can determine the effects of social media that have

been influencing university students' interpersonal communication. This study is then able to provide more understanding of how social media platforms have been used by Malaysian university students. Throughout the study, suggestions can be given to students so that they can adjust their social media usage and control the negative effects if there are any. This can encourage them to utilise social media platforms wisely and appropriately in the future. Besides, the findings of this study could also act as a reference for future studies on the impacts of social media on interpersonal communication.

CHAPTER II

LITERATURE REVIEW

2.1 Social Media

Recent statistics have shown that roughly one-third of people around the globe are social media users (Kircaburun et al., 2018). Social media is defined as internet-based networks that allow users to interact with each other by verbal or visual means (Muhammad, 2021). Social media users can construct either a public or private profile, view a list of other users to connect with each other, create content and exchange any information within the community (Kircaburun et al., 2018). By doing so, new connections can be developed and existing relationships can be sustained through virtual interaction that is moderated by digital platforms. Thus, it is convenient for people all around the world despite the geographical barrier. Ever since the advancement of technology started, social media has become increasingly essential in people's daily lives. Young adults were the earliest social media adopters and continue to be the most active users today. In the latest research by the Pew Research Centre, the highest percentage of social media users is 84% for young adults, followed by 81% for adults aged 30 to 49 years old ("Social Media Fact Sheet," 2021). Meanwhile, Malaysia has 28 million social media users which equates to approximately 86% of the total population with young adults aged 18 to 24 years old being the second largest group (Ahmad, 2022). The social media penetration rate in Malaysia is 70.4%, relatively higher compared to other countries such as 54.58% in India (Muhammad, 2021). The

penetration rate is referred to the total number of active social media users among the total population in a country.

Some of the popular social media sites in Western countries are Facebook, Whatsapp, Twitter, Instagram, Snapchat and YouTube (Kircaburun et al., 2018). Among all the social media sites, Facebook is the top-visited social media. This can be proved by the statistics from Meta, it was recorded that Facebook had 2 billion users in 2017 and 1.3 billion users were using it in a daily manner (Nowak, 2023). Up until July 2022, it is still the world's most popular social media with approximately 2.9 billion monthly users and 1.9 billion daily users (Kemp, 2022). Research has mentioned that this is because Facebook is appealing to people from all walks of life (Kircaburun et al., 2018). It has now gone beyond the goals of finding and connecting with old friends which were first initiated by Mark Zuckerberg, the current CEO of Facebook (Kircaburun et al., 2018). It has developed more functions like sharing, commenting and creating stories, direct messaging, tagging, posting photos as well as live streaming (Kircaburun et al., 2018).

Whatsapp was started as a free-of-charge alternative to short message service (SMS). To date, it fulfills the communication needs of more than 2 billion users in approximately 180 countries worldwide ("About Whatsapp," 2023). It brings convenience to users in communicating and satisfies the basic need for relatedness as well as informational and educational motives (Kircaburun et al., 2018). YouTube is another popular video site that suits people of all ages, including both professionals and non-professionals (Buf & Ştefăniţă, 2020). As mentioned in the research background, YouTube is the second most popular social media platform among Malaysians with 80.6% of users in 2020. Users can interact in the community through sharing, uploading, commenting and rating videos.

2.2 Interpersonal communication

Interpersonal communication is a complex social process that involves people's psychological well-being (Li et al., 2022). As human beings, it is one of the core elements that we need as long as we are living together in this world. Even before we are born, we start using and practising interpersonal communication skills (Gjylbegaj & Jararaa, 2018). For instance, we respond to sounds and movements outside the womb by kicking. As we grow older, interpersonal communication has an important role in building and maintaining relationships. Whenever we become aware of some people, we contact and connect with them slowly, then we continue to build contacts till the end of our lives (Gjylbegaj & Jararaa, 2018). Besides relationships, the importance of interpersonal communication can also be seen from several aspects, such as enhancing learning ability, seeking career opportunities, promoting career development and so on (Zheng et al., 2022; as cited in Li et al., 2022).

2.3 Factors Causing University Students to Use Social Media for Interpersonal Communication

The use of social media among university students in Malaysia has been prevailing. There are several factors that influence university students to initiate interpersonal communication with the help of social media. First of all, social media can be said to be the fastest channel and easiest way to obtain information about an individual's personality and background (Gjylbegaj & Jararaa, 2018). Especially when they first encountered someone and

only knew that person's name, they can easily try to search for the name using social media platforms and get to know more about the person unless he or she uses a different username on social media account. Sharma (2022) has concluded the 7 university students' motivations to use Facebook, namely social ties, shared identities, photographs, content, social network surfing, social investigation and status updates. Compared to direct communication, they could get immediate information in just a blink of an eye without asking any other questions. Most of the time, introverted students prefer not to communicate with people directly. Secondly, some university students may feel uncomfortable telling their own opinion openly in public regarding certain issues. Consequently, they choose to share their thoughts and perspectives on social media platforms to protect themselves from any physical harm. For instance, Facebook and Twitter are popular platforms for them to post, share and exchange their opinions (Gjylbegaj & Jararaa, 2018). The main reason is that they are afraid of getting any physical harm from the ones whom they are communicating with. This is not because they are being timid, in fact, some university students can be easily triggered and overreacted that they started to punish people who do not agree with their own opinion ("Warning Signs and Triggers," n.d.). These students probably do not have much patience to digest and accept the different perspectives of others due to their young age. The third factor is that they have more trust in their friends and strangers in the virtual world of social media. Students often think that these people are less judgemental and more open-minded. Thus, they are more likely to be understanding when it comes to the issues students face in their lives. Students tend to share their problems and get advice from their virtual friends instead of family members. What makes the situation worse is that some of the people they knew on social media are not their close friends. Disclosing personal matters through social

media could make them feel more secure because they may get assaulted or leave a negative impression in real life (Gjylbegaj & Jararaa, 2018).

2.4 Relationship between Social Media and Interpersonal Communication

Studies have argued that the ever-changing social media has altered the fundamentals of interpersonal communication (Sharma, 2022; Muhammad, 2021; Gjylbegaj & Jararaa, 2018). The wide use of social media as a communication tool has caused the emergence of some problems among young adults globally including in Malaysia (Muhammad, 2021). In simpler words, social media has changed our social skills which are closely related to interaction among each other. Nowadays, some people are becoming incapable of engaging in normal conversations because they rely on social media so much that they always check their mobile phones. Social media addiction is real when these people become more dependent on social media to initiate interpersonal communication. It will then lead to mental illness, disrupt our concentration and cause emotional breakdown (Sharma, 2022).

Besides, research has proved that social media affects the behaviour and self-concept of college students (Atusingwize et al., 2022). The lurking behaviour is shown among students and it is still growing. This behaviour happens when social media users keep their privacy while using the platforms to seek information or posting created by others (Atusingwize et al., 2022). This means that the lurkers are following, reading and viewing the online community without posting. In the research, students prefer to use social media to refer to other people's lifestyles even though they are strangers rather than meet new friends (Atusingwize et al., 2022). Consequently, their self-concept may be influenced by comments from other users.

According to Sharma (2022), social media would affect not only oral communication skills but also written communication. She explained that because most of them use abbreviations and often ignore grammar and syntax when texting on social media. For example, ASAP (As Soon As Possible), TTYL (Talk to You Later), BRB (Be Right Back) and HAND (Have a Nice Day). As time goes by, they will also habitually replace proper words with abbreviations in other forms of formal written communication. Another research by Raisamo et al. (2022), suggested that frequent exposure to social media disconnects people from their offline lives. This situation will occur when they spend less time communicating with family and friends as well as participating in family activities.

However, social media also offers advantages that will benefit university students' interpersonal skills. It allows them to expand their network of people from all around the world. People from different countries but with common interests get to connect with each other and meet virtually to have conversations or discussions. They will understand the power of social media platforms and start to realize that social media is not only for entertainment purposes but a vital communication tool. Social media platforms unite people across different regions to achieve a common aim (Sharma, 2022). Moreover, students could develop different skills such as online communication skills and language proficiency if they utilise social media (Putri, 2022). According to Sharma (2022), social media has provided avenues for bloggers, article and content writers. Students who are enthusiastic about content writing can share their thoughts, articles and blogs in the online community. Additionally, social media can also boost the growth of businesses, especially for students who aspired to become entrepreneurs. Platforms such as Twitter, Instagram and Facebook allow them to connect with targeted audiences (Sharma, 2022). They can utilise the function of these platforms to filter different categories of audiences and

promote their content through social media advertisements. This is beneficial for young entrepreneurs because of the affordable marketing and promotion costs on social media compared to conventional marketing tools like radio, TV commercials and newspapers (Sharma, 2022).

2.5 Theoretical Framework

2.5.1 Uses and Gratifications Theory

Social media is providing new ways for individuals across the globe to engage with each other. With its advanced technological features and immense user base, it offers a variety of gratifications to its users. Therefore, this research has incorporated the Uses and Gratifications theory (UGT) to study the motivations behind social media usage. The theory was proposed by Katz, Blumler and Gurevitch in 1973 to study the users' gratification of a specific media when it is aligned with their motivations, desires and needs (Hossain, 2019). Five important needs are described in this theory (Rajesh, 2021):

(1) Personal needs to improve an individual's status and trustworthiness.

(2) Emotional needs include hedonism to seek emotional support.

(3) Cerebral needs to become knowledgeable.

(4) Tension needs to refer to when an individual is involved in fantasy, daydreaming or other healthy escapism activities.

(5) Social needs are the desire to communicate and engage with others to maintain relationships.

According to Kircaburun et al (2020), the uses and gratifications theory has four main assumptions:

(1) Media usage is based on motivations.

(2) People use media to fulfill their needs.

(3) The usage of media intervenes between social and psychological factors.

(4) The usage of media is related to interpersonal communication.

There are two categories of gratification in the theory: gratifications sought and gratifications obtained (Kircaburun et al., 2020). Gratifications sought refers to an individual's expectations of the gratification they would achieve from using media. Gratifications obtained defines the desires fulfilled by media usage. Both types of gratification affect the selection of media, frequency and duration of media usage. These gratifications can be shaped by a few factors such as social, economic, cultural and political (Kircaburun et al., 2020). Past studies have used the UGT framework to study the relationship between gratifications and social media addiction. These studies suggest that gratifications such as entertainment, self-presentation, friendship and relationship maintenance are related to social media addiction (Kircaburun et al., 2020).

2.5.2 Uses and Gratifications on Social Media Platforms

As mentioned above, different types of gratifications will influence the selection of social media platforms. A study by Ferris, Hollenbaugh & Sommer (2021) revealed that the use intensity of Instagram and Snapchat was greater than Facebook as well as Twitter among 373 university students at Midwestern University. They found that entertainment was the main indicator for the use intensity of Facebook, Twitter, Instagram and Snapchat, convenience was related to Twitter and Snapchat usage whereas self-documentation was associated with the use intensity of Facebook and Instagram (Ferris, Hollenbaugh & Sommer, 2021). Another study by

Muhammad (2018) found that the main gratifications college students use Instagram are surveillance, documentation, coolness and creativity. On the other hand, Snapchat has been used for the gratification of time passing, entertainment, self-presentation and self-expression among university students at Kuwait University (Alsalem, 2019). Similarly, Facebook has also been used for relationship maintenance, informational, educational, entertainment and self-promotion gratification (Hossain, 2019). Lastly, a study by Buf & Ștefăniță (2020) found that YouTube users engaged in activities like reading comments, viewing, liking, disliking and sharing videos to satisfy their gratification of entertainment.

CHAPTER III

METHODOLOGY

3.0 Introduction

This chapter is to understand the method used for this study to be carried out successfully. Several procedures are needed to follow in order to investigate the effects of social media on the interpersonal communication of university students in Malaysia. This chapter will discuss the research method, data collection method, respondents and sampling method as well as data analysis.

3.1 Research Method

The quantitative research method is used in this study to investigate the research questions. This research method focuses on objectivity in the context of social science research (Kegler et al., 2018). According to Mertler and Vannatta (2021), the main purpose of quantitative research is to collect data and convert it into a statistical data form. This research method allows researchers to collect a large scale of data from a larger population (Patten & Galvan, 2020). Survey approach is one of the quantitative research methods. Primary data will be collected through a questionnaire for this study. The questionnaire from Kumar, Arora & Narang (2016) will be adopted and distributed to the targeted respondents. In short, this study will use the questionnaire to explore the effects of social media on interpersonal communication among university students in Klang Valley. The chosen method and questionnaire are based on the research objectives:

1. To explore the effects of social media on interpersonal communication among university students in Klang Valley.

2. To explore the attitudes of university students towards the use of social media.

3. To examine whether the use of social media is enhancing interpersonal communication positively or impacting it negatively among university students in Klang Valley.

