



AWARENESS OF INVASION OF PRIVACY ON SOCIAL NETWORKING SITE
AMONG YOUTH IN MALAYSIA: A CASE STUDY OF FACEBOOK

LOW SOO YONG

A RESEARCH PROJECT
SUBMITTED IN
PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE BACHELOR OF COMMUNICATION (HONS) PUBLIC RELATIONS
FACULTY OF ART AND SOCIAL SCIENCE
UNIVERSITI TUNKU ABDUL RAHMAN
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LOW SOO YONG

APPROVAL FORM

This research paper attached hereto, entitled “The awareness of invasion of privacy on social networking site among youth in Malaysia: a case study of Facebook” prepared and submitted by Low Soo Yong in partial fulfilment of the requirements for the Bachelor of Mass Communication (Hons) Public Relations is hereby accepted.

Date: _____

Supervisor

Teh Boon Teck

ABSTRACT

Youths' participations in social networking sites have dramatically increased recently. Facebook allows users to create profile and share their identity information with wide network of friends, regardless those 'friends' are their actual friends or strangers. Numerous studies have shown that users low concerned with the bad consequences of information they posted online. Hence, this study intends to examine the awareness on invasion of privacy on Facebook among youth. Besides, this study will discuss about patterns of Facebook's adoption as well as Facebook's trustworthiness. Survey approach had been employed to find out the level of awareness on invasion of privacy. Hundred of UTAR students were chosen as respondent by using purposive sampling method. This method is chosen due to the respondents have to be a Facebook user and from the age group of 18 to 24. Hundred sets of questionnaire, which consisted of 26 questions, had been distributed. From the finding, it shows that the awareness of invasion of privacy is considered at moderate level. While, women have greater concern on their privacy compared to men. Thus, Facebook should put more efforts on strengthening its privacy system in order to provide a safer social networking site to users.

DECLARATION

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

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Date: 25 April 2011

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LIST OF ABBREVIATIONS

SNS

Social Networking Sites

UTAR

Univertisiti Tunku Abdul Rahman

CHAPTER I

INTRODUCTION

Introduction

In chapter1, the introductory chapter which provides an overview of the study contest and explains the research problem. It sets forth the research objectives to be achieved, the research questions to be answered, and the theoretical framework as foundation. It is also including the problem statement of this study, significant of study, scope of study, lastly methodology for this research.

Research Background

“Social network sites are defined as web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system” (Boyd and Ellison, 2007).

In simple words, social networking sites allow users to create a profile with personal information, photo, and other information they would like to share. They interact with each other by making their latest updates or changes public. There are many types of social networking sites, which all of them serve for different kind of purposes. Few of the famous one are blog, e-mail, instant messaging, and videoconferencing.

The unique selling point for social networking is not about letting users to meet strangers, but allow them to articulate make their social network visible. This can result in connections between individuals (Haythornthwaite, 2005). The purpose for users to surf social networking sites is not necessary have to be meeting new friends, instead they rather to communicate with the person they know. (Boyd & Ellison, 2007).

According to Boyd (2006), social networking sites such as MySpace getting more and more popular and the group of society that contributes to this adoption is always youth. Social networking sites such as Facebook has become one of the common website for US youth (Boyd, 2006).

Spending time on social networking sites has become part of the daily activities among US youth. In one research, college students from one US university reported spending time on Facebook 10 to 30 min daily (Ellison, Steinfield, & Lampe, 2007). Another research by Pempek et al. (2009) found that, almost half of young people from age group 12 to 17 year olds log on to social networking sites daily. From the above percentage, 22% of them logged on couple of times per day, 26% of them only once a day, 17% of them 3 to 5 times per week, 15% of them 1 or 2 times per week, and only 20% of them every few weeks or less.

Description of Facebook

Facebook is one of the famous social networking website in today society. Initially, Facebook was designed to foster the communication among college student, but it is open to public after more and more people adopted and relied on Facebook. To note, Facebook has more than 49 million members and it is available for everyone as long as with an active email

address. Every user has their own profile, where the user put their personal information such as name, relationship status, age and photo on it.

Besides that, Facebook empower its users in term of designating 'Friend'. One who is invited to be other user's friend can choose whether to accept or to reject the offer. So, user can customize their friends list. Furthermore, Facebook has offered few choices for its users to communicate with each other. One of the options is by sending private messages, which the function is quite similar to email. Another option will be posting a public message on friends' wall (Pempek et al., 2009).

Problem statement

Facebook, absolutely also one of the famous social networking site in Malaysia. Every month, approximately 100,000 Malaysians are joining Facebook, where there are already 1.4 million Malaysians on board (Ishak, n.d.). However, this number of Malaysian Facebook users had been increased to more than 10 million on year 2011 (Yung, 2011). When the social networking sites such as Facebook has become significant part of pop culture, it is a need for researcher to examine the impact of these social networking sites on youth.

Social networking sites such as Facebook already received some negative attention from concerned adults and also. They seem to be worry since those young people are likely to reveal their personal and private information on social networking sites (Patchin & Hinduja, 2010). Youth have to be more concern about the potential risk of revealing to much of personal information online.

The main function of all the social networking sites is to provide a channel for their members to stay in touch with friends and socialize over the internet. However, when the site

has become more and more famous, (Mishna, Saini, & Soloman, 2009) it will turn into a potential platform for those youth to engage in more risky and destructive behaviors (Duncan, 2008). Besides, according to Thierer (2007), social networking sites have been accused as a harassment source for young internet consumers. However, to note, there is little research is able to prove that the relationship between social networking sites and youth harassment is positive. Thus, it is totally important to check out youths' awareness towards Facebook privacy issue and potential risks which may appear to users.

Research Objectives

The objective of this research is to find out the patterns of Facebook adoption among youth. There is little research on how much, why and how Malaysia's youth using social networking sites, especially in Facebook context. When surfing Facebook has become part of the daily activities among youth, the answer about why and what do youth get of surfing Facebook should be given by researcher in order to prevent misuse of those social networking sites.

Furthermore, this research will also examine and discuss about the awareness of invasion of privacy on social networking sites, especially Facebook among Malaysia's youth. From this research, detailed information such as how much youth reveal their privacy, why do they reveal, and what do they think about invasion of privacy will be provided. Of course, the

researcher hopes that this study can provide some insights and information for those concerned public to figure out how to stop Malaysia's youth from revealing too much of their private information.

Research question

- 1) What are the patterns of Facebook adoption among youth in Malaysia?
- 2) What is the perception of Facebook's trustworthiness among youth in Malaysia?
- 3) What is the awareness of invasion of privacy on Facebook among youth in Malaysia?

Theoretical Framework

Uses and gratification theory is used here as the foundation of discussion in order to allow researcher to study on the patterns of Facebook usage. The theory explained that media consumers play an active role in selecting and consuming media in order to satisfy their needs. Needs referred to gratifications or rewards or motivation obtained by the consumers. (Baran & Davis, 2006)

According to Katz, Blumler & Gurevitch (1970), there are five basic assumptions bundled with this theory. First assumption talk about what audiences do with the media, instead of what the media do to audiences. In simple words, audiences consume media to benefit themselves, and no longer follow what media said. The second assumption is the relationship between audiences' gratifications and media choice relies on amount of audiences, who are consuming the same media. The next assumption explains media compete

with each other or maybe other sources in order to gratify their consumers' needs. Therefore, the fourth assumption focuses on audience actually aware of own media usage, interests, and motivation of using a particular media. Besides, they slowly and slowly involved in behavior of criticizing and giving feedbacks. The last assumption indicates that, audience shouldn't judge a piece of media content either is harmful or beneficial on the spot. This is because that piece of media content might be useful in other way. (Baran & Davis, 2006)

Overall speaking, U&G theory active media consumer use media to gratify their needs. If a audience found out a particular media is able to fulfill his or her needs, he or she will make a active decision in using that media. Different media is chose according to own perceived needs.

Significant of study

The importance of this study is to examine the awareness of invasion of privacy among our youth in today's world when they are using too much of social networking sites

such as Facebook. When the usages of social networking sites are exploded, it is the time to study the impact of those sites will appear on society. Besides, this research is designed to remind youths on the negative impact of revealing too much of their personal information online. The consequences of invasion of privacy may endanger the users in both physical and also mentality ways. Thus, it is extremely important to find out the level of awareness towards invasion of privacy among youth, next only can come out with some effective remedies in order to stop them from revealing personal information.

Scope of study

This study will focus on one of the famous social networking sites, which is Facebook. The patterns of Facebook usage such as how much, why, and how Malaysia's youth will be discussed as well. The uses and gratification theory, which explain about the motivation for youth in surfing Facebook will be outlined. Furthermore, the researcher will scrutinize on the part of invasion of privacy that happened on Facebook. One case study about the invasion of privacy will be reviewed in order to provide a better understanding on this research. Other related fields, which are covered in this study including the development of Facebook, review of Facebook from others researchers and also development of youth identity through Facebook.

Methodology

For this study, quantitative approach, which is questionnaire survey, will be employed in order to collect data. By using survey, researcher is able to reach larger specific target audience with certain characteristics and get a reliable statistic. The respondents for this study will be those Universiti Tunku Abdul Rahman (UTAR) students who are from the age group of 18 to 24. The questionnaires will be distributed at UTAR. The population of this research are 100 students (n= 100 UTAR Students). After the research, the data will be analyzed and presenting by using Microsoft Excel.

Conclusion

This research of investigating patterns of Facebook adoption will help public to understand why youth today is so addicting on surfing Facebook. Furthermore, the researcher will find out that whether or not Facebook is a trustworthy social networking site based on the answers given by the respondents. In addition, this research reveals the awareness on invasion of privacy happened on Facebook among youth, which the tested result may aids concerned public to think through the solution on stopping youth from revealing their private information.

CHAPTER II

LITERATURE REVIEW

Introduction

This chapter provides an overview on social networking sites, especially Facebook various angle of views. This chapter can be divided into three parts, which are Facebook's background, patterns of Facebook adoption and invasion of privacy on Facebook. Besides, the researcher further discusses on a case study, which is employers and social networking sites. Uses and gratification theory, which served as a theoretical framework for the study will be scrutinized in the context of Facebook. Lastly, the researcher reveals the efforts to promote a safer social networking site.

Background of Facebook

Today, the social networking revolution was born. Social Networking Sites (SNS) build communities that gather all their users together on the internet has successfully portray itself in effective and clever ways. However, it's the youth market that plays a vital role to push the notion of building SNS communities to new level (Robin Raskin, 2006). According to Raskin (2006), the most happening social networking sites in contemporary society are MySpace and Facebook. Both of the sites let their users to create their own profile. Besides, they can also customize their profile such as add on their personality and interest on it. With this valid profile, they can proceed to build their social network.

Social networking sites have successfully created a huge group of people to use their sites. A research on prevalence of online activities shows that most of the U.S. adolescents and young adults employ social networking sites. Moreover, the number of social networks user increases with age (Pempek, Yermolayeva & Calvert 2009). One of the daily activities among U.S. adolescents and young adults is surfing social networking sites. This statement is proven by a research which stated that U.S. university students spend an average of 10 to 30 min daily on Facebook (Ellison, Steinfield, & Lampe, 2007). Since everyone is using SNS, this is a must for the researcher to study the impact on Malaysia youth.

Facebook.com

Facebook was created by Mark Zuckerberg and two co-founders, who are Dustin Moskovitz and Chris Hughes. Facebook can be considered as a social platform which helps people to communicate in a more effective way with their colleagues, friends, and family (Martin, n.d.). A Facebook member will maintain their own profile by keep updating important information which is relevant to Facebook communities. A wide range of information such as personal identity, events, activities, and accomplishments about one user could be viewed by others users. Of course, user has the power to control over and decide which group of communities can view their profile and vice versa.

In year 2011, the market value for Facebook Inc. is about \$50 millions. However, Bloomberg Global Poll revealed that Facebook Inc. is considered overvalued at \$50 billion, which is the assumed valuation at which recent investors had paid for stakes in the company (Dobson, 2011).