3.2 Data Collection Method

To collect the primary data, survey questionnaires will be distributed to university students within the Klang Valley area virtually via Google Form links. Then, the data will be obtained through statistical and mathematical techniques. Respondents are allowed to ask questions regarding the questionnaire if they are unclear about something. This step can ensure the questions in the questionnaire are being answered accurately. It reduces the occurrence of errors and increases the accuracy of results for further analysis (Joanne et al., 2018). This is because incomplete questionnaires will result in data missing which then leads to inaccurate results. After receiving all the data, it will be changed into numerical form to be analysed in tables and graphs.

The questionnaire consists of 3 sections which are Section A, Section B and Section C. Every respondent will answer the same set of questions in the questionnaire. Section A consists of demographic questions, Section B contains questions regarding social media usage whereas Section C consists of questions regarding social media and interpersonal communication. A Seven Point Likert Scale will be used for respondents to specify their level of agreement with different statements, where 1 is Strongly Disagree, 2 is Disagree, 3 is Somewhat Disagree, 4 is Neutral, 5 is Somewhat Agree, 6 is Agree and 7 is Strongly Agree. It is more suitable to measure

human characteristics because it contains neither too many choices that will confuse the respondents nor too less choices that will affect the result (Tanujaya, Prahmana & Mumu, 2022). Besides, nominal and ordinal scales will also be adopted in designing the questionnaire. The nominal scale refers to the different categories of variables (Agresti, 2018). In this study, gender is an example of nominal scale. For ordinal scale, age is an example in this research. Researchers have argued that ordinal scale is better than nominal scale as it focuses on the ranking and ordering of data (Agresti, 2018).

3.3 Respondents and Sampling Method

The targeted respondents of this research will be university students who are currently studying in either private or public universities located at Klang Valley. There are a few criteria required to be selected as a potential respondent: (1) Age between 18 to 30, (2) Currently studying at universities in Klang Valley, Malaysia. This research will use a simple random sampling method which is also one of the probability sampling methods. Probability sampling is better than non-probability as it enables eligible individuals a chance to be selected (Joanne et al., 2018). This method is suitable for this research because most university students use social media platforms daily.

Based on the latest 2021 education statistics provided by the Department of Statistics Malaysia Official Portal, the approximate population of both private and public university students in Malaysia is 137 thousand ("Education Statistics," 2023). Based on the sample size formula *(Table 3.2)*, the sample size calculation for 137 thousand students is 107 samples (The Research Advisors, n.d.). This is important to ensure the result is reliable while meeting a 70% of confidence level with a 0.05 margin of error. Therefore, 107 respondents have been targeted to

answer the questionnaire. Following the probability sampling method, the questionnaire will be randomly distributed to them despite their gender and race.

No.	University	Number of Respondents
1.	University Tunku Abdul Rahman (UTAR)	38
2.	Tunku Abdul Rahman University of Management and Technology (TARUMT)	13
3.	Sunway University	7
4.	UCSI University	6
5.	Universiti Kebangsaan Malaysia (UKM)	5
6.	Universiti Teknologi Malaysia (UTM)	4
7.	Asia Pacific University of Technology & Innovation (APU)	3
8.	University Teknologi MARA (UiTM)	2
9.	Universiti Malaya (UM)	2
10.	Taylor's University	2
11.	Universiti Putra Malaysia (UPM)	1
12.	Help University	1
13.	Others	23

Table 3.1: Universities of Respondents

Table 3.1 shows the total number of respondents' universities in the research. There are 12 different public and private universities, namely Universiti Tunku Abdul Rahman (UTAR), Universiti Kebangsaan Malaysia (UKM), Universiti Teknologi MARA (UiTM), Universiti Putra Malaysia (UPM), Universiti Teknologi Malaysia (UTM), Tunku Abdul Rahman University of Management and Technology (TARUMT), Sunway University, Taylor's University, UCSI

University, HELP University, Asia Pacific University of Technology & Innovation (APU) and Universiti Malaya (UM). Among 107 university students, 38 of them are from UTAR, followed by 23 from other universities in Klang Valley, 13 from TARUMT, 7 from Sunway University, 6 from UCSI University while 5 from UKM. UTM occupied 4 students and APU occupied 3 students. UiTM, UM and Taylor University constituted 2 students respectively. Lastly, UPM and HELP University only occupied 1 student respectively among the respondents.

		Required Sample Size[†]							
		from: The Research Advisors							
		Confidence = 70.0%				Confidence = 99.0%			
	Population Size	Degree of Accuracy/Margin of Error				Degree of Accuracy/Margin of Error			
7		0.05	0.035	0.025	0.01	0.05	0.035	0.025	0.01
8	10	9	10	10	10	10	10	10	10
9	20	17	18	19	20	19	20	20	20
10	30	24	26	28	30	29	29	30	30
11	50	34	41	45	49	47	48	49	50
12	75	44	56	64	73	67	71	73	75
13	100	52	69	81	96	87	93	96	99
14	150	63	89	111	142	122	135	142	149
15	200	70	105	137	186	154	174	186	198
16	250	75	117	158	229	182	211	229	246
17	300	79	127	177	270	207	246	270	295
18	400	85	142	207	348	250	309	348	391
19	500	89	153	231	422	285	365	421	485
20	600	91	161	251	491	315	416	490	579
21	700	93	167	266	555	341	462	554	672
22	800	95	172	280	617	363	503	615	763
23	900	96	176	291	674	382	541	672	854
24	1,000	97	180	301	729	399	575	727	943
25	1,200	99	185	317	830	427	636	827	1119
26	1,500	100	191	334	963	460	712	959	1376
27	2,000	102	198	354	1147	498	808	1141	1785
28	2,500	103	202	367	1295	524	879	1288	2173
29	3,500	104	206	383	1520	558	977	1510	2890
30	5,000	105	210	396	1747	586	1066	1734	3842
31	7,500	106	213	406	1978	610	1147	1960	5165
32	10,000	106	215	412	2117	622	1193	2098	6239
33	25,000	107	217	422	2425	646	1285	2399	9972
34	50,000	107	218	426	2549	655	1318	2520	12455
35	75,000	107	219	427	2593	658	1330	2563	13583
36	100,000	107	219	428	2615	659	1336	2585	14227
37	137,000	107	219	428	2634	660	1341	2604	14796
38	500,000	107	219	429	2671	663	1350	2640	16055
39	1,000,000	107	219	429	2678	663	1352	2647	16317
40	2,500,000	107	219	430	2683	663	1353	2651	16478
41	10,000,000	107	219	430	2685	663	1354	2653	16560
42	100,000,000	107	219	430	2685	663	1354	2654	16584
43	264,000,000	107	219	430	2685	663	1354	2654	16586

Sheet1   +

Table 3.2: Sample size calculation

From Table 3.2, the population size of 137 thousand university students was inserted into the first column 'Population Size'. Then, a 70% confidence level and 0.05 margin of error were selected. The final sample size calculated by the automated calculator in the Excel sheet was 107.

3.4 Data Analysis

3.4.1 Descriptive Data

Researchers often use descriptive analysis to analyse the data collected as it allows them to summarise and convert unstructured data into useful data (Joanne et al., 2018). For example, researchers are able to obtain percentage, frequency, mean and standard deviation. After rearranging the data collected into a Google spreadsheet, Statistical Package for Social Science version 29 (SPSS) will be used to analyse them. SPSS is a statistical analysis software that has been widely utilised in the social sciences field (Joanne et al., 2018). It is time-saving because researchers just need to insert the collected data into the software to get results. SPSS will interpret the data into tables, pie charts or bar graphs.

3.4.2 Reliability Test

The concept of reliability pertains to the degree of consistency or dependability of an instrument's measurement, while also ensuring that it is error-free (Joanne et al., 2018). Given that the questionnaires will be adapted from the journal "The Plugged-in Life of Teens: Impact of Social Media on Interpersonal Communication Among Adolescences" for this study, there is no need for pilot testing. However, a reliability test will still be carried out after collecting all the data via questionnaires to prove this research's reliability.

		N	%
Cases	Valid	107	100.0
	Excluded[a]	0	.0
	Total	107	100.0

a. Listwise deletion based on all variables in the procedure.

Table 3.3: Case Processing Summary

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.814	.806	11

Table 3.4: Results of Reliability Test

Cronbach's alpha	Internal consistency
α ≥ 0.9	Excellent
0.9 > α ≥ 0.8	Good
0.8 > α ≥ 0.7	Acceptable
0.7 > α ≥ 0.6	Questionable
0.6 > α ≥ 0.5	Poor
0.5 > α	Unacceptable

Table 3.5: Rule of Thumb

Table 3.3 shows the case processing summary analysed by SPSS. Data collected from all 107 respondents were inserted into the software to run the reliability test. All the data are valid. Table 3.4 shows the Cronbach's Alpha reliability test of this research. For 11 items of Section C (Social Media and Interpersonal Communication), the value of Cronbach's Alpha is 0.814, indicating high internal consistency. According to the rule of thumb (Table 3.5) for analysing Cronbach's Alpha for Likert scale questions, a score of 0.7 is acceptable, while if it is between 0.8 to 0.9, it has good reliability (Glen, 2023).

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
C1. You use social media more often while you are in the waiting room, hospital, or at gatherings.	43.3551	87.759	.323	.316	.813
C2. Your communication is usually undergoing through social media rather than face-to-face communication.	44.8505	76.826	.670	.516	.779
C3. Social media takes away your face-to-face socializing time with family.	45.0654	80.232	.480	.413	.799
C4. You prefer communicating through social media than direct communication.	45.2430	78.167	.541	.429	.793
C5. Your diction has changed by using social media. (Diction is the choice and use of words and phrases in speaking or writing)	44.1682	85.915	.368	.227	.809
C6. You spend more time at home using social media than spending time with family.	44.6729	79.939	.536	.410	.793
C7. Social media is affecting your interpersonal communication.	44.8037	79.103	.602	.555	.787
C8. You rely too much on social media.	44.1402	77.386	.678	.577	.779
C9. Your ability to communicate with others has been affected by social media usage.	44.7196	80.109	.529	.591	.794
C10. Social media is useful in improving relationships.	43.5140	91.422	.249	.444	.817
C11. Social media can improve interpersonal communication between friends.	43.5047	92.083	.215	.470	.819

Table 3.6: Item-Total Statistics

Based on Table 3.6, the final column "Cronbach's Alpha if Item Deleted" indicates the value that Cronbach's Alpha will be if that specific item was removed from the questionnaire. The removal of any question, except for questions 10 and 11, would result in a lower Cronbach's Alpha than 0.814. Removal of questions 10 and 11 would contribute to an improvement in Cronbach's Alpha, becoming 0.817 and 0.819 respectively which is greater than 0.814. The "Corrected Item-Total Correlation" value for these two questions was also low, 0.249 and 0.215 respectively. These values might increase the possibility of having to remove the questions ("Cronbach's Alpha (α) using SPSS Statistics," n.d.).

CHAPTER IV

DATA ANALYSIS

4.1 Descriptive Analysis

Descriptive analysis allows researchers to simplify the data collected from all of the respondents through graphics like pie charts, bar graphs, tables and histograms. According to the survey questionnaire, the demographic background in Section A and the social media usage in Section B are analysed through frequency and percentage tables as well as pie charts. The central tendencies in Section C are conveyed through mean and standard deviation. All the data analysis will be completed using the software SPSS version 29.

4.1.1 Demographic Background

Gender (N=107)

Male
Female

Male: 37.4% (40)
Female: 62.6% (67)
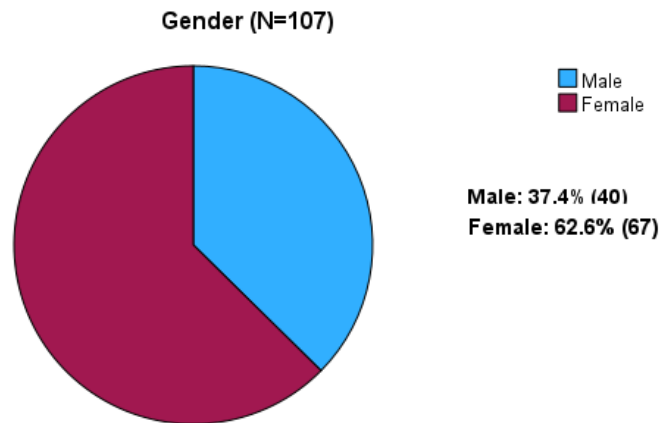
Figure 4.1: Gender of Respondents

As shown in Figure 4.1 above, a total of 107 respondents participated in the survey. All of them are university students who currently studying at universities in the Klang Valley area. 40

(37.4%) of the respondents were male university students and 67 (62.6%) of them were female university students.

Age Range (N=107)

18 to 20 years old
21 to 23 years old
24 to 26 years old
26 and above

18-20 years old: 18.7% (20)

21-23 years old: 72% (77)

24-26 years old: 5.6% (6)

26 and above: 3.7% (4)
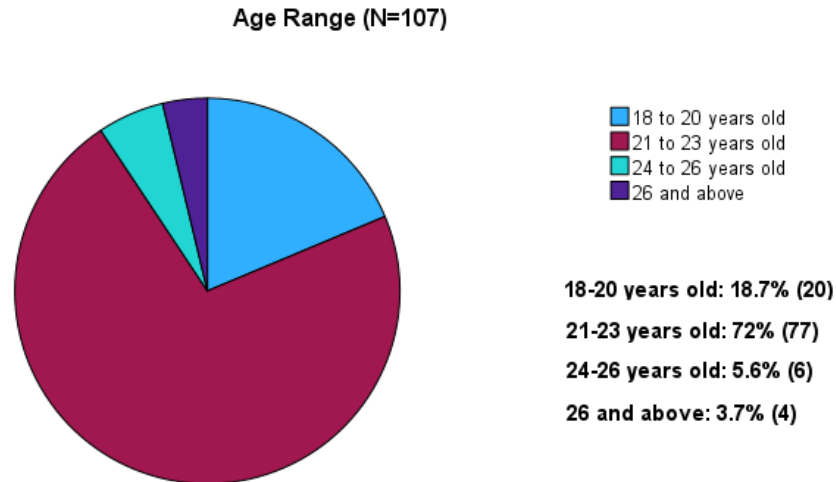
Figure 4.2: Age Range of Respondents

Figure 4.2 shows that the largest age range is 21-23 years old, which occupied 77 (72%) of the respondents, followed by the age range of 18-20 years old, which is the second largest age group, 20 (18.7%) respondents. The age range of 24-26 years old is the third largest age group, which occupied 6 (5.6%) of the total respondents and the smallest age group is 26 and above, which only constituted 4 (3.7%) among all respondents.

Education level (N=107)

Foundation or Alevel
Diploma
Degree

Foundation or A-level: 15.9% (17)

Diploma: 11.2% (12)

Degree: 72.9% (78)

Master: 0%

PhD: 0%
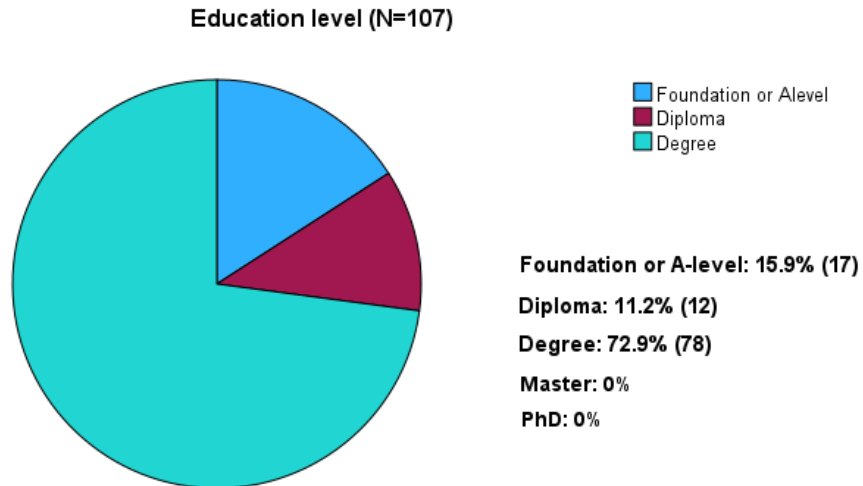
Figure 4.3: Educational Level of Respondents

There are three categories of educational level, namely Foundation or A-level, Diploma and Degree. Based on Figure 4.3, 78 (72.9%) of the respondents are currently enrolled in Bachelor's degree, followed by 17 (15.9%) who are studying for Foundation or A-level and 12 (11.2%) who are studying for Diploma.

University (N=107)

Legend	Percentage
UTAR	UTAR: 35.5% (38)
UKM	UKM: 4.7% (5)
UITM	UITM: 1.9% (2)
UPM	UPM: 0.9% (1)
UTM	UTM: 3.7% (4)
OTHERS	OTHERS: 21.5% (23)
TARUMT	TARUMT: 12.1% (13)
SUNWAY	SUNWAY: 6.5% (7)
TAYLOR	TAYLOR: 1.9% (2)
UCSI	UCSI: 5.6% (6)
HELP	HELP: 0.9% (1)
APU	APU: 2.8% (3)
UM	UM: 1.9% (2)
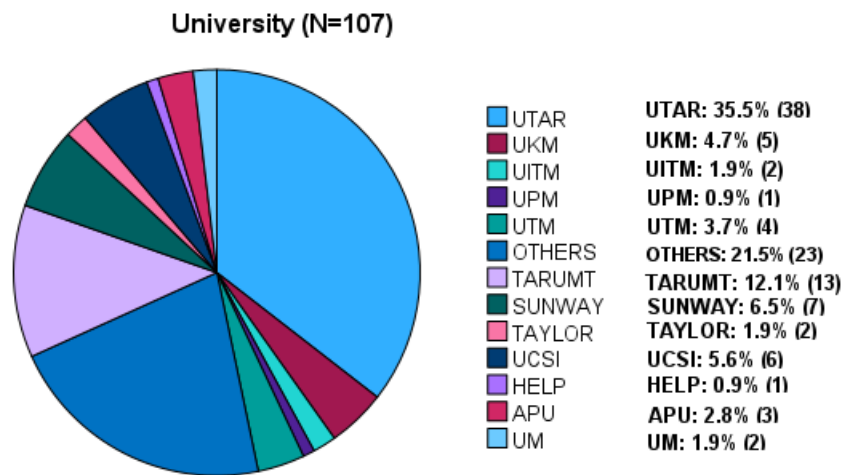
Figure 4.4: Universities of Respondents

There are a total of twelve universities included in the research, namely Universiti Tunku Abdul Rahman (UTAR), Universiti Kebangsaan Malaysia (UKM), Universiti Teknologi MARA (UiTM), Universiti Putra Malaysia (UPM), Universiti Teknologi Malaysia (UTM), Tunku Abdul Rahman University of Management and Technology (TARUMT), Sunway University, Taylor's University, UCSI University, HELP University, Asia Pacific University of Technology & Innovation (APU) and Universiti Malaya (UM). Figure 4.4 shows that out of 107 university students, 38 (35.5%) of them are from UTAR, followed by 23 (21.5%) from other universities in Klang Valley, 13 (12.1%) from TARUMT, 7 (6.5%) from Sunway University, 6 (5.6%) from UCSI University while 5 (4.7%) from UKM. UTM occupied 4 (3.7%) students and APU 3 (2.8%) students. UiTM, UM and Taylor University constituted 2 (1.9%) students respectively. Lastly, UPM and HELP University only occupied 1 (0.9%) student respectively among the respondents.

		Responses		Percent of Cases
		N	Percent	
Access to Social Media[a]	Mobile phone	106	59.9%	99.1%
	Laptop	69	39.0%	64.5%
	Cyber Cafe	2	1.1%	1.9%
Total		177	100.0%	165.4%

Table 4.1: Respondents' Access to Social Media
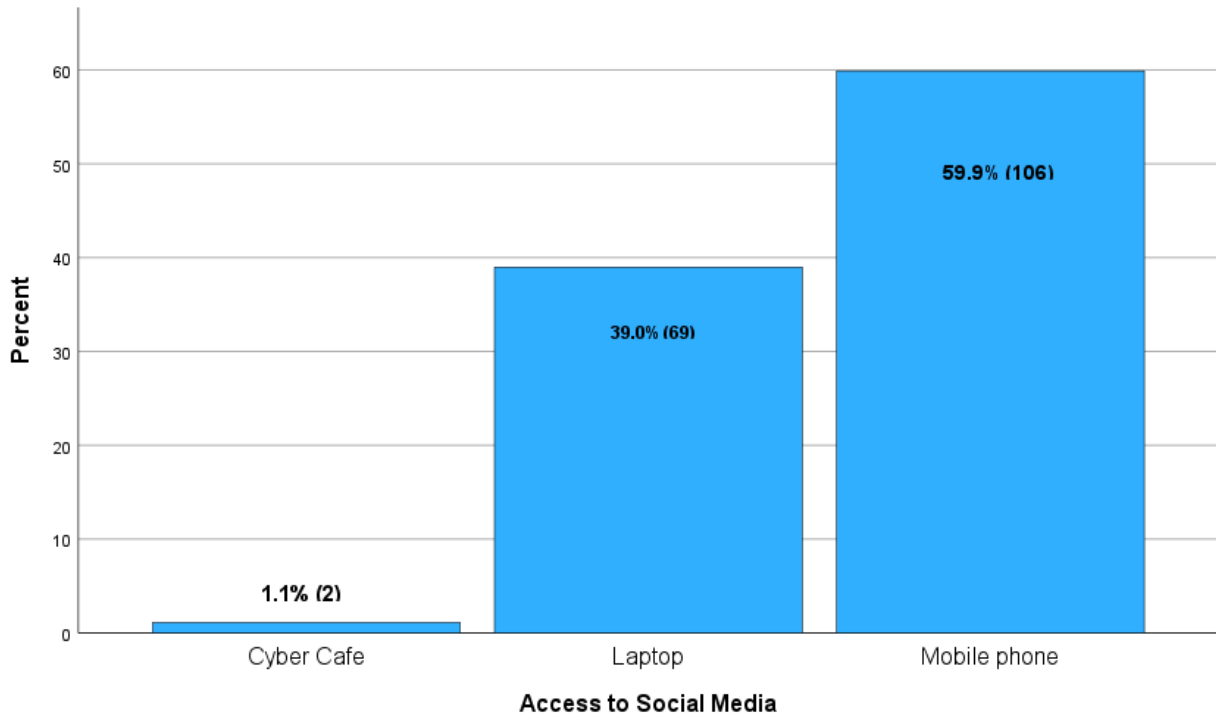
Figure 4.5: Respondents' Access to Social Media

Table 4.1 and Figure 4.5 show the respondents' access to social media. From the results, 106 respondents equivalent to 99.1% chose mobile phone. Besides, 69 (64.5%) of them chose laptop and only 2 (1.9%) respondents chose cyber cafe.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	81	75.7	75.7	75.7
	Instagram	14	13.1	13.1	88.8
	Whatsapp	9	8.4	8.4	97.2
	Others	3	2.8	2.8	100.0
	Total	107	100.0	100.0	

Table 4.2: The first social media respondents used
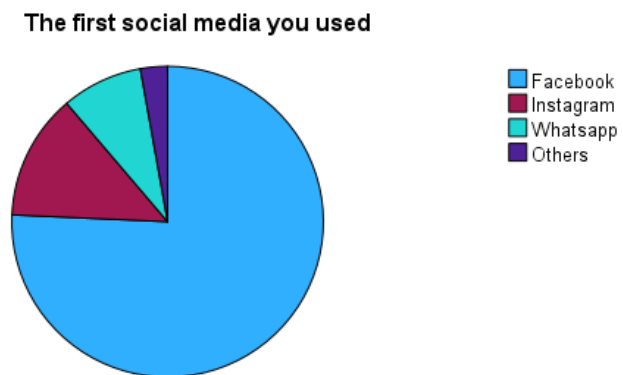
Figure 4.6: The first social media respondents used

Table 4.2 and Figure 4.6 shows the types of social media platforms respondents first used. From the results, 81 (75.7%) of them chose Facebook, followed by 14 (13.1%) respondents chose Instagram and 9 (8.4%) of them chose WhatsApp. There are also 3 (2.8%) respondents who chose Others and stated their answer as WeChat and ICQ chat.