Besides, Facebook will set stage for Initial Public Offering (IPO) on year 2012. According to Das et al. (2010), Facebook Inc. already stated that they are preparing to take Facebook go public on year 2012. A 100 page document of details already sent out to a select group of potential investors. Furthermore, they intended to increase the number of stakeholder up to 500 by end of year 2011.

Definition of Youth

“The National Youth Development Policy of Malaysia defines youth as people aged between 15 and 40 years” (Youth in Malaysia, 2002). However, it defines further that the major focus of youth development activities and programs in one nation suppose to be young people who is between 18 to 25 years. In United Nations, they identify a person who is between 15 to 24 years old as youth. Hence, based on the comparison of cross-country, youth will be disaggregated into two groups, which is 15 to 24 years old and the 25 to 40 years old, in order to accommodate both the international and national definitions of youth (Youth in Malaysia, 2002).

According to a survey which conducted on 2009, the youth demographic as below, the percentage of youth in the age group of 15 to 24 was 2.5 percent, 18 to 22 years old was 39.6 percent, 23 to 27 years old was 40.1 percent, 28 to 32 years old was 11.2 percent, and 32 to 35

years old was 6.6 percent. The majority of youth, which is 74.5 percent, live in urban areas. Besides, there are almost equal percentages of young females and males in Malaysia, which is 49 percent male and 51 percent female (Youthsays, 2009).

Table 2.1

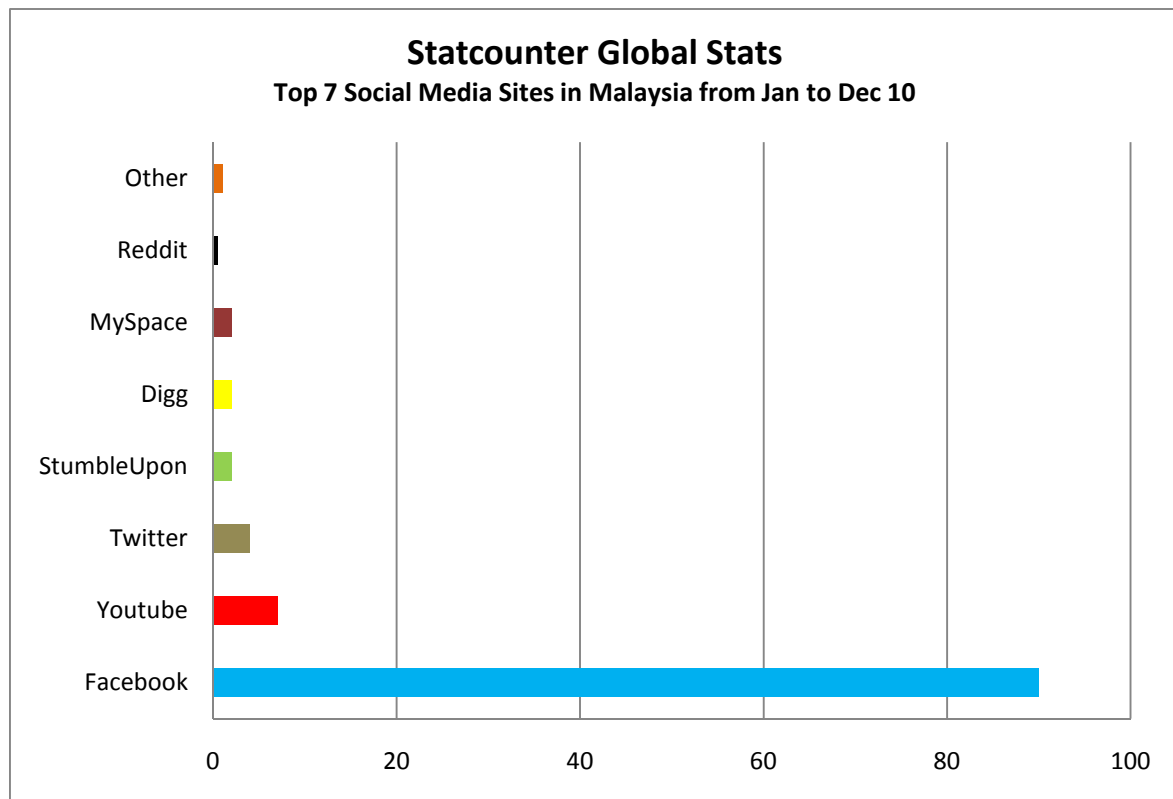
Statistic of Facebook usage

- Every day, there is at least 8 billion min spent on Facebook.
- Every user has an average of 130 friends on Facebook.
- Every day, there are more than 45 million profile updates.
- Every day, there are more than 10 million users join a fan page.
- Every month, there will be more than 2 billion photos uploaded to Facebook.
- Every week, there are more than 2 billion pieces of content (video, news, blog post, note, etc.) been shared.
- Every month, there are more than 3 million events had been created.
- Every month, more than 70% users use Facebook applications such as games.
- Currently, more than 65 million active users use their mobile phone to surf Facebook.
- People who surf Facebook by their mobile phone are 50 percent more active compared with those do are not surfing by using their mobile phone.

(Ishak, n.d.)

Figure below shows the top seven social media sites in Malaysia from January to December for year 2010. Facebook, of course is the current hot social network in Malaysia.

90% of Malaysian use Facebook as their prime Social Media network (Javis, 2010). The percentage above was collected from Stat Counter network of over three million websites, and it is based on the 15 billion page views (Javis, 2010).



(Javis, 2010)

Figure 2.1: Comparison among social networking sites usage

The table below shows that on January 2011, there are 9,544,580 Malaysians are joining Facebook, this number of user increase to 10,088,720 on April 2011. The growth rate for Facebook within these four months is 5.7 percent (Yung, 2011).

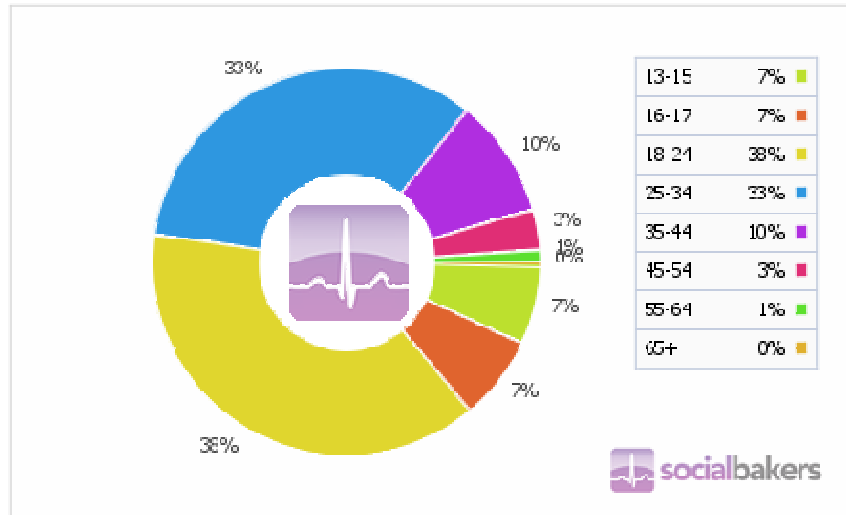
Table 2.2

Statistic of Facebook in Asia on year 2011

Current Rank	Country	January 2011	April 2011	% change
1	Indonesia	32,129,460	35,177,260	9.5 %
2	India	16,915,900	22, 956,220	35.7 %
3	Philippines	18,901,900	22,376,740	18.4 %
4	Malaysia	9,544,580	10,088,720	5.7 %
5	Taiwan	8,751,340	9,053,660	3.4 %
6	Thailand	6,914,800	8,699,080	25.8 %
7	South Korea	2,321,840	4,230,500	82.2 %
8	Pakistan	3,145,940	4,030,260	28.1 %
9	Hong Kong	3,673,580	3,556,020	-3.2 %
10	Japan	1,801,000	2,864,160	59 %
11	Singapore	2,437,520	2,318,060	-4.9 %
12	Vietnam	1,799,920	1,590,700	-11.6 %
13	Bangladesh	1,175,140	1,458,980	24.2%
14	Sri Lanka	758,660	871,760	14.9%
15	Nepal	680,400	856,700	25.9%
16	Cambodia	197,240	251,540	27.5%
17	Brunei	194,580	196,680	1.1%
18	Macao	219,840	195,380	-11.1%
19	Afghanistan	91,000	164,300	80.6%
20	Mongolia	85,520	141,580	65.6%
21	Maldives	89,760	100,920	12.4%
22	Laos	37,500	37,500	31%
	Total	111,904,920	131,272,660	17.3%

(Yung, 2011)

From the below figure, among all the age group, people within age range 18 to 24 years old engage the most to Facebook (Socialbakers, 2010). This is one of the reasons for the researcher set this age group as the respondent. The more they expose themselves to Facebook, the bigger the impact of Facebook will have on them.



(Socialbakers, 2010)

Figure 2.2: Age Group of Facebook Users in Malaysia

Why youth use Facebook

Facebook, one of the famous social networking sites is designed to promote the social interaction. Generally, the communication process takes place through information posted in the profile. For example, surveys of university students and teenagers show that

the main reason of using Facebook is to keep in touch with both new friends and old friends. Moreover, almost 50 percent of teenagers use Facebook as a platform to make more new friends (Lenhart & Madden, 2007).

Besides, gender is also considered as a factor which is able to influence the way of using social networking sites. For boy, they are more like to use this site to meet and

flirt new friends compared to girls. For girls, they seem to be employing social networking sites to communication with the friends they know in person (Boyd, 2008).

Adolescent development and Facebook use

Although the way of spending time among adolescents have changed over time, two things are still remained the same. These two things are central developmental tasks of adolescence and early adulthood. Few main elements of adolescent development are 1. the formation of identity, 2. the development of intimate relationships, 3. the power of the peer group.

Based on Erikson's (1963) theory, identity can be developed through a series of contradicts or conflicts. All these conflicts are unavoidable and must be solved at during different stages of life. Conflicts happen on early adolescence stage are because of the contra dictionary between identity and role confusion. In order to solve this conflict,

adolescent should put more efforts in creating an integrated sense of self that considers the many facets of his or her life, particularly a sexual identity and a moral ideology. By contrast, the conflicts for late adolescence stage are struggling between intimacy and isolation.

Buhrmester and Prager's (1995) model of self-disclosure suggests that youth can solve problem via the social input from people around them. There are two ways of self-disclosure: 1) identity development, where individual can clarify his since of self by

expose more to peer's feedback. 2) Intimacy development, where the relationship with the disclosure partner is strengthened. This model is extremely practical to young adult as well since the issues of adolescence continue into emerging adulthood.

Wiley & Sisson (2006), online interactions, which is also one of the features provided by Facebook, may affect the adolescent developmental outcomes via peer feedback. For example, a content analysis research on adolescents' personal webpage shows that, youth were frequently found to express themselves by sharing some information regarding their identity and their interest online (Stern, 2004). At the same time, social networking sites such as Facebook is able to provide an easy and effective way to communicate with their peers and gather feedbacks. Thus, it is absolutely a great chance for them to use Facebook as their peers are available online at most of the time. Such an interaction will foster the development of self-identity, intimate relationships, or even romantic relationships among youth.

Uses and Gratifications Theory

One of the useful theoretical frameworks for this research in order to determine the question of “how” and “why” youth use Facebook is uses and gratifications theory (U&G). According to Katz et al (1974), U&G theory was designed to examine traditional media. However, recent study by Flanagin (2005) has applied U&G as the theoretical framework to new media.

“The audience is characterized as active, discerning, and motivated in their media use. The focus of the theory is on what people do with the media rather than the influence or impact of the media on the individual” (Katz et al., 1974). According to Quan-Haase and Young (2010), audience actively select and consume media no matter is traditional media or new media in order to satisfy their specific need. So the foundations for determining gratifications get from the media are put in place. For example, when there is a group of people has the need of knowing about photography, there will be some photography magazine available in order to satisfy audiences need.