		Responses		Percent of Cases
		N	Percent	
Preferable Social Media[a]	Facebook	25	12.8%	23.4%
	Instagram	64	32.8%	59.8%
	Twitter	9	4.6%	8.4%
	Snapchat	6	3.1%	5.6%
	Whatsapp	91	46.7%	85.0%
Total		195	100.0%	182.2%

Table 4.3: The preferable social media for daily communication
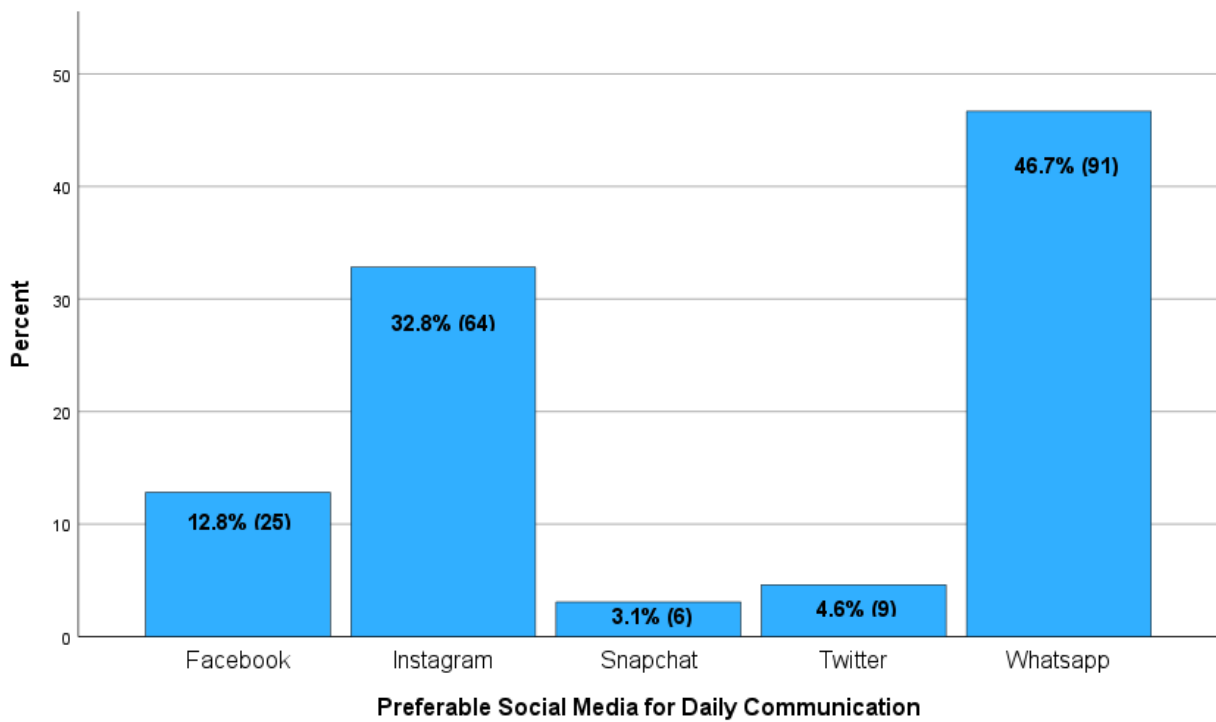
Figure 4.7: The preferable social media for daily communication

Table 4.3 and Figure 4.7 show the preferable social media platform that the respondents prefer

for daily communication. From the results, most of the respondents prefer to communicate via

WhatsApp and Instagram, which has 91 (46.7%) and 64 (32.8%) respectively. Then, 25 (12.8%

)of the respondents chose Facebook and 9 (4.6%) of them chose Twitter. Lastly, only 6 (3.1%)

respondents prefer to use Snapchat for daily communication.

Hours spent using social media daily

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - 2 hours	21	19.6	19.6	19.6
	2 - 5 hours	48	44.9	44.9	64.5
	Less than 1 hour	1	.9	.9	65.4
	More than 5 hours	37	34.6	34.6	100.0
	Total	107	100.0	100.0	

Table 4.4: Hours spent using social media daily

Hours spent using social media daily

1 - 2 hours
2 - 5 hours
Less than 1 hour
More than 5 hours

1-2 hours: 19.6% (21)
2-5 hours: 44.9% (48)
Less than 1 hour: 0.9% (1)
More than 5 hours: 34.6% (37)
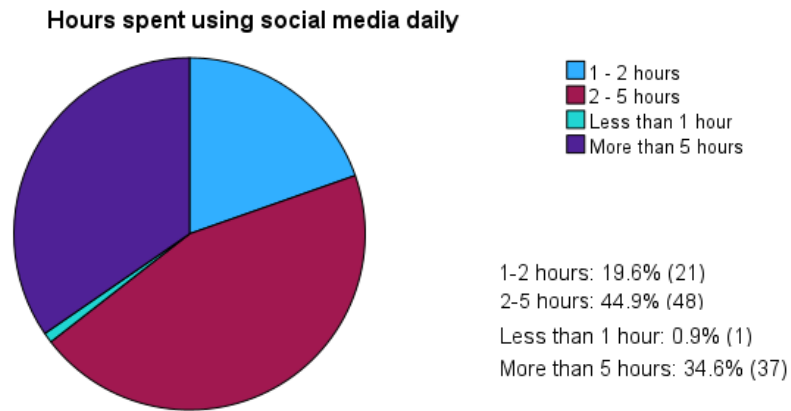
Figure 4.8: Hours spent using social media daily

Based on Table 4.4 and Figure 4.8, most university students spend at least 2 to 5 hours daily on

social media, which occupied 48 (44.9%) of the total respondents. Besides, there are 37 (34.6%)

respondents who use social media for more than 5 hours on a daily basis. 21 (19.6%) of them

spend 1 to 2 hours and only 1 (0.9%) respondent spends less than 1 hour on social media.

		Responses		Percent of Cases
		N	Percent	
Purpose of using social media [a]	Chatting & maintaining relationships	96	33.3%	89.7%
	Becoming updated on friend's activity	87	30.2%	81.3%
	Keeping up with trending topics	82	28.5%	76.6%
	Playing online games	23	8.0%	21.5%
Total		288	100.0%	269.2%

Table 4.5: Purpose of using social media
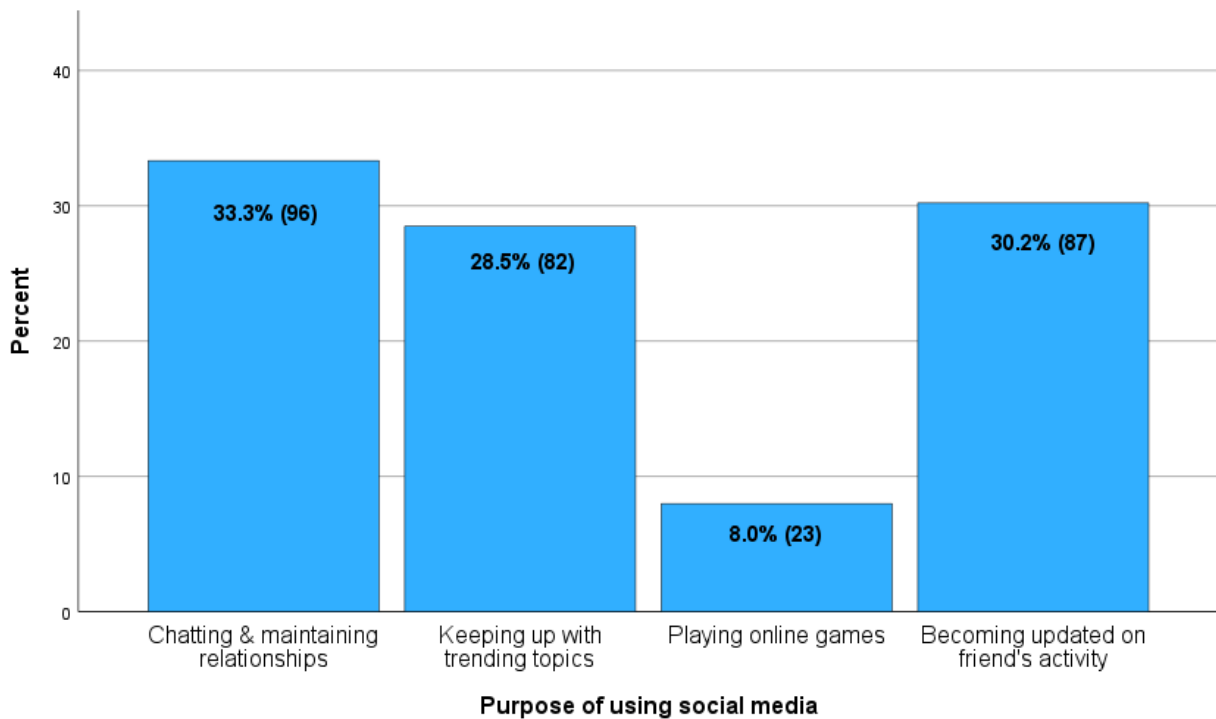
Figure 4.9 Purpose of using social media

There are four purposes of using social media included in the research. Table 4.5 and Figure 4.9 indicate that out of a total of 107 respondents, there are 96 (33.3%) university students use social media to chat and maintain relationships, followed by 87 (30.2%) of them use social media to

stay updated on their friends' activity. Besides, 82 (28.5%) of the respondents utilise social media to keep up with trending topics while only 23 (8%) of them play online games using social media.

Social media helps you to keep in touch with friends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	4	3.7	3.7	3.7
	Yes	103	96.3	96.3	100.0
	Total	107	100.0	100.0	

Table 4.6: Does social media helps you to keep in touch with friends
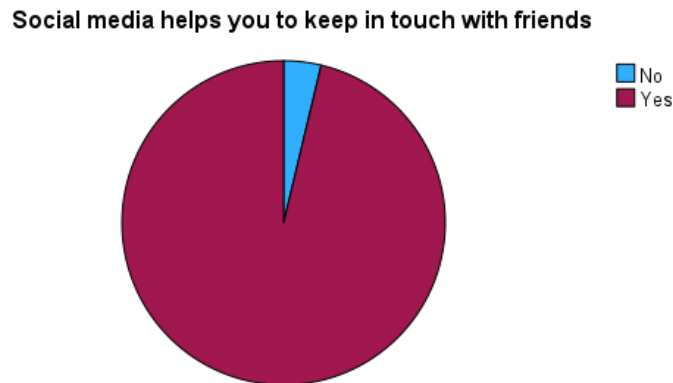
Figure 4.10: Does social media helps you to keep in touch with friends

Based on Table 4.6 and Figure 4.10, 103 (96.3%) of the respondents agree that social media helps them to keep in touch with their friends and only 4 of them disagree on this.

Social media helps you to meet new friends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	17	15.9	15.9	15.9
	Yes	90	84.1	84.1	100.0
	Total	107	100.0	100.0	

Table 4.7: Does social media helps you to meet new friends
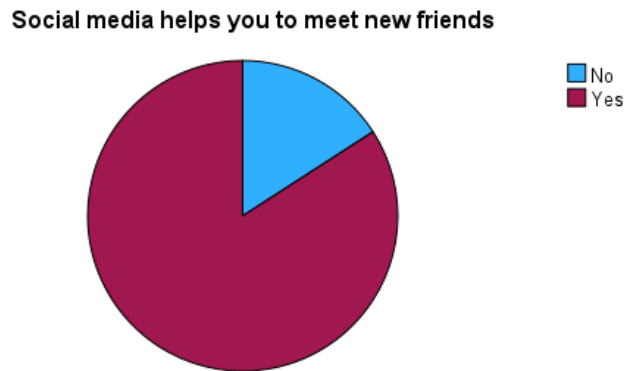
Figure 4.11: Does social media helps you to meet new friends

Based on Table 4.7 and Figure 4.11, the majority of the respondents agree that social media helps them to meet new friends, which occupied 90 (84.1%) of the total respondents. There are only 17 (15.9%) of them disagree with the statement.

4.1.2 Central Tendencies Measurement of Constructs

Central tendencies measurements are used to interpret the value of mean and standard deviation for 11 questions in Section C (Social Media and Interpersonal Communication) of this research. SPSS software version 29 is used to calculate the results.

Table 4.8: Descriptive Statistics of Social Media and Interpersonal Communication

Items	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	Mean	S.D.	Mean Ranking
C1. You use social media more often while you are in the waiting room, hospital, or at gatherings.	0.9	1.9	5.6	18.7	16.8	28.0	28.0	5.44	1.39	1
C2. Your communication is usually through social media rather than face-to-face communication.	3.7	19.6	15.0	26.2	17.8	10.3	7.5	3.95	1.59	9
C3. Social media takes away your face-to-face socializing time with family.	12.1	13.1	22.4	17.8	16.8	11.2	6.5	3.73	1.73	10
C4. You prefer communicating through social media than direct communication.	14.0	16.8	19.6	22.4	10.3	9.3	7.5	3.56	1.76	11
C5. Your diction has changed by using social media. (Diction is the choice and use	3.7	8.4	4.7	22.4	33.6	18.7	8.4	4.63	1.47	5

of words and phrases in speaking or writing)									
C6. You spend more time at home using social media than spending time with family.	7.5	11.2	13.1	24.3	23.4	14.0	6.5	4.13	1.62	6
C7. Social media is affecting your interpersonal communication.	6.5	10.3	19.6	28.0	16.8	13.1	5.6	4.00	1.55	8
C8. You rely too much on social media.	3.7	5.6	14.0	15.9	29.9	19.6	11.2	4.66	1.54	4
C9. Your ability to communicate with others has been affected by social media usage.	5.6	16.8	12.1	20.6	23.4	16.8	4.7	4.08	1.62	7
C10. Social media is useful in improving relationships.	0.0	0.9	3.7	21.5	29.0	29.0	15.9	5.28	1.14	3
C11. Social media can improve interpersonal communication between friends.	0.0	2.8	0.9	17.8	38.3	22.4	17.8	5.29	1.15	2

1= Strongly Disagree

2= Disagree

3= Somewhat Disagree

4= Neutral

5= Somewhat Agree

6= Agree

7= Strongly Agree

Table 4.9: Overall mean and standard deviation

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
MeanC	107	2.09	7.00	4.4367	.90068
Valid N (listwise)	107				

Based on the results in Table 4.8, the mean of the 11 responding questions scored from the range of 3.56 to 5.44. 'C1' indicates Section C Question 1. The item that scores the highest mean (5.44) with a standard deviation of 1.39 in this section is the statement "You use social media more often while you are in the waiting room, hospital, or at gatherings". 28% of respondents strongly agreed with this statement. Besides, 28% of the respondents agreed to it, 16.8% somewhat agreed, 18.7% remained neutral, 5.6% somewhat disagreed, 1.9% disagreed and only 0.9% strongly disagreed.

Item 11 "Social media can improve interpersonal communication between friends" has the second highest mean value of 5.29 with a standard deviation of 1.15. In this statement, 17.8% of the respondents strongly agreed, 22.4% agreed, 38.3% somewhat agreed, 17.8% remained neutral, 0.9% somewhat disagreed and 2.8% disagreed with the statement respectively. None of the respondents strongly disagreed with it.

Item 10 scores the third mean ranking with a mean value of 5.28 and a standard deviation of 1.14. 15.9% of the respondents strongly agreed and 29% of them agreed that social media is useful in improving relationships. Also, 29% of them somewhat agreed, 21.5% remained neutral, 3.7% somewhat disagreed and only 0.9% disagreed with the statement. None of the respondents strongly disagreed with this statement.

Item 8 ranks fourth place in the mean ranking with a mean value of 4.66 and a standard deviation of 1.54. 11.2% of the respondents strongly agreed that they rely too much on social media, followed by 19.6% agreed and 29.9% somewhat agreed with it. 15.9% of respondents remained neutral, 14% somewhat disagreed, 5.6% disagreed and only 3.7% strongly disagreed.

Meanwhile, item 5 has the fifth highest mean value of 4.63 and 1.47 of standard deviation. Respondents who strongly agreed that 'Your diction has changed by using social media' occupied 8.4% and 18.7% of them agreed with it. 33.6% of respondents somewhat agreed, 22.4% remained neutral, 4.7% somewhat disagreed, 8.4% disagreed and only 3.7% strongly disagreed.

Item 6 ranks sixth place with a mean value of 4.13 and a standard deviation of 1.62. Only 6.5% of respondents strongly agreed that they spend more time at home using social media than spending time with family, followed by 14% agreed and 23.4% somewhat agreed. 24.3% of them

remained neutral to this statement, 13.1% somewhat disagreed, 11.2% disagreed and 7.5% strongly disagreed.

Furthermore, item 9 scores the seventh place with its mean value of 4.08 and standard deviation of 1.62. Out of 107 respondents, only 4.7% of them strongly agreed that their ability to communicate with others have been affected by social media usage, followed by 16.8% agreed and 23.4% somewhat agreed with the statement. 20.6% of them remained neutral, 12.1% somewhat disagreed, 16.8% disagreed and 5.6% strongly disagreed.

Item 7 has the eighth-highest mean value of 4 and a standard deviation of 1.55. Only 5.6% of the respondents strongly agreed that social media is affecting their interpersonal communication, followed by 13.1% agreed and 16.8% somewhat agreed. Majority of them remained neutral to the statement, which is 28%. Then, 19.6% of them somewhat disagreed, 10.3% disagreed and 6.5% strongly disagreed.

Item 2 ranks ninth place with a mean value of 3.95 and a standard deviation of 1.59. 7.5% of respondents strongly agreed that their communication is usually through social media rather than face-to-face communication, followed by 10.3% agreed and 17.8% somewhat agreed. Majority of them chose neutral, which is 26.2%. Then, 15% of the respondents somewhat disagreed, 19.6% disagreed and only 3.7% strongly disagreed with the statement.

Item 3 ranks tenth place with a mean value of 3.73 and a standard deviation of 1.73. Only 6.5% of the respondents strongly agreed that social media takes away their face-to-face socialising time with family, followed by 11.2% agreed, 16.8% somewhat agreed and 17.8% remained neutral. Most of the respondents somewhat disagreed with the statement, occupying

22.4% among others. Besides, 13.1% of them disagreed and 12.1% strongly disagreed with the statement.

Last but not least, the item with the lowest mean value is item 4, with a mean value of 3.56 and a standard deviation of 1.76. Only 7.5% of the respondents strongly agreed that they prefer communicating through social media than direct communication, followed by 9.3% agreed and 10.3% somewhat agreed with the statement. Respondents who remained neutral occupied the highest percentage, which is 22.4% of them. Then, 19.6% of them somewhat disagreed, 16.8% disagreed and 14% strongly disagreed.

CHAPTER V

DISCUSSION & CONCLUSION

5.1 Discussion of Major Findings

Effects of social media on interpersonal communication among university students in Klang Valley

Items	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	Mean	S.D.	Mean Ranking
C1. You use social media more often while you are in the waiting room, hospital, or at gatherings.	0.9	1.9	5.6	18.7	16.8	28.0	28.0	5.44	1.39	1
C2. Your communication is usually through social media rather than face-to-face communication.	3.7	19.6	15.0	26.2	17.8	10.3	7.5	3.95	1.59	9
C3. Social media takes away your face-to-face socializing time with family.	12.1	13.1	22.4	17.8	16.8	11.2	6.5	3.73	1.73	10
C4. You prefer communicating through	14.0	16.8	19.6	22.4	10.3	9.3	7.5	3.56	1.76	11

social media than direct communication.									
C5. Your diction has changed by using social media. (Diction is the choice and use of words and phrases in speaking or writing)	3.7	8.4	4.7	22.4	33.6	18.7	8.4	4.63	1.47	5
C6. You spend more time at home using social media than spending time with family.	7.5	11.2	13.1	24.3	23.4	14.0	6.5	4.13	1.62	6

Table 5.1: Descriptive statistics of social media and interpersonal communication (Item 1-6)

Based on the result shown in Chapter 4, most of the respondents chose the option Agree and Strongly Agree on the first item above. For item 5, 33.6% of the respondents somewhat agree that their diction has changed by using social media. Meanwhile, most of them are neutral on items 2, 4 and 6. When asked about whether social media takes away respondents' socialising time with family, a vast majority of them chose option Somewhat Disagree.

The finding for item 5 is in line with a previous study done by Putri (2022) to find out whether social media influences the increase of vocabulary among students. 28 students from the University of Teknokrat Indonesia participated in the study via questionnaires. In order to enhance their English proficiency, most of the participants are following accounts that

frequently share quotes or captions in English. Moreover, they are quoting captions from these accounts as a means of remembering the vocabulary. Hence, the use of social media particularly Instagram can influence university students' vocabulary.

Attitudes of university students toward the use of social media in Klang Valley

In this research, attitudes toward social media usage are discussed in several aspects which are social media platforms accessibility, first social media used, preferable social media for daily communication, time spent on social media daily, the purpose of using social media and whether it helps them to keep in touch or meet new friends.

According to the results that are obtained from Chapter 4, an overwhelming majority (72%) of respondents are 21 to 23 years old. 59.9% of them access social media using mobile phones. Facebook (75.7%) has been chosen as the first social media platform they used. Besides, most of them (46.7%) prefer to use WhatsApp for daily communication. When respondents were asked about the time they spent on social media and their purpose, most of them used social media for an average of 2 to 5 hours daily (44.9%) with the purpose of chatting as well as maintaining relationships (33.3%). Meanwhile, 96.3% and 84.1% of respondents agree that social media helps them to keep in touch with friends and also to meet new friends respectively.

The above results showed that the majority of the respondents use social media regularly. In fact, they utilise social media multiple times on a daily basis, indicating that it has become an essential aspect of their daily routine. Additionally, the results indicate that university students frequently engage in social media use for communication purposes. These findings are consistent with a previous study done by Aljuboori, Fashakh & Bayat (2020) which asserted that the rapid

growth of the technological revolution, particularly in social media, has established a new reality in the daily lives of university students. A vast range of applications and technologies have been developed to facilitate communication with others at any time and place (Aljuboori, Fashakh & Bayat, 2020). Besides, the findings are supported by Kircaburun, Alhabash & Tosuntaş (2020) who asserted that Whatsapp was created as a substitute for traditional messaging. It facilitates easier communication between individuals, enabling them to fulfill their basic need for connection more effectively (Kircaburun, Alhabash & Tosuntaş, 2020). Thus, the result of the research has achieved RO 2 as shown above.

Whether the use of social media is enhancing interpersonal communication positively or impacting it negatively among university students in Klang Valley

Items	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	Mean	S.D.	Mean Ranking
C7. Social media is affecting your interpersonal communication.	6.5	10.3	19.6	28.0	16.8	13.1	5.6	4.00	1.55	8
C8. You rely too much on social media.	3.7	5.6	14.0	15.9	29.9	19.6	11.2	4.66	1.54	4
C9. Your ability to communicate with others has been affected by social media usage.	5.6	16.8	12.1	20.6	23.4	16.8	4.7	4.08	1.62	7

C10. Social media is useful in improving relationships.	0.0	0.9	3.7	21.5	29.0	29.0	15.9	5.28	1.14	3
C11. Social media can improve interpersonal communication between friends.	0.0	2.8	0.9	17.8	38.3	22.4	17.8	5.29	1.15	2

Table 5.2: Descriptive statistics of social media and interpersonal communication (Item 7-11)

Based on the result shown in Chapter 4, a vast majority of respondents somewhat agree on Items 8, 9 and 11. For Item 7, most of them are neutral on whether social media is affecting their interpersonal communication. When respondents were asked about whether social media is useful in improving relationships, the same percentage of respondents (29%) chose somewhat agree and agree on this statement. The findings are corresponding with previous research done by Muhammad (2021), which concluded that the utilisation of social media is perceived positively by Malaysian university students for enhancing their interpersonal communication and social abilities. This suggests that social media has an impact on communication patterns, bonding, and reliance among them. As mentioned by Muhammad (2021), social media is considered as a communication medium that enables individuals to acquire enhanced communication abilities, establish social connections, exchange information and knowledge, ultimately contributing to the development of their interpersonal skills.

5.2 Limitations and Recommendations

The first limitation of this research is the sampling location. This research was conducted only in private and public universities in the Klang Valley area. Only students from these universities have been targeted as respondents. Hence, the outcome of this research may not be generalisable in representing the effects of social media on interpersonal communication among all other university students in Malaysia. For future research, it is recommended to expand the geographical area in order to obtain more detailed data.

Besides, the difference in the educational level among respondents raises another limitation in this research. Different educational levels among the respondents, namely Foundation, Diploma and Degree may influence the results of the research. This is because the ability to think critically may be different when they are at these different levels. To overcome this, it is suggested to decrease the age gap. Another limitation is the exclusive focus on teenagers, without taking into account the perspectives of teachers and parents. To address this limitation, it is recommended to expand the study to include the viewpoints of educators and parents on how social media impacts university students' interpersonal skills.