Since the adoption of news media has become a trend, more and more research from U&G perspective emerged. One of the popular issues that attract researcher is the motivation of audience to switch from traditional media to new media (LaRose et al., 2001). The most important factor is new media can provide audience the ability to control over the production and distribution of content on the new media (Toffler, 1980), which making a vase different in term of uses and gratification between new media and traditional media (Lin, 2001).

Although there are plenty of researches have investigated the uses and gratification get from the Facebook, but only few of those studies are able to provide significant insight into the gratification which obtained from Facebook (Quan-Haase and Young 2010). Ellison et al. (2007) found that, the major reason for users to adopt Facebook is because of the social gratification, which is Facebook give them a platform to maintain existing social ties and also reconnect with old friends. One of the researches which applied the U&G theory found that Facebook was adopted to build and maintain university or college students’ social network. Besides, those students also used Facebook as a tool to create and promote an event (Raacke & Bonds-Raacke, 2008).

Based on Palmgreen & Rayburn (1979), when a media satisfy the users' expected gratifications, this will lead to the continuous using of the media. From here, one thing can be sure that gratifications obtained are the important factor to build individual's media habits. By doing the research on Facebook, Joinson (2008) found that in term of gender factor, the number of times users visited Facebook can be predicted by how the user visits to friends' photo albums, and frequency of status updates. However, in term of age, the level of gratification can predict the amount of time spent on the site.

Katz et al. (1974) claim that every medium has their own characteristic which can differentiate its gratification from other media. For an instance, even though all the social networking sites are categorized as "interactive", there will be still some small disparities among there in terms of the nature of interactions they prefer, which then leads to the different

kind of gratifications (Quan-Haase and Young 2010). For the case of Facebook, it is used to let its users keep in touch with new and old friends, to reconnect with old friends and post/look at photographs.

Quan-Haase and Young (2010) have done a study which employed U&G approach to find out the motivation of university student join Facebook and the gratifications obtained by using Facebook. Result shows that students joined Facebook primarily because of their friends, which means social gratifications. This highlighted the issue how important a social networks and peer pressure play a vital role in term of technology adoption process. Others reasons such as use Facebook to learn about social events and keep in touch with friends and as a diversion from school work also part of the motivation to keep student using Facebook.

Invasion of privacy

The adoption of social networking sites such as Facebook and MySpace are widely perceived as a platform to stay in touch with friends, especially for young people. However, public starts to worry about those youth who has many friends online but with a little knowledge of privacy. Furthermore, concerned parents seem to be unhappy with the amount of private and personal information that revealed by youth through their profiles.

“At a basic level, privacy refers to how people control access to themselves (Margulis, 2003). According to Westin (1967), it is psychologically need for everyone to have a little sense of privacy. Besides that, Velasquez (2005) also claimed that, privacy is

essential so that people feel they can practice self- control. In legal context, the boundary of privacy is still blurring. Based on Brandenburg (2008), everyone has their privacy right. However, they should take the risk that their personal data will go public through their interaction with people.

Boyd (2008) defines privacy in social networking site context as “control over the flow of one’s personal information, including the transfer and exchange of that information”. Thus, there should be the main task for all social networking sites to protect their users’ privacy. Researcher views the relations between social networking site’s user and privacy in many facets. In some cases, users prefer their personal information to be known by only their close friends, and not to all the strangers. In simple words, social networking sited should consider the expectation of users in term of

how they want their information to be flowed from person to person. This effort is able to protect users' privacy from revealing to third party easily (Gross & Acquisti, 2005).

One of the vital concepts in social networking sites is protecting users' privacy, which is including users' personal information, their activities and friends. Privacy problems unfold on three levels. 1. Privacy of applications; which means once third party can access to user's personal data, they can obtain and use the data. Thus, that is important for social networking sites to ensure that the privacy of users is well-protected against applications. 2. Ensuring privacy against members; which means when a user belongs to more than one group, for example 'Family' group and 'Friend' group, he might not want the 'Friend' group to know what is happening in his 'Family' group.

3. Ensuring protection against the commercial use; which means social networking sites have the responsibility to avoid their users' privacy and personal information to be misused, especially when comes to advertising purposes (Wessam Fauad, n.d.).

Previously, in order to differentiate itself from MySpace, Facebook offers various type of privacy setting, and Facebook users can choose which setting they into. In other words, Facebook users have the power to control over the type of information which is available to others, the extent to which people can access to their information and also the ability of Facebook users to search their information. For Facebook, their organizational principles are more focus on privacy issue. There are two principles. 1. Users should have the right to control over their information. 2. Users should have the accessibility to the information others want to share. These principles draw a picture on

the type of information that collected by Facebook, why Facebook want that information, and who can access to that information and lastly how to terminate those information (Martin, n.d.)

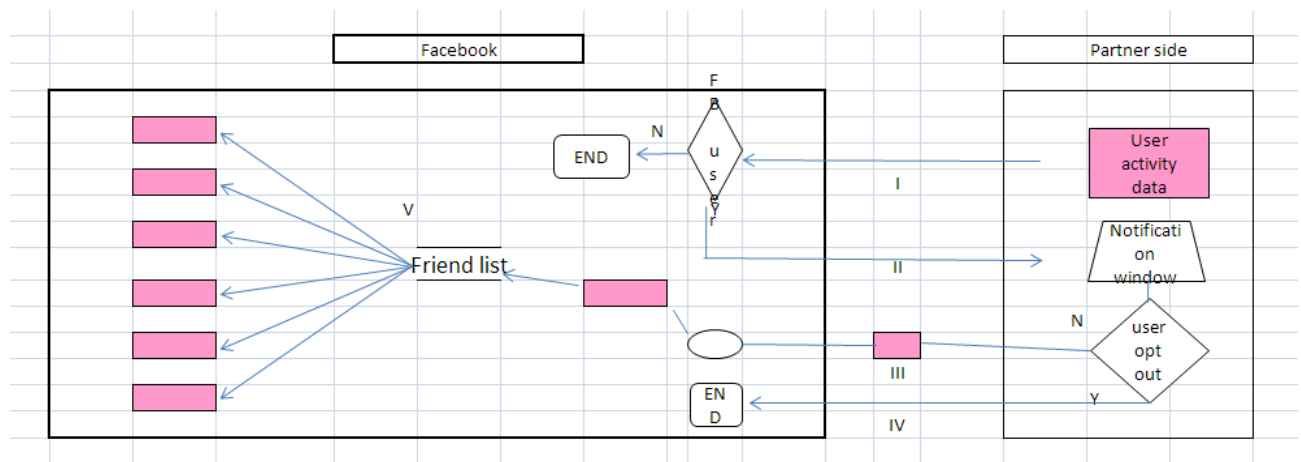
However, even though Facebook has given the freedom to its users on whether or not to make their profile public, Facebook still has the information regardless which type of privacy setting users had chose. This will become a big issue if the organization misuses users' privacy. Another question for social networking sites such as Facebook is their trustworthiness (Acquisti and Gross, 2006). According to Donath, SNS users share a lot of information online, and SNS will record all interactions between users and keep them for potential use in social-data mining (Donath, 2007). SNS users might get into trouble if they revealed too much of personal information online. For an instance, on Facebook, users reveal their contact number, house address and other additional information which is hardly available on other websites (Joinson, 2008).

“In most SNS, security, access controls, and privacy are weak by design” (Shin, 2010). Because of this characteristic, users can contact with others easily. On the other hand, this characteristic imposed to privacy problem. According to Shin (2010), the potential privacy risks are bundled with the some flaws of Facebook setting. 1. Users unable to control over the information they post effectively. 2. Users unable to control over the information others post about them. 3. Access to Facebook without identity verification tools. 4. Identity theft, third party misuses the identity of users.

Beacon

The privacy problem rose to be a public issue after Facebook start offering ‘Beacon’ to other online partners such as Blockbuster, The New York Times, and Overstock.com. The purpose of Beacon is to track user activity. Martin defines Beacon as “a part of Facebook's advertisement system that sent data from external websites to Facebook, ostensibly for the purpose of allowing targeted advertisements and allowing users to share their activities with their friends” (Martin, n.d.).

In addition, user’s activities on partner sites such as You Tube will be published on Facebook Homepage, which means everyone of user’s friend will know what have the particular user have done on other site. Beacon was introduced on November 6, 2007 with a number of 44 online partner sites. Once Beacon was added into partner’s web site, Facebook users’ activities on that partner site will be recorded.



(Martin,

n.d.)

Figure 2.3: Beacon’s Information Flow

The Beacon, which is embedded in the partner site will track their user’s activities and it will confirm with Facebook whether or not that particular user also a Facebook user (see

Arrow I/Figure 1). After that, Facebook users will be asked whether or not they want their activities to be sent as a broadcast to their friends through a notification window (Arrow II/Figure 1). If the users don't want to share their activities, Facebook will not send this information out (Arrow IV/ Figure 1). However, if the users ignored the notification window, Facebook will make the decision (Arrow III/Figure 1) and send the information to user's friends (Arrow V/Figure 1).

Even though Facebook has put their efforts in alerting users of this Beacon feature and its functions, there is only a small amount of people actually realized of it. This is because of the notification windows is designed as a small window, which will disappear after a short period of time if the users did not take any action. There is either the user takes action quickly before the notification window close or missed all together by the user (Martin, n.d.).

Luckily the Facebook community reported immediately to this intrusion. Community such as MoveOn.org had created a group on Facebook such as "Facebook must respect my privacy" to alert people about the privacy problem on Facebook. In their point of view, Facebook should not share on Facebook what are they doing on other sites.

News Feed

Facebook faced a critical privacy crisis after they introduced a new feature called News Feed on September 5, 2006. This new feature gathers all the new information that user has posted or changed and delivers it in a headline form on the Facebook homepage, where the page will be seen by user's friends (Hoadley et al., 2009). The initial purpose for Facebook to use this feature is because of it brings convenience, and they promise

that News Feed will make new information easier to be found. In simple words, News Feed automatically make the information that one user has posted or changed to be seen by their friends through Facebook homepage.

According to the research done by Hoadley et al. (2009), respondents were exposed to a question about how they feel if their information being more accessible through News Feed. As high as sixty-six percent of respondents said they felt very uncomfortable with it. This result shows that even though News Feed can provide easier information access, but public perceived that it provides less privacy.

Based on Hoadley et al. (2009), Facebook users felt more secure with the Facebook old interface (without News Feed). The researcher explained that, maybe the old interface gives them a higher level of freedom to control over their personal information (Xu et al. 2009). By using Facebook old interface, users have a greater control over the interaction between users, and they can also decide want or don't want to look for friends' information or updates. For example, personal data such as status, photo and contact number only can be found when a friend intentionally seeks for these data. Besides, friends also have to read through their profile in order to obtain these personal data. In contrast, after Facebook announced the new interface, which comes together with the News Feed feature, Facebook automatically publishes users' changes and updates.

There is another research done by Gross and Acquisti (2005). The researcher found out that, more than 4,000 Carnegie Mellon University, who are Facebook users

willing to reveal a wide range of personal data on Facebook. This indirectly shows that, they did not aware of any potential privacy risk which will put them into trouble.

There is only a small portion of students have changed the privacy setting. While the rest of them stick back to default privacy setting, which the visibility of users profiles is maximum.

Because of too much of personal information had been revealed on Facebook, their visibility, their public linkage to the users' real identities, users are directly appear themselves to the risk of being attacked by online or even physical persona. Cyber-stalking is one of the potential privacy risk Gross and Acquisti (2005). Stalker makes use of the information available on Facebook users' profiles such as residence location, class time table, and location of last login to predict the likely location of the user in a day. For instance, a university students' life normally will be dominated by class. Therefore, the stalker is able to predict the physical location of Facebook user if the user has provided the information such as what class he or she is currently attending.

Case study: Employers and Facebook

According to Kidder and Smith (2010), there are more and more companies use social networking sites such as Facebook as a tool to evaluate job candidates as well as current employees. In other words, employers use the information they get from Facebook profile to access job candidates. It is undeniable that Facebook profile served as a useful platform to provide a wide range of information about candidates beyond, or even some information which is contradicting with candidates' submitted document. It make sense too that managers

want to know their job candidates better. However, the whole process could be considered as invasion of privacy.

According to Facebook policies, a company may open themselves up for a lawsuit if the particular company put Facebook page under the consideration during the candidates' selection process. "For employers, 30 states and the District of Columbia all have some level of privacy protection for employees in terms of off-duty behavior" (Pagnattaro, 2004). For instance, a Facebook user may post a photo of him holding a glass of alcohol. Based on the example above, in certain country, employers can legally use the photo to terminate that Facebook user. In contrast, in other countries, employers cannot use that photo as a reason to terminate him due to legal off-the-job behaviors or lifestyles (Kidder & Smith, 2010).

In the context of social networking sites such as Facebook, users think that they should have the power to share their information free from the observation by unwanted parties, such as employers (Walther et al., 2008). Users are rather to reveal their information to their friends than employers. It is understandable that the employees or even job applicants not willing to reveal their information to employers. It is ridiculous that job applicants have to give up their privacy right when seeking for a job (Kidder & Smith, 2010).

The bigger concern for this present study is, most of the youth did not aware of the potential risk after they disclosed too much of their personal information. Especially for younger users, they may not even think or realize who can access to the information they posted on Facebook (Kidder & Smith, 2010). From now on, they should take a deep consideration on disclosing their information in order to avoid unwanted parties such as employers to observe their profile.

There are some cases that proved employers have been using the Facebook profile to access their employees. 1. A New York non-profit organization refuse to hire one candidate due to his Facebook profile stated that the candidate like violent movie (Kidder & Smith, 2010). 2. A company rejected an internship offer from a student after they saw a photo of her holding a glass of Vodka (Stone, 2006). According to a survey done by Zeidner (2007), as high as 15 percent of human resource managers have been using social networking sites to do some background check on their staffs as well as job applicants.

In Facebook, even though some of the profiles are set to 'private', employers can still access to applicants' profile. According to Berkshire (2005), human resource managers will request to be 'friend' of applicants through Facebook. By making use of the 'friend' identity, managers can find out some private information, which can be used for background check on the applicants. On simple words, Facebook provides a more comprehensive overview of job applicants compared to resume or even reference check.

Even though Facebook served as a useful tool for employers to access their employees, there are several reasons for caution. For example, the candidates' selection process might be biased if one of the applicants provides inaccurate information on his or her Facebook (Kidder & Smith, 2010). According to Epstein (2008), social networking sites might contain some sort of inaccurate information. Applicants may disclose the information about their skills and experiences in order to be more attractive to their future employers.

Besides, employers must be able to accept the fact that inaccurate information might be posted by someone on applicants' profile without their consent or knowledge (Kidder & Smith, 2010). That damaging information will be remained available until the person who post aware of the consequences and remove or correct it.

As an employer, accessing and selecting job applicants by checking out their Facebook profile is ethically and legally wrong in certain states. Thus, employers should think thoroughly should or shouldn't use Facebook as a tool to access their employees. If they do use it as a tool, be aware and judge the information they obtained from Facebook whether is true or false.

According to Azizan (2010), Malaysia has not recorded any similar privacy cases yet, but with reportedly 10,088,720 Malaysians registered on Facebook, there may be cause for concern. Thus, awareness of Facebook privacy issue must be rose among Facebook users, especially youth who like to share their personal information online.c

Initiatives to promote safer social networking

There have been some efforts throughout years to warn youth about the potential risk of sharing too much of identity and personal information. One of the major risks is always invasion of privacy (Caverlee and Webb, 2008). In US, quite a number of government department or association have put efforts to inform youth about this issue. These associations

are including National Crime Prevention Council, the Ophelia Project, the Federal Bureau of Investigation, iSafe and iKeepSafe. Formally, school or education systems take the responsibility to teach Internet safety to students (Carvin, 2006). When parents talking to their children, parents will bring up the subject of risks and dangers in cyberspace (Fitzgerald, 2007). To note, researchers found out that, younger Internet users (13–14 years old), tend to be more aware and try to protect themselves online after parents had discussed about cyberspace's safety with them (Berson et al., 2002).

For instance, according to a survey by Patchin & Hinduja (2010), in the year of 2006, they found that, most of the youth, who are active users of MySpace are quite responsible to the information they shared online. One year later, both of researchers conducted a follow-up study. They used back the same youth as his respondents. They revisited their profiles and examine the extent to which the content in their profile had changed. Researchers realized that youth are increasingly aware and be careful in sharing personal information on MySpace. This had successfully proved that the initiatives to promote safer MySpace are working.

Recently, Facebook is working on efforts to strengthen the security system. Facebook has introduced a new method which can offer users an unprecedented role in determining the future policies governing the service. A significant document that discuss about the privacy issue had been released by Mark Zuckerberg, Facebook CEO.

The document stated that, users, not Facebook, own and has the power to control over the content they post on Facebook. Besides, the Facebook's permission to use the

content will be expired after Facebook users have deleted the content or close their accounts (Youthvoices, 2009).

Besides, EPIC (Electronic Privacy Information Center) also urge congress to strengthen Facebook privacy and security system. Besides, EPIC Executive Director, Marc Rotenberg urged lawmakers to amend or maybe create some federal law to protect the privacy of Facebook users. According to Mr. Rotenberg, because of Facebook constantly change the user's privacy setting, it is quite impossible for users to control over who can get the access to their privacy anymore. He also revealed that Federal Trade Commission failed to investigate how Facebook practice their business. Thus, Congress as soon as possible, must come out with the privacy law to lower the ability of SNS companies to reveal user information without informed and explicit consent (EPIC, 2010).

EPIC also recommend further changes for Facebook. EPIC have called for Facebook management to fix the current privacy issue. Few of the recommendations given by EPIC is "Instant Personalization" and limit data retention, which will offer users to have a greater control over the information they share, and allow users to export their content from Facebook (EPIC, 2010).

Conclusion

This chapter has investigated the way of youth adopting Facebook, privacy issue happened on Facebook, and last the remedies of invasion of privacy. The proposed

theoretical framework has been outlined. In the next chapter, research methodology will be carried out in order to collect data and analysis data.

CHAPTER III

METHODOLOGY

Introduction

In this chapter, research methodology is a systematic, technical and organized approach that used to collect data and analysis data. The steps are guidance with proper method and procedures that used to carry out a research. This defines what the activity of this research, how to carry out, how to measure progress, and what constitutes success. Besides, this chapter discusses the method and techniques that use to collect data and design questionnaire in order to get more accurate data. Discussion in this chapter including, quantitative approach, survey approach, purposive sampling, research procedure, construction of questionnaire, pilot test and data analysis. There is only one type of data collection in this study, which is primary data.

Quantitative approach

In order to find out the pattern of Facebook adoption, and the awareness of invasion of privacy on Facebook among youth, the researcher employs the quantitative approach. “Quantitative method, which arose from the positivist paradigm, the oldest and still the most widely used model in mass media research, is main used to look for general categories to summarize the human being’s behavior or feeling” (Wimmer & Dominick, 2003). Besides, these two great researchers claimed that quantitative approach allows researchers to reach a larger sample of population. There are four quantitative approaches, which are survey, experimental research, content analysis and longitudinal research. For this research, researched had chose survey research.

Survey approach

Survey research is applicable in this research to quantify the awareness toward invasion of privacy on Facebook among youth. In contrast, qualitative research such as interview employs a small group of sample to obtain data. The result obtained cannot be generalized to the population from which the samples were drawn. Thus, it is not suitable to be used in this research.

According to Wimmer and Dominick (2003), there are quite a number of benefits by using survey as a tool. 1. More information can be gathered at lower cost. 2. Allows researchers to obtain more information such as demographic and perception information. Thus, the researcher can use various statistics to analyze data, make the result more reliable. 3. No limitation by geographic boundaries. 4. Most of the questions asked are closed-ended question, which is able to uniform respondents' answers and quantify answers.

Purposive sampling

Based on the data obtained from Household use of the Internet (2005) by Malaysian Communication and Multimedia Commission (MCMC), youth from the age group of 15 to 19 are the biggest group of internet consumer. This followed by youth around 20 to 24 years old. This data is also proven by Internet in Malaysia by The Head of Communication Department of Universiti Kebangsaan Malaysia (UPM). The research claimed that more than 90 percent of internet consumers are young people who are below 30 years old. Majority of them are college students.

Based on the data above, researcher decided to set the respondent as college or university student, who is between 18 to 24 years old. Non- probability sample had been chose instead of probability sample. According to Wimmer and Dominick (2003), non-probability sample is a one the method of selecting respondent, which respondent are not chosen based on mathematical guideline.

The respondents for this study will be 100 of University Tunku Abdul Rahman (UTAR) students, who are selected through non-probability sample. There are few reasons for researcher to approach UTAR Kampar student. First, most of the UTAR students are from the age group of 18 to 24. Besides, based on the previous researches discussed in chapter two, university students are more likely to use social networking sites, especially Facebook to as a tool to keep in touch with friends.

In addition, university students definitely have a higher level of English literacy. Thus, they will understand the questionnaire well. It will reduce the number of spoiled questionnaire and also avoid inaccurate answer due to question misunderstanding problem. Another minor reason is the whole survey process will become easier if researcher used UTAR students as the respondents. This is because the researcher does not have to move around outside the university to distribute questionnaire. Owing to the limitation of time and budget, the researcher is only able to distribute 100 sets of questionnaire.

Research procedure

At first, it was decided to distribute the questionnaire through E-mail due to limitation of research funds. However, in order to get 100 percent of respond rate from respondents as well as to make sure that respondents have totally understood the questions, researcher

changed the distribution method to face to face method. Face to face method will require researcher to distribute questionnaire personally to respondents, explain through the questions consisted in questionnaire to respondents, and lastly, collect back the questionnaire after done. The whole process must take place on the spot.

Due to the researcher used face to face survey, it took longer time to complete the hundred sets of questionnaire compared to other method, such as self- administrative method. It took one week for the researcher to conduct this survey. The venues are UTAR cafeteria, in front of library and in front of lecture halls. There are the places where students will be more accessible for survey. Researcher had distributed 115 pieces of questionnaire. However, only 100 sets will be selected as the data for analysis, where the extra 15 sets will be used as backup in case for any spoiled or incomplete questionnaire.

Construction of questionnaire

Before designing the questionnaire, the relevant areas were listed out to determine what type of questions should be asked. All the questions are meant to achieve research objective and prove the hypothesis.

The questionnaire consists of 26 questions, including 2 demographic questions. There are two types of questions in the questionnaire, which are open-ended question and close-ended question. Open-ended question give respondents the freedom to answer according to their opinions. In addition, it also gives researcher a chance to obtain in-depth answer regarding some topic.

For close-ended question, respondents chose an answer from the option given by researcher. Thus, the data collected can be generated in the form of tabulation and percentage. In order to avoid false information due to respondents randomly choose an answer after they realized their answer is out of the option, researcher include 'other' as one of the options in every close-ended question.

The questionnaire consists of two sections, which is section a and section b. For section a context, students have to answer only 2 questions which are regarding to their demographic information.

For section b, it can be divided further into three different parts according to the type of information the researcher intends to find out. First part, five questions designed to find out the pattern of Facebook usage among UTAR students. The data obtained can also help researcher to refine how and why UTAR students use Facebook. By having this basic information about how they use Facebook, the researcher can continue to find out their awareness towards invasion of privacy on Facebook. Second part, questions are perfectly designed to examine the aware of invasion of privacy among UTAR students.

Pilot test

Pilot test was conducted in order to find out the ability of respondents to understand the questionnaire. This is the best way to know whether the questionnaire is perfectly designed or must go through some amendments. This step is to ensure survey can be done effectively. 10 UTAR students had been chose to pretest the questionnaire.