5.3 Conclusion

In conclusion, this research aims to explore the effects of social media on the interpersonal communication of university students and their attitudes toward social media use. Also, it intends to examine whether the use of social media is enhancing their interpersonal communication positively or negatively. The research is undertaken through a quantitative research method by involving 107 respondents in the survey questionnaire. The Uses and

Gratifications theory (UGT) has been incorporated as a framework to study the reasons behind social media usage. The results showed that it is evident that numerous university students have a strong attachment to their mobile devices. The gratifications for them to use social media are maintaining relationships and staying connected with friends as well as family. They remained positive towards social media usage and agreed that social media helps them to enhance their interpersonal communication as well as improve relationships. Therefore, institutions are recommended to promote the use of social media as a means of enhancing their social skills and relationships. However, it is crucial for different parties such as parents and educators to monitor the use of social media strictly to safeguard them from negative influences and anti-social elements online. Therefore, awareness initiatives should be implemented to mitigate the risks while enabling students to benefit from social media.

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Appendices

Ethical Approval

<u>**PERSONAL DATA PROTECTION NOTICE**</u>

Please be informed that 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.

1. Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes:

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3. 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.

4. 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.

5. 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.

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6. By submitting or providing your personal data to UTAR, you had consented and agreed for your personal data to be used in accordance to the terms and conditions in the Notice and our relevant policy.

7. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

8. You may access and update your personal data by writing to us at_____.

Acknowledgment of Notice

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

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      Omar Safori, Amer Khaled Ahmad, Neibal   <1 %
      Moh'd Ibrahim Al-Etoum. "Exploring the
      Interplay of Cultural Restraint: The
      Relationship between Social Media Motivation
      and Subjective Happiness", Social Sciences,
      2023
      Publication

19   dspace.bu.ac.th
      Internet Source   <1 %

20   hdl.handle.net
      Internet Source   <1 %

21   www.theborneopost.com
      Internet Source   <1 %

Survey Questionnaires

The Effects of Social Media on Interpersonal Communication Among University Students in Klang Valley, Malaysia

Hi all,

I am Ong Shu Wen, a final year Bachelor of Corporate Communication (Honours) student from Universiti Tunku Abdul Rahman (UTAR), Sungai Long Campus.

I am conducting this survey to achieve a few research objectives for my final-year project:
1. To explore the effects of social media on interpersonal communication among university students.
2. To explore the attitudes of university students toward social media usage.
3. To examine whether social media is enhancing interpersonal communication positively or impacting it negatively.

The responses collected will be kept confidential and used for academic purposes only.

Thank you for your participation :)

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Section A: Demographic Background

Gender *

◯ Male

◯ Female

Age *

◯ 18 - 20 years old

◯ 21 - 23 years old

◯ 24 - 26 years old

◯ 26 and above

Academic level *

◯ Foundation/ A-level

◯ Diploma

◯ Degree

◯ Master

◯ PhD

University *

Choose ▾

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🛜 71% 🔋

Section B: Social Media Usage

1. Access to social media *

☐ Mobile phone

☐ Laptop

☐ Cyber cafe

2. The first social media you used *

○ Facebook

○ Instagram

○ Twitter

○ Snapchat

○ WhatsApp

○ Other: _____

3. The preferable social media for daily communication *

☐ Facebook

☐ Instagram

☐ Twitter

☐ Snapchat

☐ WhatsApp

4. Hours spent using social media daily *

○ Less than 1 hour

○ 1 - 2 hours

○ 2 - 5 hours

○ More than 5 hours

5. Purpose of social media *

☐ Chatting and maintaining relationships

☐ Becoming updated on friend's activities

☐ Keeping up with trending topics

☐ Playing online games

6. Social media helps you to keep in touch with friends *

○ Yes

○ No

7. Social media helps you to meet new friends *

○ Yes

○ No

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Section C: Social Media and Interpersonal Communication

A 7-point Likert Scale is used in this section.

You are required to rate the most suitable option based on the scales below:
1= Strongly Disagree
2= Disagree
3= Somewhat Disagree
4= Neutral
5= Somewhat Agree
6= Agree
7= Strongly Agree

You use social media more often while you are in the waiting room, hospital, or at *
gatherings.

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly Agree

Your communication is usually undergoing through social media rather than face- *
to-face communication.

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly Agree

Social media takes away your face-to-face socializing time with family. *

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly Agree

You prefer communicating through social media than direct communication. *

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70% 🔋

You prefer communicating through social media than direct communication. *

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly Agree

Your diction has changed by using social media.   *
(Diction is the choice and use of words and phrases in speaking or writing)

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly Agree

You spend more time at home using social media than spending time with   *
family.

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly Agree

Social media is affecting your interpersonal communication. *

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly Agree

Do you think that you rely too much on social media? *

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly Agree

Your ability to communicate with others has been affected by social media usage. *

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly Agree

Social media is useful in improving relationships. *

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly Agree

Social media can improve interpersonal communication between friends. *

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly Agree

Back   Submit   Clear form

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Raw Data

The Effects of Social Media on Interpersonal Communication Among University Students in Kla...

	A	B	C	D	E	F	G	H	I	J	
1	Timestamp	Gender	Age	Academic level	University	1. Access to social media	2. The first social media y	3. The preferable social media fo	4. Hours spent using soci	5. Purpose of social media	6. S
2	2/24/2023 1:12:29	Female	21 - 23 years old	Degree	UTAR	Mobile phone, Laptop	Facebook	WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec(	Yes
3	2/24/2023 11:33:39	Female	21 - 23 years old	Degree	UKM	Mobile phone, Laptop	Facebook	Instagram, WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec(	Yes
4	2/24/2023 11:35:52	Male	21 - 23 years old	Degree	TARUMT	Mobile phone, Laptop	Facebook	WhatsApp	More than 5 hours	Chatting and maintaining relationships, Bec(	Yes
5	2/24/2023 11:39:44	Female	21 - 23 years old	Degree	UTAR	Mobile phone, Laptop	Facebook	Instagram, WhatsApp	More than 5 hours	Chatting and maintaining relationships, Bec(	Yes
6	2/24/2023 11:39:46	Male	21 - 23 years old	Degree	APU	Mobile phone, Laptop	Facebook	WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Kee|	Yes
7	2/24/2023 11:39:59	Male	21 - 23 years old	Degree	UCSI	Mobile phone, Laptop	Facebook	WhatsApp	1 - 2 hours	Chatting and maintaining relationships, Bec(	Yes
8	2/24/2023 11:43:35	Male	21 - 23 years old	Degree	APU	Mobile phone, Laptop	Facebook	WhatsApp	1 - 2 hours	Chatting and maintaining relationships, Bec(	Yes
9	2/24/2023 11:45:53	Female	21 - 23 years old	Degree	TARUMT	Mobile phone, Laptop	Facebook	WhatsApp	More than 5 hours	Chatting and maintaining relationships, Bec(	Yes
10	2/24/2023 11:46:47	Female	21 - 23 years old	Degree	TARUMT	Mobile phone, Laptop	Facebook	Instagram, WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec(	Yes
11	2/24/2023 11:47:15	Female	21 - 23 years old	Degree	TARUMT	Mobile phone, Laptop	Facebook	Instagram	2 - 5 hours	Chatting and maintaining relationships, Bec(	Yes
12	2/24/2023 11:49:50	Female	21 - 23 years old	Diploma	OTHERS	Mobile phone, Laptop, Cyt	Facebook	WhatsApp	More than 5 hours	Chatting and maintaining relationships, Bec(	Yes
13	2/24/2023 11:55:16	Female	21 - 23 years old	Foundation/ A-level	UTAR	Mobile phone	Facebook	WhatsApp	More than 5 hours	Chatting and maintaining relationships, Bec(	Yes
14	2/24/2023 11:55:52	Female	21 - 23 years old	Degree	UTAR	Mobile phone, Laptop	Facebook	Facebook	Less than 1 hour	Chatting and maintaining relationships	Yes
15	2/24/2023 12:01:57	Female	21 - 23 years old	Degree	OTHERS	Mobile phone	Instagram	Instagram	2 - 5 hours	Keeping up with trending topics	Yes
16	2/24/2023 12:10:44	Male	21 - 23 years old	Degree	UTAR	Mobile phone, Laptop	Facebook	Facebook, Instagram, Twitter, Wt	2 - 5 hours	Chatting and maintaining relationships, Bec(	Yes
17	2/24/2023 12:15:24	Male	21 - 23 years old	Degree	UCSI	Mobile phone, Laptop	Facebook	Facebook, Instagram, Snapchat	More than 5 hours	Chatting and maintaining relationships, Bec(	Yes
18	2/24/2023 12:39:34	Female	21 - 23 years old	Foundation/ A-level	OTHERS	Mobile phone, Laptop	Facebook	WhatsApp	More than 5 hours	Becoming updated on friend's activities	Yes
19	2/24/2023 13:02:04	Female	21 - 23 years old	Degree	UTAR	Mobile phone	Facebook	Facebook, WhatsApp	More than 5 hours	Chatting and maintaining relationships, Bec(	Yes
20	2/24/2023 13:02:47	Male	21 - 23 years old	Degree	UTAR	Mobile phone, Laptop	Facebook	WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec(	Yes
21	2/24/2023 13:18:37	Female	21 - 23 years old	Diploma	UCSI	Mobile phone	Facebook	Facebook, Instagram, WhatsApp	2 - 5 hours	Chatting and maintaining relationships	Yes
22	2/24/2023 13:21:40	Female	21 - 23 years old	Diploma	OTHERS	Mobile phone	Facebook	Instagram, WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec(	Yes
23	2/24/2023 13:39:10	Male	21 - 23 years old	Degree	UTM	Mobile phone, Laptop	Facebook	Instagram, WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec(	Yes
24	2/24/2023 14:11:29	Female	21 - 23 years old	Degree	UKM	Mobile phone, Laptop	Facebook	WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec(	Yes
25	2/24/2023 14:11:51	Female	21 - 23 years old	Degree	UKM	Mobile phone, Laptop	Facebook	Instagram, WhatsApp	More than 5 hours	Chatting and maintaining relationships, Bec(	Yes
26	2/24/2023 14:15:07	Female	21 - 23 years old	Degree	UTAR	Mobile phone	Facebook	Facebook, Instagram, Twitter, Wt	2 - 5 hours	Chatting and maintaining relationships, Bec(	Yes
27	2/24/2023 14:23:42	Male	21 - 23 years old	Degree	UTAR	Mobile phone, Laptop	Facebook	WhatsApp	1 - 2 hours	Chatting and maintaining relationships, Bec(	Yes
28	2/24/2023 15:24:10	Female	21 - 23 years old	Degree	UKM	Mobile phone, Laptop	WhatsApp	WhatsApp	More than 5 hours	Chatting and maintaining relationships, Bec(	Yes
29	2/24/2023 17:21:31	Male	21 - 23 years old	Foundation/ A-level	UTAR	Mobile phone, Laptop	Facebook	WhatsApp	More than 5 hours	Chatting and maintaining relationships, Bec(	Yes
30	2/24/2023 17:27:15	Female	21 - 23 years old	Degree	UITM	Mobile phone	WhatsApp	WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec(	Yes
31	2/24/2023 17:32:40	Female	21 - 23 years old	Degree	UITM	Mobile phone	Instagram	Instagram, Twitter, WhatsApp	2 - 5 hours	Becoming updated on friend's activities, Kee	No
32	2/24/2023 18:47:52	Male	21 - 23 years old	Degree	UTAR	Mobile phone, Laptop	Facebook	Instagram, WhatsApp	More than 5 hours	Chatting and maintaining relationships, Bec(	Yes
33	2/24/2023 18:56:10	Male	21 - 23 years old	Degree	UTAR	Mobile phone, Laptop	Facebook	Facebook, Instagram, Snapchat,	2 - 5 hours	Chatting and maintaining relationships, Kee|	Yes
34	2/24/2023 19:42:42	Male	21 - 23 years old	Degree	UTAR	Mobile phone, Laptop	Facebook	Facebook, Instagram, WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec(	Yes
35	2/24/2023 21:02:43	Female	21 - 23 years old	Degree	UTAR	Mobile phone	Instagram	Instagram, WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec(	Yes
36	2/25/2023 14:47:10	Male	18 - 20 years old	Degree	UM	Mobile phone, Laptop	Facebook	WhatsApp	1 - 2 hours	Playing online games	Yes
37	2/25/2023 21:09:19	Male	21 - 23 years old	Degree	UTAR	Mobile phone	Facebook	Instagram, WhatsApp	More than 5 hours	Chatting and maintaining relationships, Bec(	Yes
38	2/26/2023 1:40:10	Male	18 - 20 years old	Degree	UTM	Mobile phone, Laptop	Facebook	Instagram, WhatsApp	More than 5 hours	Chatting and maintaining relationships, Bec(	Yes
39	2/26/2023 1:41:24	Male	18 - 20 years old	Degree	UTM	Mobile phone	Facebook	Instagram	1 - 2 hours	Chatting and maintaining relationships, Bec(	Yes
40	2/26/2023 10:59:54	Female	21 - 23 years old	Degree	UKM	Mobile phone, Laptop	WhatsApp	WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec(	Yes
41	2/26/2023 17:47:42	Female	21 - 23 years old	Diploma	TARUMT	Mobile phone, Laptop	Facebook	WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec(	No
42	2/26/2023 18:06:48	Male	21 - 23 years old	Degree	OTHERS	Mobile phone	Instagram	Instagram, Snapchat, WhatsApp	1 - 2 hours	Chatting and maintaining relationships, Bec(	Yes
43	2/26/2023 18:16:28	Female	18 - 20 years old	Foundation/ A-level	OTHERS	Mobile phone	Instagram	Instagram, Twitter	1 - 2 hours	Chatting and maintaining relationships, Bec(	Yes
44	2/26/2023 18:21:32	Female	18 - 20 years old	Degree	TAYLOR	Laptop	Instagram	Instagram	More than 5 hours	Chatting and maintaining relationships, Play	Yes
45	2/26/2023 22:34:20	Male	24 - 26 years old	Degree	UTAR	Mobile phone	Facebook	WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Kee|	Yes