The pilot test found out that, respondents felt difficult and distracted to answer too many of open-ended questions. Thus, they tend to give lousy answers or even refuse to answer. They suggested that reduce the number of open-ended question to only one question. Thus, after the amendment, the questionnaire consists of only one open-ended question.

In addition, typographical errors were corrected after the pretest. Researchers also increased the spacing between words from 1.5 spacing to 2 spacing in order to provide a more comfortable reading.

Once the revised questionnaire had been set, the researcher proceed with the real survey research.

Data analysis

After the 100 sets of questionnaire had been collected, the data in the survey will be analyzed by using Microsoft Excel 2007 in order to find out the awareness of invasion of privacy among students. The information from the 100 sheets of questionnaire may be too large to comprehend and unmanageable. All this information can be reduced via computer data processing.

“After completed questionnaires are processed, the researcher is able to examine summary statistics that reduce the hundreds of content units or survey respondents’ percentages, averages, or ranges of numbers.” (Stempel et al. , 2003,p.183)

Siegal & Morgan(1996) said that, statistic graphics, plots, and charts are definitely useful in the final report when the main results must be communicated to others.

Conclusion

The chapter 3 describes from the first stage research design, to the last stage, which is data analysis. Undeniable, survey is a very useful method in all areas of mass communications. It is able to reach a huge amount of respondents regardless the geographical boundaries limitation and also gather useful information which can easily been quantified. Thus, it is the right tool to be used for this present research. In the next chapter, the researcher will present statistical analysis to the data collected and conduct hypotheses.

CHAPTER IV

FINDINGS AND ANALYSIS

Introduction

In this chapter, the data from 100 sets of questionnaire will be analyzed. The objective of this chapter is to analyze and interpret the data collected by using Microsoft Excel 2007. First of all, the researcher will discuss about the demographic profile of the respondents such as gender and age. Subsequently, patterns of Facebook adoption and awareness of invasion of privacy among respondents will be analyzed in detail.

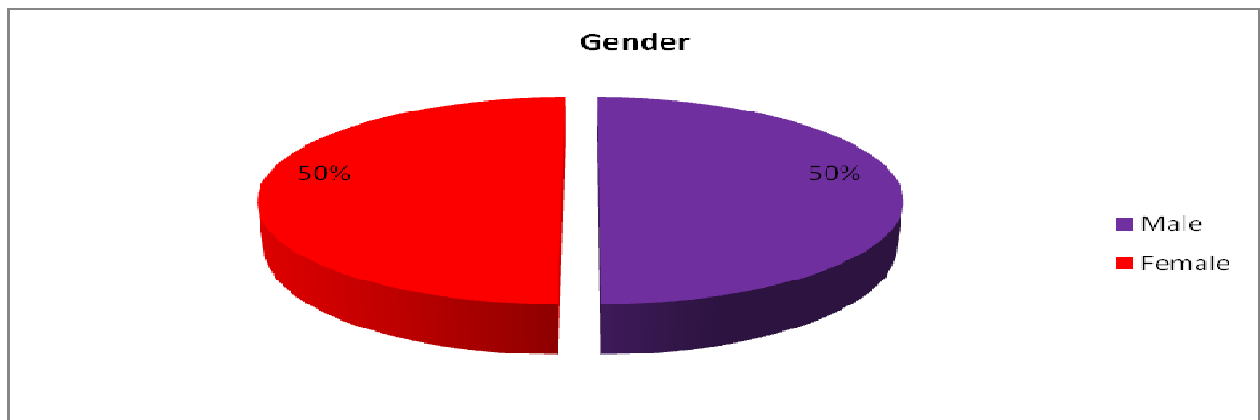


Figure 4.1: Gender of respondents

This survey research was conducted among 100 UTAR students, who are from the age group of 1 to 24. The pie chart above shows the gender of respondents. There are equal percentages of male and female, which is 50% (50) of the respondents are male, while another 50% (50) are female. Due to the need of comparing between male and female in term of Facebook adoption's patterns, the researcher distributed 50 sets of the questionnaire to male respondents, and another 50 sets to female respondents. This is to ensure a fair comparison between genders.

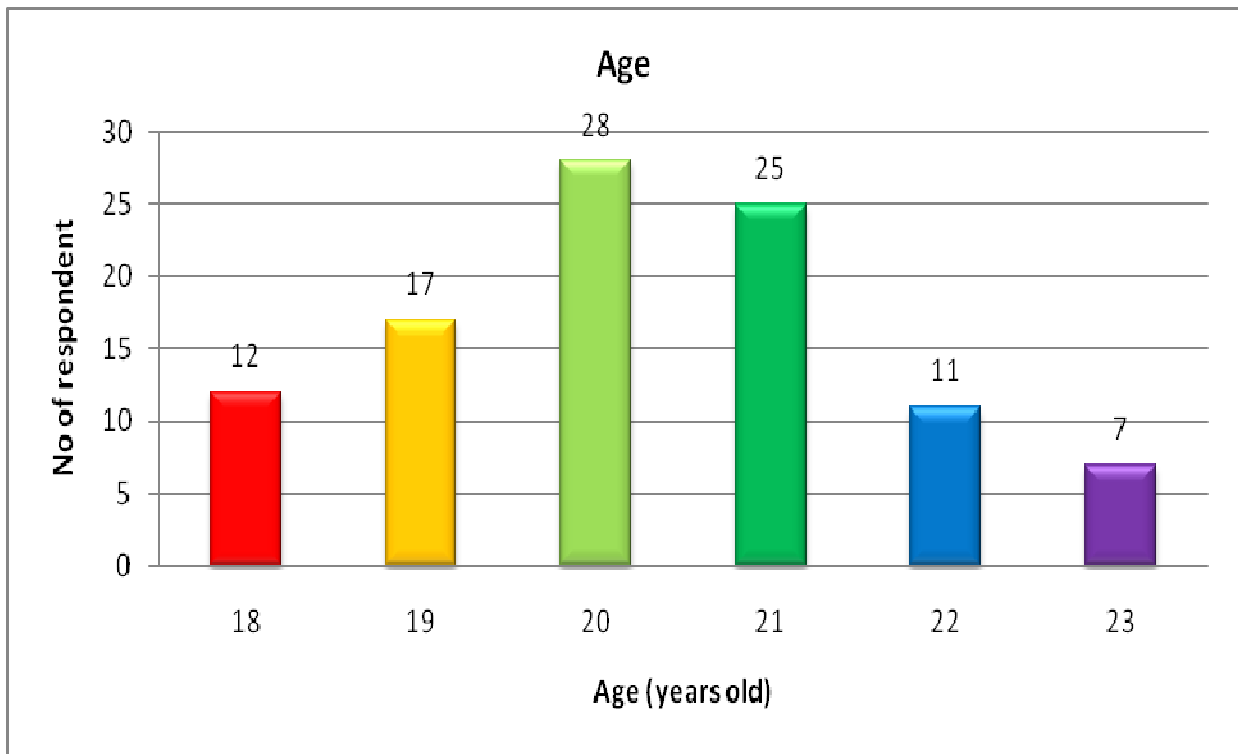


Figure 4.2: Age of respondents.

The target group for this study is those youth who are between 18 to 24 years old. Bar above shows the age of 100 respondents. From the finding, the age of 20 has the highest percentage, which is 28 percent or 28 out of hundred respondents are 20 years old. The second highest is 21 years old, which consists of 25 percent (25) of respondents. This followed by the age of 19, which held 17 percent (17). However, the lowest respondents who are participated in this survey are 23 years old, which consists of 7 percent (7) of respondents. There are 12 percent (12) and 11 percent (11) are 18 years old and 22 years old respectively.

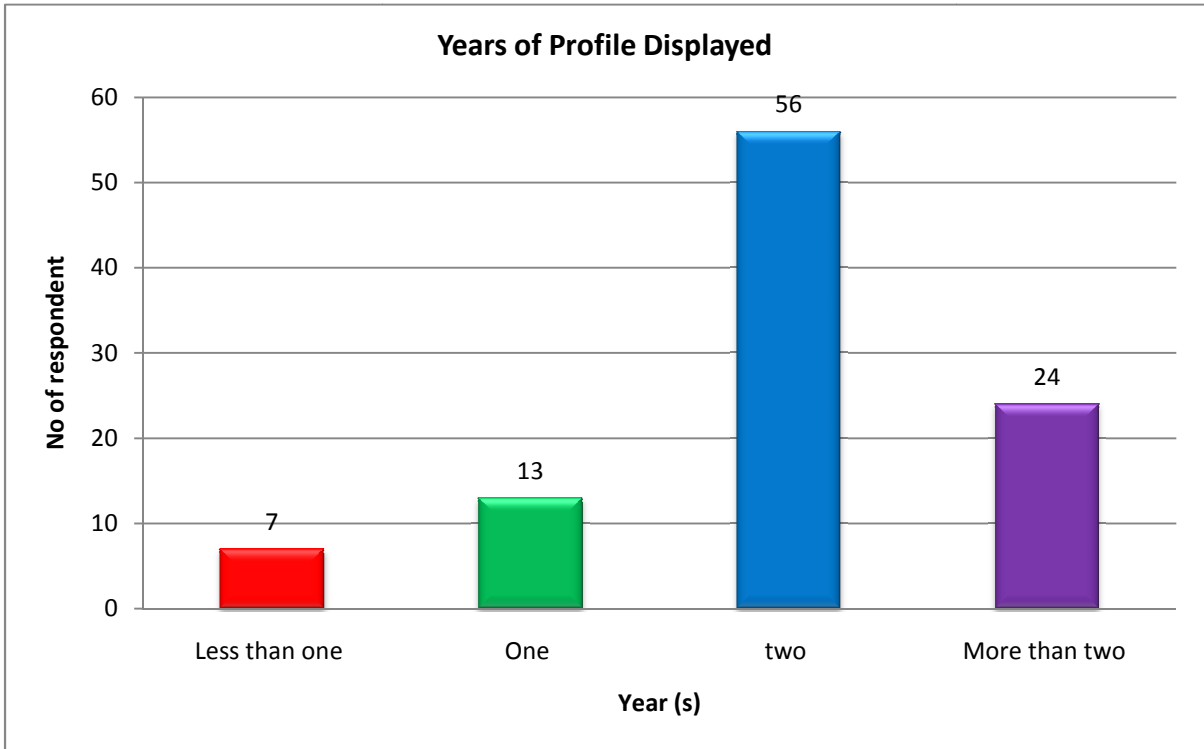


Figure 4.3: Year(s) of respondents had displayed their profile

Figure above presents the years of profiles, which have been displaying on Facebook by the respondents. From the finding, more than half of the respondents, which is 56 percent (56) of them had created and displayed their profile since two years ago. From the rest 44 percent of respondents, there are 24 percents (24) of respondents had displayed their profile more than two years time. Thirteen percent (13) of the respondents created their profile since last year. The least percentage goes to the respondents, who can be considered as a new user since they created their profile within one year. Seven percent (7) of respondents fall under this new users group.

From this bar chart, researcher proved that, most of the respondents are quite familiar with Facebook, since they have created their profile years ago.

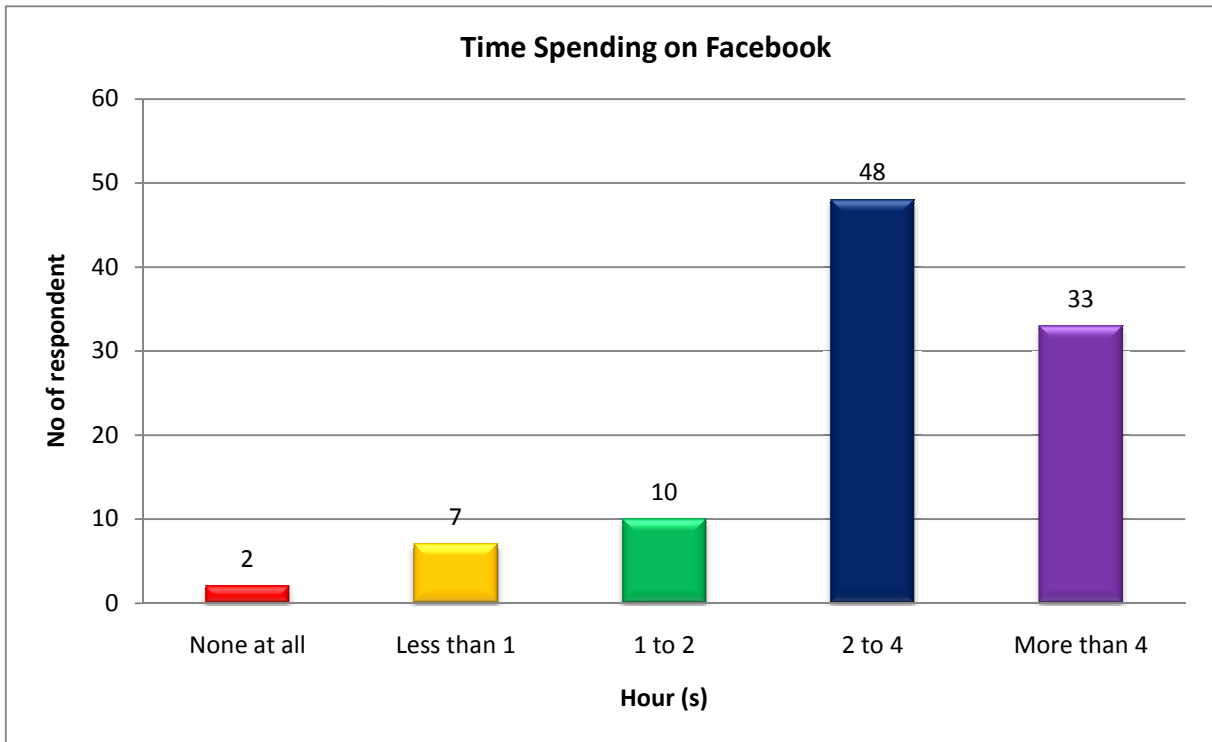


Figure 4.4: Time spending on Facebook among respondent a day

The finding shows that, 98 percent (98) of the respondents surf Facebook every day. There is only 2 percent (2) of the respondents, out of 100 percent, said that they hardly spend time on Facebook. In contrast, almost half of the respondents, which are 48 percent (48), spend 2 hours to four hours on Facebook every day. Moreover, there is another 33 percent (33) of respondents log on to Facebook more than 4 hours in a day. Ten percent (10) of the respondents and 7 percent (7) of the respondents spend one to two hours and less than one hour respectively on Facebook per day.

From here, the finding indicates that surfing Facebook already became a significant part of their daily activities.

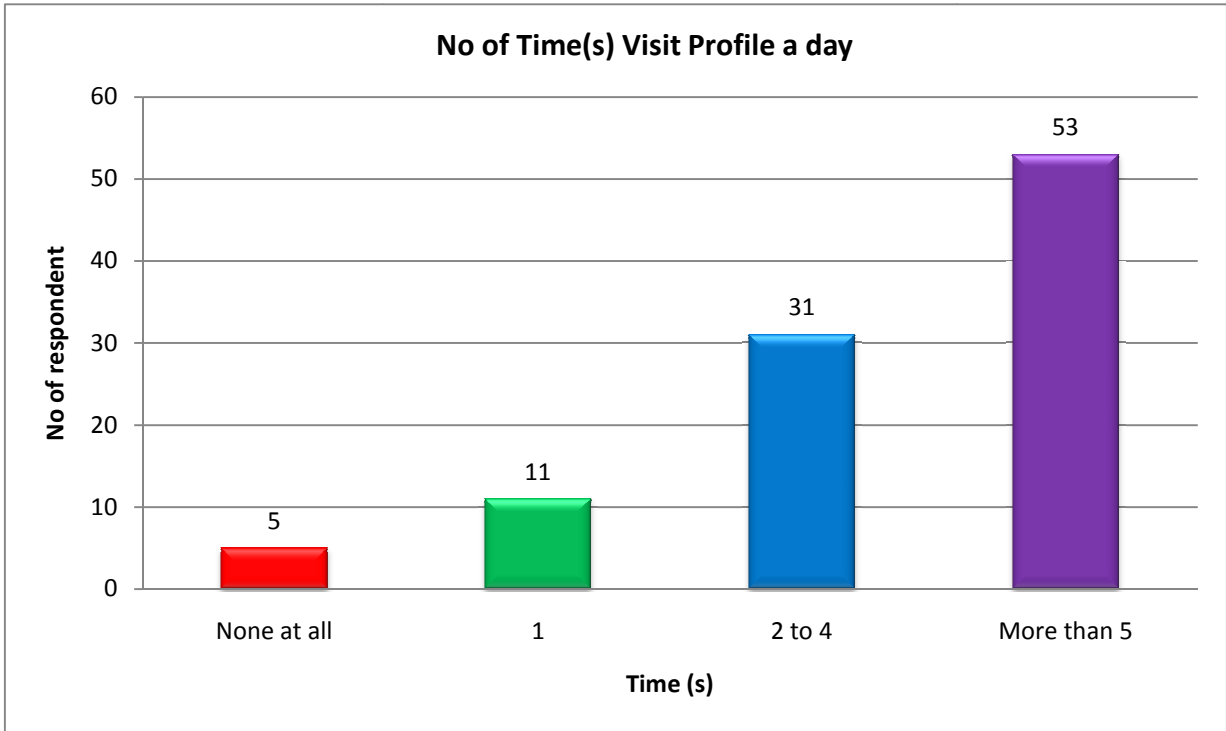


Figure 4.5: Number of time(s) respondents visit their profile a day

Out of hundred respondents, more the half, which is 53 percent (53) have been visiting their profile more than 5 times a day. In contrast, there is only 5 percent (5) of total respondents did not log on to their profile even once a day. However, 31 percent of Facebook users keep visiting their profile 2 to 4 time every day. Lastly, only a small percentage of respondents, which is 11 percent (11) of them log on to profile once in a day.

From the result, it proved that respondents are quite addicted in using Facebook, since third quarter of them visit their profile more than 2 times daily.

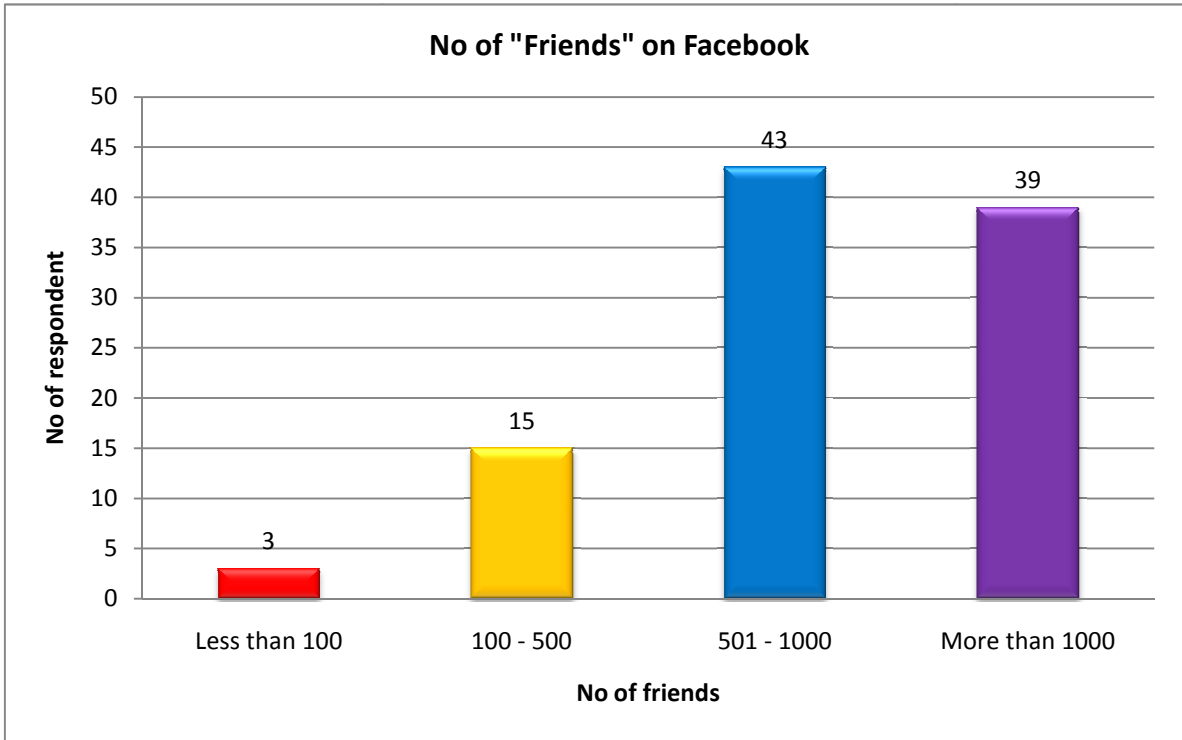


Figure 4.6: No of friends respondents have on Facebook

The bar shows the number of “Friends” the respondents have on Facebook profile. The highest percentage, which is 43 percent (43) of respondents have 501 to 1000 number of friends on Facebook. Besides, 39 percent (39) of the rest said they have more than 1000 friends connected through Facebook. On the other hand, the percentage of respondents who have less than 100 Facebook friends is only 3 percent (3). The reason for this small amount of friend is because they are still a newbie to Facebook. There are 15 percent (15) of the respondents have the number of friends in between 100 and 500.

From this finding, more than half of the Facebook users have more than 500 hundreds friends. This number will keep on increasing as time goes by.

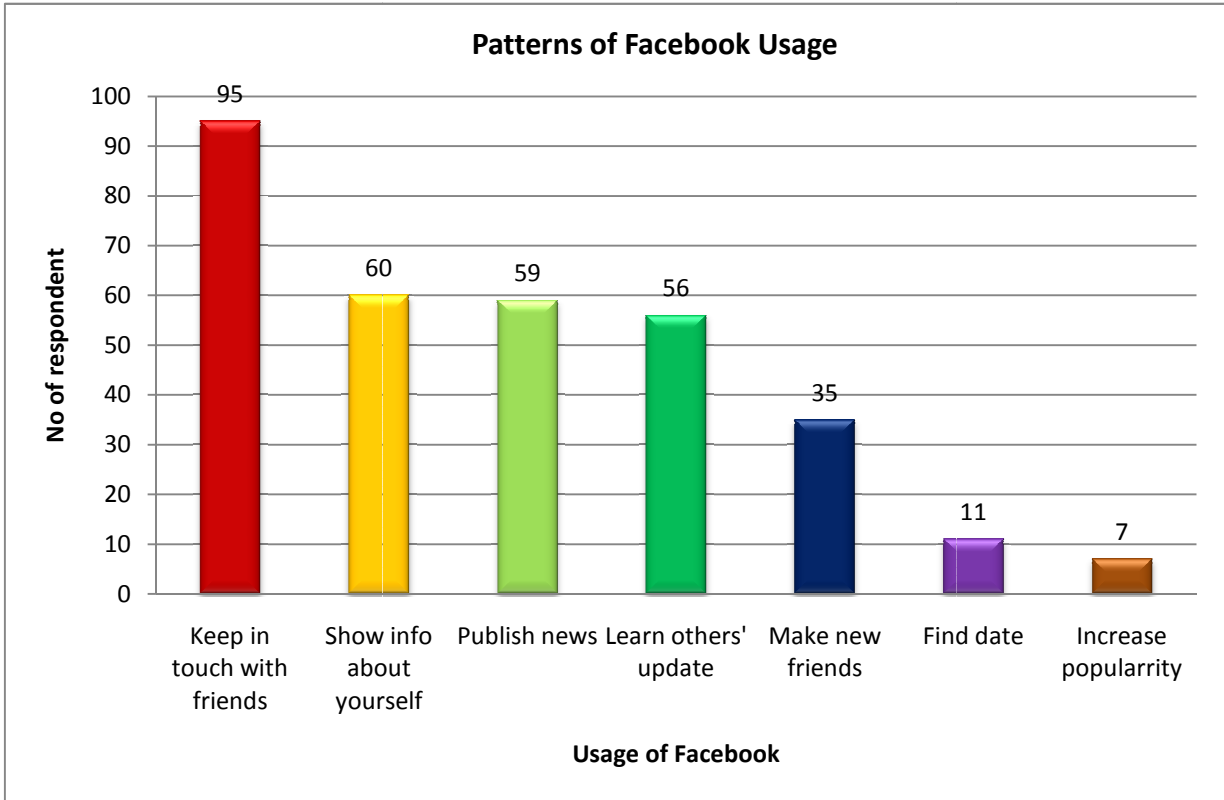


Figure 4.7: Patterns of Facebook usage among respondents

The data above gives insight into the usage of Facebook among respondents. Keep in touch with friends is rated as the most useful function of Facebook, which is almost all the respondents, 95 percent (95) of them use it to stay connect with friends. This followed by show information about yourself, 60 percent (60), publicize news, 59 percent (59), and learn others' updates, 56 percent (56). This shows that Facebook also served as a platform for users to make news, others' update, or even self information public and accessible to everyone. There are 35 percent (35) of respondents use Facebook to make more new friends. Although users like to meet new friends through Facebook, but there is only small portion of respondents, which is 11 percent (11) actually use Facebook to look for dates. Lastly, only 7 percent (7) use Facebook as a tool to increase their publicity and popularity.