Form Responses 1

	A	B	C	D	E	F	G	H	I	J	
1	Timestamp	Gender	Age	Academic level	University	1. Access to social media	2. The first social media y	3. The preferable social media fo	4. Hours spent using soci	5. Purpose of social media	6. S
45	2/26/2023 22:34:20	Male	24 - 26 years old	Degree	UTAR	Mobile phone	Facebook	WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Kee	Yes
46	2/26/2023 22:35:04	Female	21 - 23 years old	Degree	UTAR	Mobile phone, Laptop	Facebook	Instagram, WhatsApp	More than 5 hours	Chatting and maintaining relationships, Bec	Yes
47	2/26/2023 22:36:02	Female	21 - 23 years old	Degree	UTAR	Mobile phone	Facebook	Instagram, WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec	Yes
48	2/26/2023 22:41:13	Female	21 - 23 years old	Degree	UTAR	Mobile phone, Laptop	WhatsApp	Instagram, WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec	Yes
49	2/26/2023 23:22:21	Male	21 - 23 years old	Degree	UTAR	Mobile phone, Laptop	Facebook	Facebook, Instagram, WhatsApp	1 - 2 hours	Chatting and maintaining relationships, Bec	Yes
50	2/27/2023 0:01:49	Male	18 - 20 years old	Foundation/ A-level	UTAR	Mobile phone, Laptop	Facebook	Instagram, WhatsApp	More than 5 hours	Chatting and maintaining relationships, Bec	Yes
51	2/27/2023 0:11:54	Female	21 - 23 years old	Degree	UTAR	Mobile phone, Laptop	Facebook	Facebook, Instagram, WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec	Yes
52	2/27/2023 0:40:13	Male	21 - 23 years old	Degree	UTAR	Mobile phone, Laptop, Cyb	Facebook	Facebook, Instagram	2 - 5 hours	Becoming updated on friend's activities	Yes
53	2/27/2023 2:22:58	Female	21 - 23 years old	Degree	OTHERS	Mobile phone, Laptop	Facebook	Instagram	More than 5 hours	Chatting and maintaining relationships, Bec	Yes
54	2/27/2023 18:19:50	Female	18 - 20 years old	Foundation/ A-level	SUNWAY	Mobile phone	WhatsApp	WhatsApp	More than 5 hours	Chatting and maintaining relationships, Kee	Yes
55	2/27/2023 18:27:34	Female	21 - 23 years old	Foundation/ A-level	SUNWAY	Mobile phone, Laptop	Facebook	Facebook, Instagram, Twitter, Wl	More than 5 hours	Chatting and maintaining relationships, Bec	Yes
56	2/27/2023 18:32:44	Female	18 - 20 years old	Foundation/ A-level	SUNWAY	Mobile phone	Facebook	Facebook, Instagram, WhatsApp	More than 5 hours	Chatting and maintaining relationships, Kee	Yes
57	2/27/2023 18:38:39	Female	18 - 20 years old	Foundation/ A-level	SUNWAY	Mobile phone, Laptop	Facebook	Instagram, WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec	Yes
58	2/27/2023 18:40:06	Female	18 - 20 years old	Foundation/ A-level	TARUMT	Mobile phone, Laptop	Facebook	WhatsApp	More than 5 hours	Chatting and maintaining relationships, Bec	Yes
59	2/27/2023 19:38:50	Female	18 - 20 years old	Foundation/ A-level	APU	Mobile phone	wechat	WhatsApp	More than 5 hours	Chatting and maintaining relationships	Yes
60	2/27/2023 20:22:01	Female	18 - 20 years old	Foundation/ A-level	SUNWAY	Mobile phone	Facebook	Instagram	2 - 5 hours	Chatting and maintaining relationships	Yes
61	2/27/2023 20:55:12	Male	24 - 26 years old	Degree	TARUMT	Mobile phone, Laptop	Facebook	Instagram, Snapchat, WhatsApp	More than 5 hours	Chatting and maintaining relationships, Bec	Yes
62	2/27/2023 20:59:15	Female	21 - 23 years old	Degree	TARUMT	Mobile phone	Instagram	Instagram	1 - 2 hours	Chatting and maintaining relationships, Bec	Yes
63	2/27/2023 21:00:02	Male	21 - 23 years old	Degree	UTAR	Mobile phone, Laptop	Instagram	WhatsApp	1 - 2 hours	Chatting and maintaining relationships, Bec	Yes
64	2/27/2023 21:04:30	Female	21 - 23 years old	Degree	OTHERS	Mobile phone, Laptop	Facebook	WhatsApp	2 - 5 hours	Becoming updated on friend's activities	Yes
65	2/27/2023 21:09:06	Female	18 - 20 years old	Diploma	OTHERS	Mobile phone	Facebook	Instagram, WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec	Yes
66	2/27/2023 21:11:32	Female	21 - 23 years old	Degree	UTAR	Mobile phone	Facebook	Instagram	More than 5 hours	Chatting and maintaining relationships, Bec	Yes
67	2/27/2023 21:15:16	Female	21 - 23 years old	Degree	OTHERS	Mobile phone, Laptop	Facebook	Facebook, Instagram, WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec	Yes
68	2/27/2023 21:17:20	Female	26 and above	Diploma	OTHERS	Mobile phone	Facebook	Facebook, Instagram, WhatsApp	More than 5 hours	Chatting and maintaining relationships, Bec	Yes
69	2/27/2023 21:20:03	Female	21 - 23 years old	Degree	OTHERS	Mobile phone, Laptop	WhatsApp	WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec	Yes
70	2/27/2023 21:21:22	Female	18 - 20 years old	Diploma	SUNWAY	Mobile phone, Laptop	Facebook	Instagram, WhatsApp	2 - 5 hours	Becoming updated on friend's activities, Pla	Yes
71	2/27/2023 21:30:53	Female	21 - 23 years old	Foundation/ A-level	UTAR	Mobile phone, Laptop	Facebook	WhatsApp	1 - 2 hours	Chatting and maintaining relationships, Bec	Yes
72	2/27/2023 21:34:21	Female	21 - 23 years old	Degree	UTAR	Mobile phone	Facebook	WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec	Yes
73	2/27/2023 21:42:17	Female	26 and above	Diploma	OTHERS	Mobile phone	ICQ	WhatsApp	1 - 2 hours	Chatting and maintaining relationships	Yes
74	2/27/2023 21:44:12	Male	21 - 23 years old	Degree	OTHERS	Mobile phone	WhatsApp	Facebook, Instagram, Twitter, Wl	More than 5 hours	Chatting and maintaining relationships, Bec	Yes
75	2/27/2023 21:46:16	Female	18 - 20 years old	Degree	TARUMT	Mobile phone, Laptop	Facebook	Instagram, Snapchat, WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec	Yes
76	2/27/2023 21:46:49	Male	21 - 23 years old	Diploma	OTHERS	Mobile phone	Facebook	Facebook, Instagram, WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec	Yes
77	2/27/2023 21:50:16	Male	21 - 23 years old	Degree	UCSI	Mobile phone, Laptop	Instagram	Facebook, Instagram, Twitter, Wl	More than 5 hours	Becoming updated on friend's activities, Bec	Yes
78	2/27/2023 21:53:18	Female	21 - 23 years old	Degree	OTHERS	Mobile phone, Laptop	Facebook	Instagram, Twitter, WhatsApp	More than 5 hours	Chatting and maintaining relationships, Bec	Yes
79	2/27/2023 22:12:11	Female	18 - 20 years old	Foundation/ A-level	OTHERS	Mobile phone	Facebook	WhatsApp	1 - 2 hours	Becoming updated on friend's activities	Yes
80	2/27/2023 22:15:17	Male	21 - 23 years old	Degree	UTAR	Mobile phone	Facebook	Facebook, Instagram	1 - 2 hours	Chatting and maintaining relationships, Bec	Yes
81	2/27/2023 22:17:13	Male	21 - 23 years old	Degree	UTAR	Mobile phone, Laptop	Facebook	Facebook, Instagram, WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec	Yes
82	2/27/2023 22:21:04	Female	21 - 23 years old	Degree	UCSI	Mobile phone	Instagram	Instagram	More than 5 hours	Becoming updated on friend's activities	Yes
83	2/27/2023 22:34:00	Female	21 - 23 years old	Degree	OTHERS	Mobile phone	Facebook	WhatsApp	1 - 2 hours	Chatting and maintaining relationships, Bec	Yes
84	2/27/2023 22:38:07	Female	21 - 23 years old	Degree	TARUMT	Mobile phone, Laptop	Instagram	WhatsApp	More than 5 hours	Chatting and maintaining relationships, Bec	Yes
85	2/27/2023 22:43:25	Female	21 - 23 years old	Degree	UTAR	Mobile phone, Laptop	Wechat	Instagram, WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec	Yes
86	2/27/2023 22:48:38	Female	21 - 23 years old	Degree	TARUMT	Mobile phone, Laptop	WhatsApp	WhatsApp	1 - 2 hours	Chatting and maintaining relationships, Bec	Yes
87	2/27/2023 22:49:37	Female	21 - 23 years old	Degree	UTAR	Mobile phone	WhatsApp	Instagram, WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec	Yes
88	2/27/2023 23:01:30	Female	21 - 23 years old	Degree	UTAR	Mobile phone, Laptop	Facebook	WhatsApp	More than 5 hours	Chatting and maintaining relationships, Bec	Yes
89	2/27/2023 23:36:19	Male	24 - 26 years old	Degree	UTAR	Mobile phone, Laptop	Facebook	Facebook, Instagram, WhatsApp	1 - 2 hours	Chatting and maintaining relationships, Bec	No
90	2/27/2023 23:40:36	Male	18 - 20 years old	Foundation/ A-level	UTAR	Mobile phone	Facebook	WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec	No
91	2/28/2023 0:00:15	Female	26 and above	Degree	UTAR	Mobile phone	Facebook	WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Kee	Yes
92	2/28/2023 0:13:35	Male	21 - 23 years old	Diploma	OTHERS	Mobile phone, Laptop	Facebook	Facebook, Instagram, Twitter, Wl	2 - 5 hours	Chatting and maintaining relationships, Bec	Yes
93	2/28/2023 0:38:36	Male	24 - 26 years old	Degree	OTHERS	Mobile phone, Laptop	Facebook	Instagram, WhatsApp	More than 5 hours	Chatting and maintaining relationships, Bec	Yes
94	2/28/2023 1:08:50	Male	26 and above	Foundation/ A-level	OTHERS	Mobile phone	Instagram	Instagram	1 - 2 hours	Chatting and maintaining relationships	Yes
95	2/28/2023 9:55:01	Female	24 - 26 years old	Degree	UTM	Mobile phone, Laptop	Facebook	Facebook, Instagram, WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Play	Yes

	A	B	C	D	E	F	G	H	I	J	
1	Timestamp	Gender	Age	Academic level	University	1. Access to social media	2. The first social media y	3. The preferable social media fo	4. Hours spent using soci	5. Purpose of social media	6. S
96	2/28/2023 11:25:01	Female	21 - 23 years old	Degree	UTAR	Mobile phone, Laptop	Facebook	Instagram, Snapchat, WhatsApp	More than 5 hours	Chatting and maintaining relationships, Bec	Yes
97	2/28/2023 11:42:51	Male	18 - 20 years old	Degree	TARUMT	Mobile phone, Laptop	Facebook	Instagram, WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec	Yes
98	2/28/2023 12:59:46	Female	21 - 23 years old	Degree	TAYLOR	Mobile phone	Facebook	Instagram	2 - 5 hours	Chatting and maintaining relationships, Kee	Yes
99	2/28/2023 12:59:57	Female	21 - 23 years old	Degree	UTAR	Mobile phone, Laptop	Facebook	Facebook, Instagram, WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec	Yes
100	2/28/2023 16:26:02	Female	21 - 23 years old	Degree	UTAR	Mobile phone	Instagram	Instagram, WhatsApp	1 - 2 hours	Chatting and maintaining relationships, Bec	Yes
101	2/28/2023 19:41:48	Female	21 - 23 years old	Degree	UCSI	Mobile phone, Laptop	Facebook	WhatsApp	More than 5 hours	Chatting and maintaining relationships, Bec	Yes
102	2/28/2023 20:10:33	Male	21 - 23 years old	Diploma	SUNWAY	Mobile phone, Laptop	Facebook	WhatsApp	More than 5 hours	Chatting and maintaining relationships, Kee	Yes
103	3/4/2023 12:32:40	Male	18 - 20 years old	Degree	OTHERS	Mobile phone, Laptop	Facebook	Facebook, Instagram, WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec	Yes
104	3/9/2023 16:19:41	Female	24 - 26 years old	Degree	OTHERS	Mobile phone, Laptop	Facebook	Instagram, WhatsApp	1 - 2 hours	Chatting and maintaining relationships, Bec	Yes
105	3/11/2023 0:20:46	Male	21 - 23 years old	Degree	UM	Mobile phone, Laptop	Facebook	WhatsApp	2 - 5 hours	Becoming updated on friend's activities	Yes
106	3/11/2023 13:25:57	Female	21 - 23 years old	Degree	UPM	Mobile phone	Facebook	WhatsApp	1 - 2 hours	Chatting and maintaining relationships, Bec	Yes
107	3/11/2023 13:26:49	Male	18 - 20 years old	Foundation/ A-level	HELP	Mobile phone, Laptop	Facebook	WhatsApp	More than 5 hours	Chatting and maintaining relationships, Bec	Yes
108	3/11/2023 13:33:13	Male	21 - 23 years old	Diploma	TARUMT	Mobile phone	Instagram	WhatsApp	2 - 5 hours	Chatting and maintaining relationships, Bec	Yes
109											
110											
111											

The Effects of Social Media on Interpersonal Communication Among University Students in Kla...

	K	L	M	N	O	P	Q	R	S	T	U	V	W
1	6. Social medi	7. Social media	You use social m	Your communica	Social media take	You prefer commu	Your diction has cl (Diction is the cho	You spend more tin	Social media is affe	Do you think that	Your ability to co	Social media is use	Social media can improve interpersonal commu
2	Yes	Yes	6	4	6	3	6	4	5	5	6	6	5
3	Yes	Yes	6	5	4	4	6	3	4	5	3	6	6
4	Yes	Yes	6	4	2	2	6	2	3	5	5	5	5
5	Yes	Yes	7	5	3	4	5	3	4	6	6	6	7
6	Yes	No	6	6	1	7	2	6	4	5	2	6	7
7	Yes	Yes	4	2	2	2	3	2	2	4	2	5	7
8	Yes	Yes	7	7	4	5	2	3	3	3	2	7	7
9	Yes	Yes	6	4	3	3	5	6	3	6	3	6	6
10	Yes	Yes	7	5	3	2	7	5	5	6	6	7	6
11	Yes	Yes	6	3	6	3	5	3	5	3	4	4	5
12	Yes	Yes	4	4	4	4	4	4	4	4	4	4	5
13	Yes	Yes	7	5	3	3	5	6	7	7	5	7	5
14	Yes	Yes	1	1	1	1	5	1	1	1	2	5	4
15	Yes	Yes	3	4	4	3	5	4	3	3	4	4	4
16	Yes	No	7	3	5	4	5	5	4	4	4	6	6
17	Yes	Yes	4	5	5	6	5	6	4	7	5	5	5
18	Yes	Yes	7	7	6	7	7	7	2	6	2	7	7
19	Yes	Yes	6	4	6	3	4	5	4	7	5	6	5
20	Yes	Yes	6	4	5	4	5	6	4	6	3	5	5
21	Yes	Yes	4	2	2	2	3	3	2	5	5	6	6
22	Yes	Yes	4	7	6	4	7	7	4	4	4	7	7
23	Yes	Yes	5	4	5	4	2	3	3	4	2	6	5
24	Yes	Yes	5	3	3	3	6	2	5	4	6	5	7
25	Yes	Yes	7	2	1	3	2	2	1	3	2	6	5
26	Yes	Yes	5	2	4	4	5	2	3	6	4	4	4
27	Yes	No	5	3	3	4	2	4	4	4	4	6	6
28	Yes	Yes	7	2	1	3	3	1	2	2	1	7	7
29	Yes	Yes	7	1	1	1	2	1	1	2	2	6	6
30	Yes	Yes	3	2	2	2	4	2	2	2	2	5	5
31	No	No	4	4	5	4	5	5	5	4	5	5	5
32	Yes	Yes	4	2	4	1	7	4	4	5	4	5	2
33	Yes	Yes	7	4	1	4	4	1	4	3	2	6	5
34	Yes	Yes	5	4	4	2	5	5	3	2	4	5	6
35	Yes	Yes	3	3	5	3	5	3	5	5	5	6	6
36	Yes	Yes	4	4	3	4	4	2	4	5	5	4	7
37	Yes	Yes	5	6	5	5	5	5	6	6	5	5	5
38	Yes	Yes	7	6	7	6	1	4	5	6	7	7	6
39	Yes	Yes	4	7	3	3	6	4	3	5	6	7	7
40	Yes	Yes	7	2	3	2	4	5	1	5	2	5	4
41	No	No	4	2	4	2	4	4	4	4	4	4	4
42	Yes	No	3	3	4	5	4	5	3	3	3	2	2
43	Yes	Yes	4	2	5	1	3	4	4	3	4	5	4
44	Yes	Yes	5	6	3	3	4	4	4	3	4	4	4
45	Yes	Yes	7	7	7	4	6	7	3	7	3	7	7

Form Responses 1

	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
1	6. Social medi	7. Social media	You use social m	Your communica	Social media take	You prefer commu	Your diction has ch (Diction is the cho	You spend more tin	Social media is affe	Do you think that	Your ability to co	Social media is use	Social media can improve interpersonal commu	
45	Yes	Yes	7	7	7	1	6	7	3	7	2	7	7	
46	Yes	Yes	7	5	4	5	6	5	5	6	5	5	6	
47	Yes	Yes	6	5	3	3	5	5	4	6	5	4	4	
48	Yes	No	7	7	6	7	2	5	6	3	2	6	7	
49	Yes	Yes	5	6	5	4	5	4	3	5	5	6	6	
50	Yes	Yes	6	4	5	5	6	5	6	5	5	3	5	
51	Yes	No	3	2	3	2	2	2	3	2	2	5	5	
52	Yes	Yes	7	7	7	7	7	7	7	7	7	7	7	
53	Yes	Yes	7	6	6	7	4	6	7	7	7	3	3	
54	Yes	Yes	6	4	5	5	5	6	4	5	4	5	4	
55	Yes	Yes	6	3	1	4	4	4	3	5	4	6	5	
56	Yes	Yes	7	5	2	6	5	4	6	5	5	6	5	
57	Yes	Yes	7	5	4	3	6	6	5	5	5	6	6	
58	Yes	Yes	7	5	4	5	5	5	3	7	5	4	4	
59	Yes	Yes	6	1	4	1	1	3	1	1	1	4	4	
60	Yes	Yes	4	2	2	1	5	2	2	5	5	6	6	
61	Yes	Yes	2	2	6	2	6	6	2	6	6	6	6	
62	Yes	Yes	5	5	2	5	6	7	6	6	6	6	5	
63	Yes	Yes	7	4	3	3	7	4	4	4	3	5	5	
64	Yes	Yes	6	5	5	6	6	5	6	7	5	5	6	
65	Yes	Yes	6	4	2	4	5	2	5	5	5	4	4	
66	Yes	Yes	7	7	7	7	7	7	7	7	7	7	7	
67	Yes	Yes	6	4	3	3	5	3	3	4	3	5	5	
68	Yes	Yes	6	4	3	5	4	1	3	3	3	4	5	
69	Yes	Yes	6	4	6	4	5	5	6	6	5	4	5	
70	Yes	Yes	7	5	2	3	4	4	3	5	5	6	5	
71	Yes	No	5	4	4	5	5	5	5	5	5	4	5	
72	Yes	Yes	7	3	3	1	1	7	1	1	1	7	7	
73	Yes	Yes	4	4	4	4	4	4	4	4	4	4	4	
74	Yes	No	6	2	1	1	4	1	1	1	1	4	6	
75	Yes	No	6	4	3	3	6	5	3	2	4	6	6	
76	Yes	Yes	5	4	4	4	5	4	4	5	4	5	5	
77	Yes	Yes	5	5	6	7	4	4	5	5	3	4	4	
78	Yes	Yes	7	5	5	2	5	5	6	7	6	5	5	
79	Yes	No	6	6	7	6	6	6	6	6	7	5	5	
80	Yes	No	6	6	5	6	5	4	6	5	6	5	4	
81	Yes	Yes	6	3	2	5	6	6	2	6	2	6	6	
82	Yes	Yes	4	4	4	4	4	4	4	4	4	4	4	
83	Yes	No	5	4	3	2	2	6	5	5	5	4	5	
84	Yes	Yes	5	3	5	6	4	6	5	5	5	5	5	
85	Yes	Yes	6	5	3	3	5	5	3	3	2	6	6	
86	Yes	Yes	3	3	3	2	5	2	2	3	3	3	4	
87	Yes	Yes	6	2	1	2	6	5	3	6	2	3	5	
88	Yes	Yes	7	5	3	6	6	5	6	6	6	7	7	
89	No	No	4	1	2	1	4	5	4	4	4	5	5	
90	No	No	4	6	7	1	5	3	5	5	4	4	4	
91	Yes	Yes	5	3	3	3	5	3	3	3	3	5	5	
92	Yes	Yes	4	2	5	2	7	4	4	3	6	7	5	
93	Yes	Yes	7	2	1	2	5	6	4	3	1	7	7	
94	Yes	Yes	6	6	4	4	4	4	4	4	4	4	4	
95	Yes	Yes	2	2	2	2	4	3	6	4	5	6	5	

	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
1	6. Social medi	7. Social media	You use social m	Your communica	Social media take	You prefer commu	Your diction has ch (Diction is the cho	You spend more tin	Social media is affe	Do you think that	Your ability to co	Social media is use	Social media can improve interpersonal commu	
96	Yes	Yes	7	3	7	4	5	5	7	6	6	5	7	
97	Yes	Yes	5	5	3	7	7	4	4	7	6	7	7	
98	Yes	Yes	5	3	2	1	4	3	4	5	3	5	5	
99	Yes	Yes	6	4	5	4	4	5	4	6	3	5	5	
100	Yes	Yes	6	6	6	4	5	4	6	6	5	6	5	
101	Yes	Yes	6	3	6	4	6	6	5	7	6	6	6	
102	Yes	Yes	7	4	1	2	5	4	4	5	2	6	6	
103	Yes	Yes	4	4	4	1	1	4	7	6	6	6	2	
104	Yes	No	4	2	5	1	4	5	2	3	1	4	5	
105	Yes	Yes	6	3	3	6	5	2	5	5	4	5	5	
106	Yes	Yes	7	5	1	3	3	3	2	5	6	4	6	
107	Yes	Yes	5	2	1	1	6	1	5	5	6	7	6	
108	Yes	Yes	4	2	2	6	6	1	6	5	4	5	5	
109														
110														
111														
112														