Indirectly, the finding also found out the motivations that make respondents keep using Facebook.

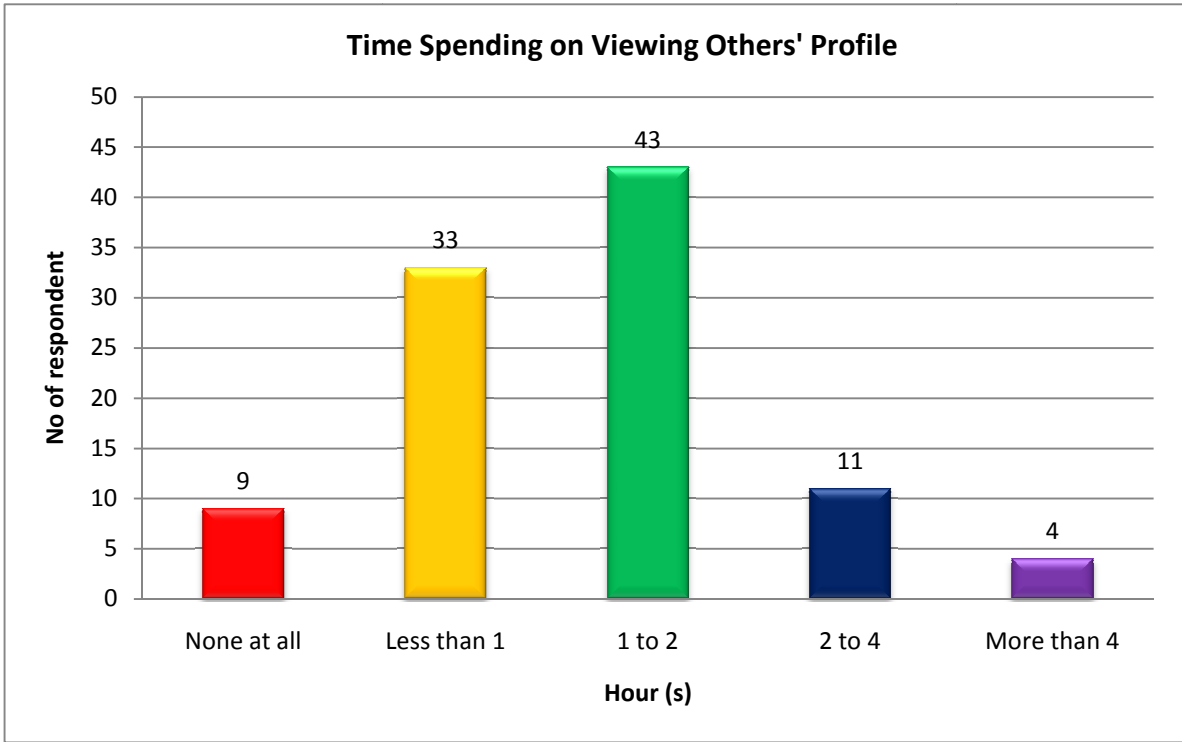


Figure 4.8: Time spending on viewing others' profile among respondents a day

Based on the finding, almost all the respondents, 91 percent (91) of them will spend some time in viewing others' profile. The rest 9 percent (9) claimed that they did not like to catch up with people profile. Among the 91 percent (91), 43 percents of them spend one hour to two hours in viewing others' profile. There is 33 percent (33) and 11 percent (11) of respondents like to spend less than one hour and two to four hours respectively to read other users' profile. The least percentage from the bar, which is 4 percent (4) of the respondents, will take more than four hours to read friends' Facebook profile.

Hence, this data provides the insight into users like to read or follow with others' profile, and to find out the changes or updates on friends' profile.

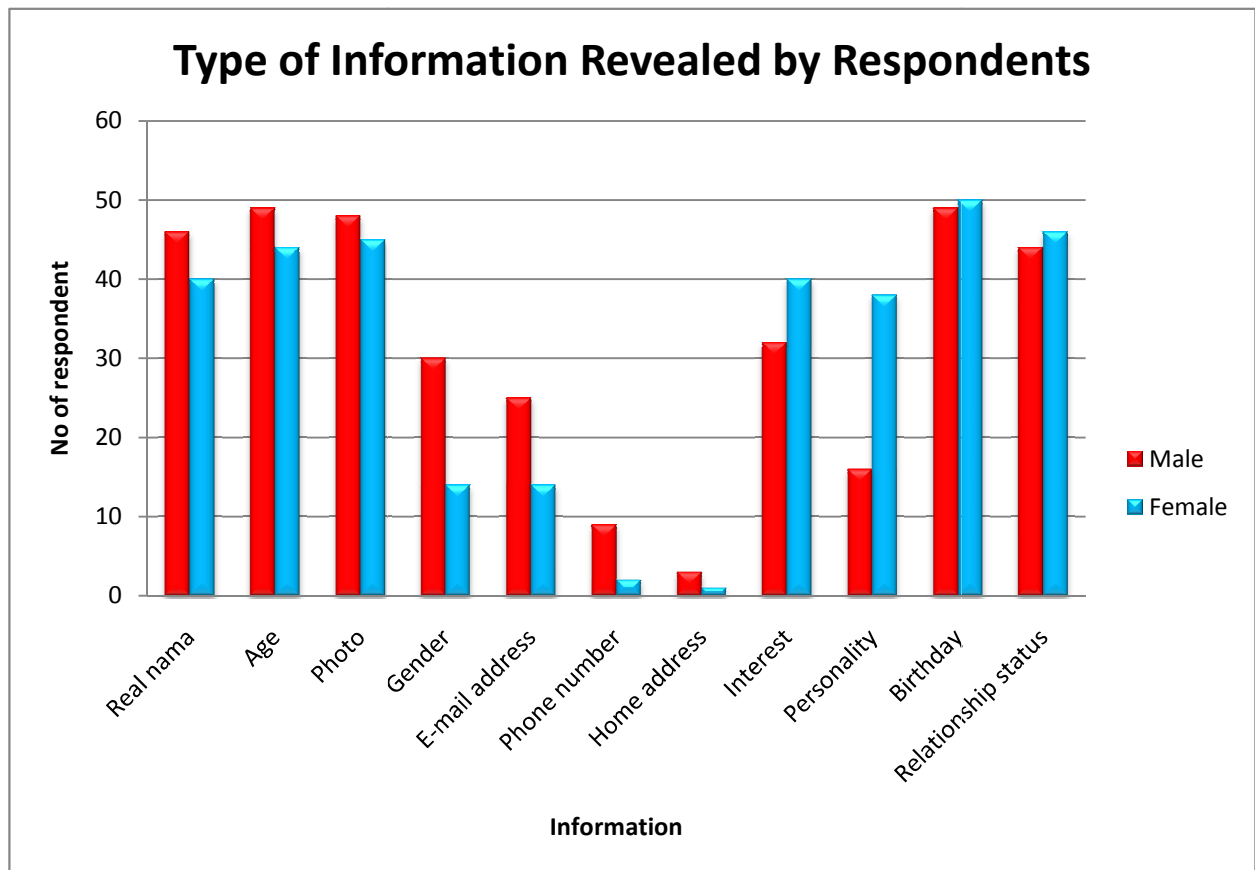


Figure 4.9: Type of information revealed by male respondents and female respondents

This bar compares the type of information provided on Facebook profile between male respondents and female respondents. The most common information, which is provided by 49 percent (49) of male respondents and 50 percent (50) of female respondents, is their birthday. This followed by photo, 93 percent (93), age, 93 percent (93) and relationship status, 90 percent (90). However, male respondents seem like more willing to reveal certain information than female respondents do. For example, 25 percent (25) of male respondents provide their e-mail address on their profile, while only 14 percent (14) of respondents willing to do so. Besides, there are 9 percent (9) of male respondents reveal their phone number on Facebook, while only 2 percents (2) of female will reveal.

In contrast, some of the information such as interest and personality, female respondents is more likely to reveal compared to male respondents. For the interest part, 40 percent (40) of the female respondents have provided it, while only 32 percent (32) of male respondents revealed their interest to public. In addition, female respondents, which are 38 percent (38) of them, wrote something about the personality, but only 16 percent (16) of male respondents will do so.

This comparison bar proved that, the type of information which revealed by the Facebook users is different between male and female. This provides a good idea that the level of awareness on Facebook privacy issue might be different between male and female too.

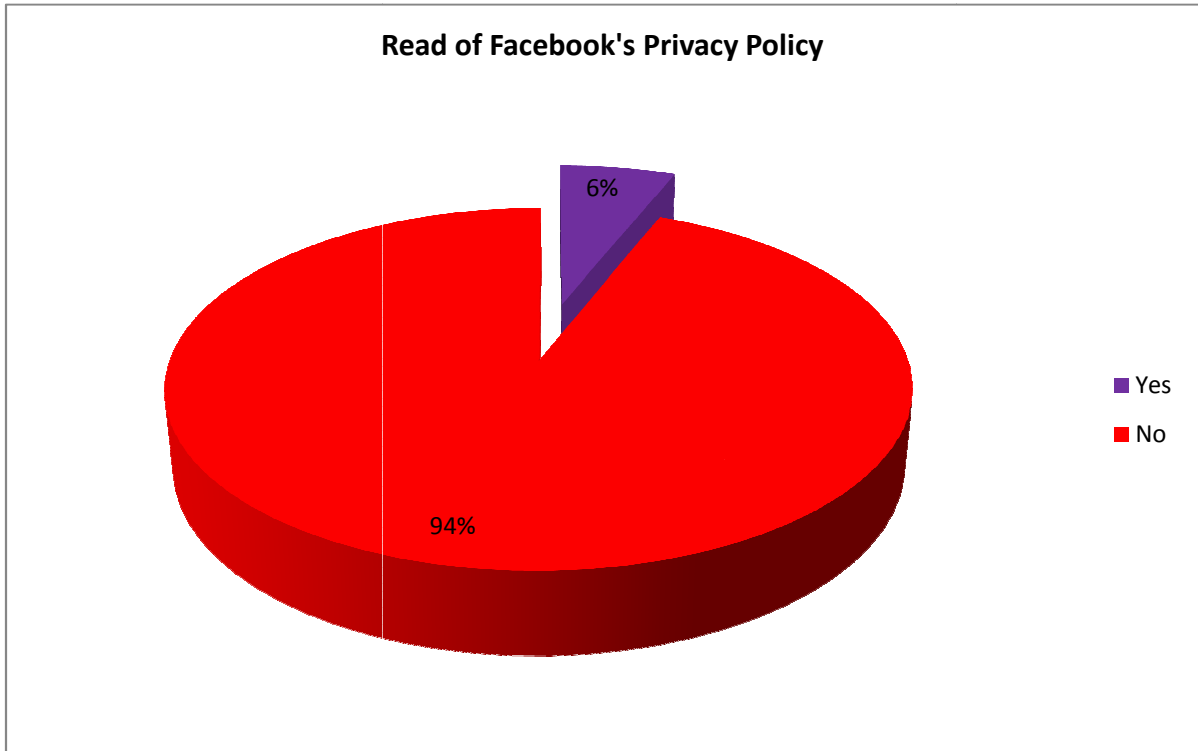


Figure 4.10: Read of Facebook's privacy policy among respondents

When respondents were asked whether or not they read through the privacy policy before they provide all their personal information, only 6 percent (6) of them said yes. Most of the respondents, which is 94 percent (94) of them, did not read through the privacy policy.

From this analysis, it proved that almost all the users did not pay attention on privacy policy; they might be even skip it and submitted all the information without any alertness.

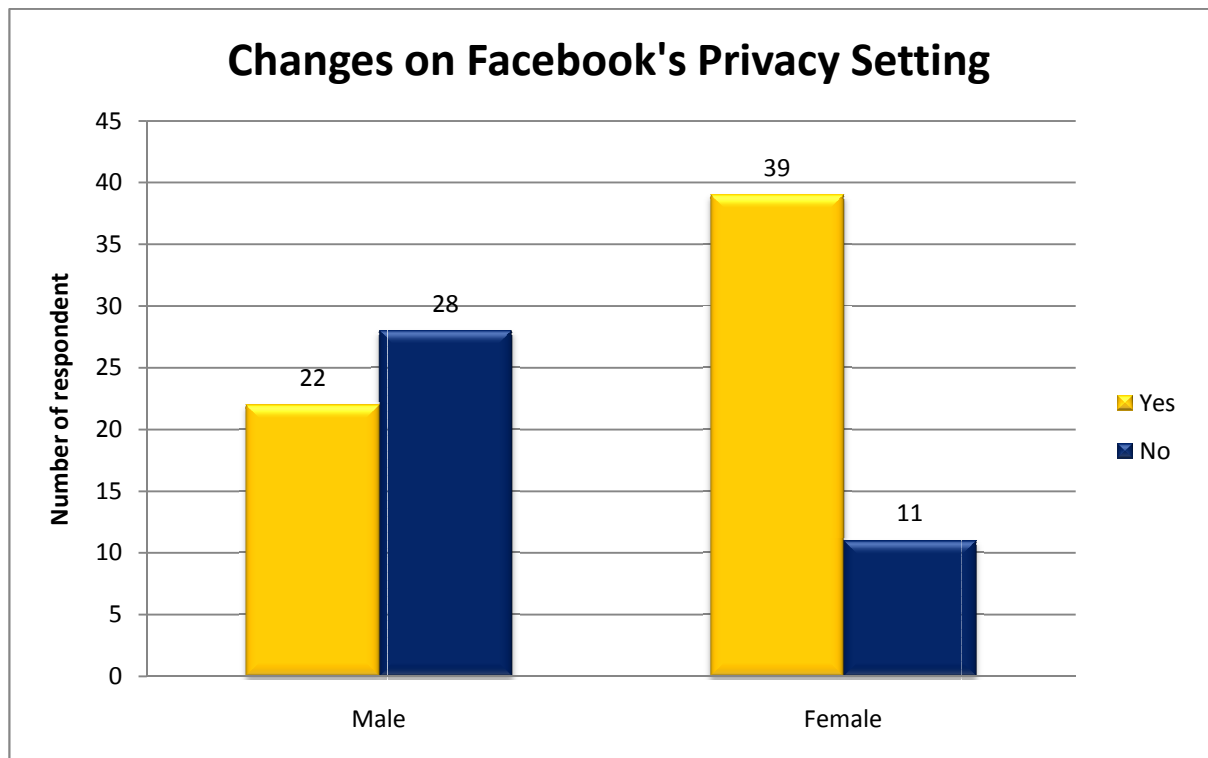


Figure 4.11: Changes on Facebook's privacy setting among male and female respondents

When respondents were asked have they change their privacy setting from default to customize, 61 percent (61) of them said yes. They have minimized the accessibility of their profile to only 'friends' instead of 'everyone'. However, there are still a high percentage of respondents, which is 39 percent (39) of them, did not change their privacy setting. The accessibility of their profile and information is to maximum, which mean everyone can view their profile. The data provides the idea that slightly more than half of the Facebook users concern about their privacy.

Compare between male and female, female' likelihood of changing privacy setting is higher than male. From the bar, 39 percent (39) of female respondents changed their privacy setting, while only 22 percent (22) of male respondents have changed it. This indicates that the level of privacy concern might be different between male and female users.

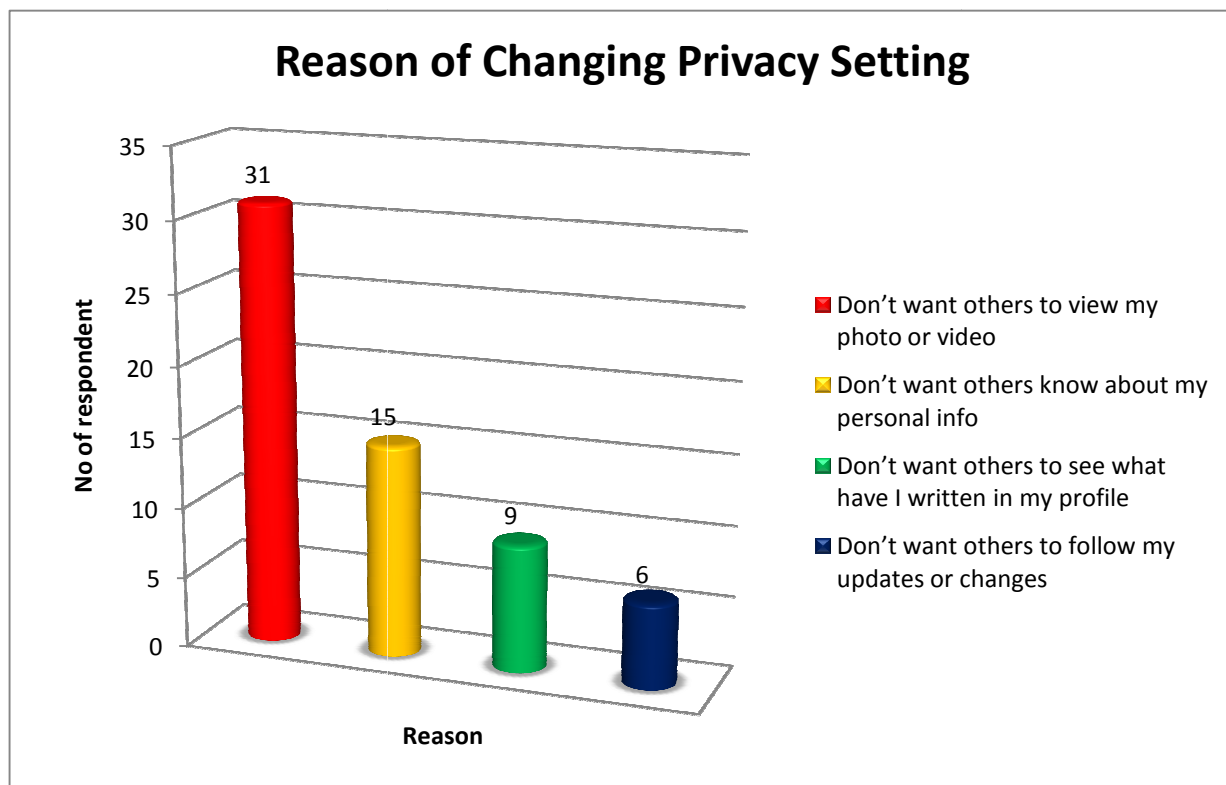


Figure 4.12: Reason for respondents to change their privacy setting

Among those 61 percent of respondents who have changed their privacy setting, researcher further asked them about the reason why they want to change their privacy setting. Slightly more than half of the respondents, which are 51 percent (31) of them, said the main reason is because they do not want others to view their photo and video. This followed by the 25 percents (15) of the rest said they do not want others to view their personal information. In addition, the reason for 14 percent (9) respondents to change setting is because they do not want others to view what they have written in their profile. There is only 10 percent (6) of respondents claimed that they do not like people to follow their updates or changes.

From here, it shows that respondents have the awareness on other Facebook users may visit and read through the content in their profile. Thus, they decided to change the privacy setting in order to minimize the accessibility.

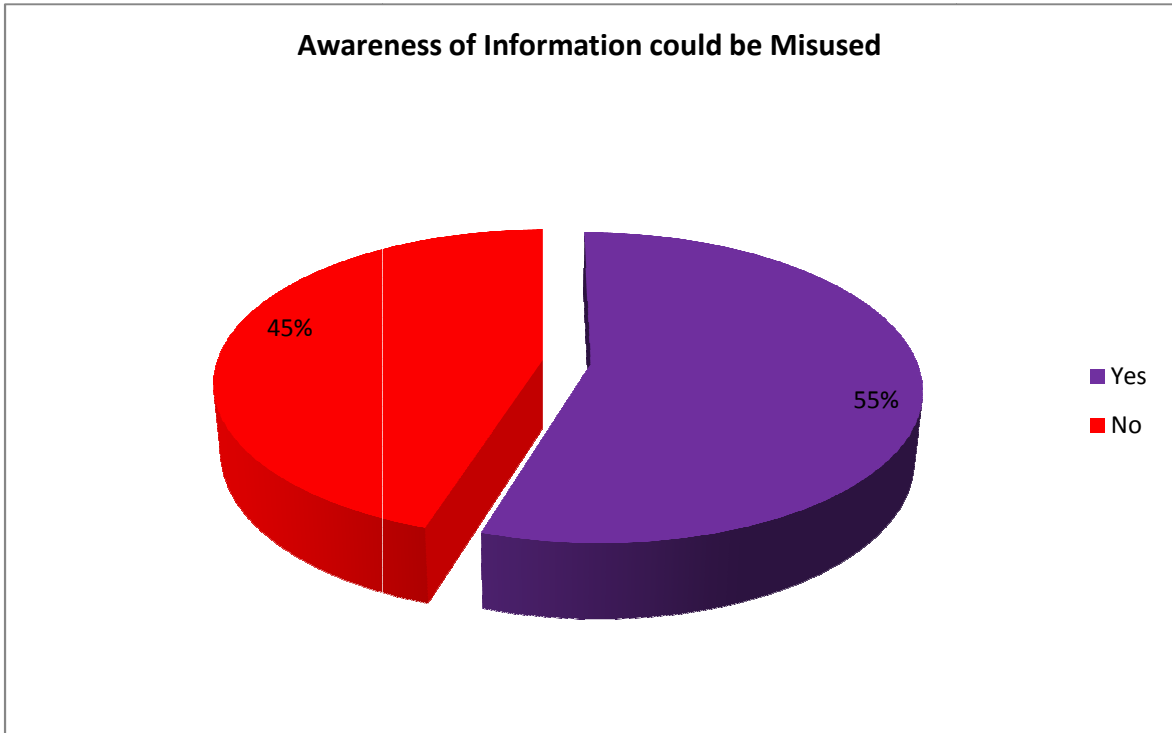


Figure 4.13: Awareness of information posted on Facebook could be misused among respondents

When the respondents were asked on their concern about the private and personal information they provided on Facebook could be misused by third party, slightly more and half of the respondents, which is 55 percent (55) of them said yes. However, there is still 45 percent (45) of respondents, never concerned about that.

Based on this finding, it proved that, when respondents submitted their information such as photo and video, almost half of them did not think about the bad consequences which could appear to them. One of the bad consequences is invasion of privacy.

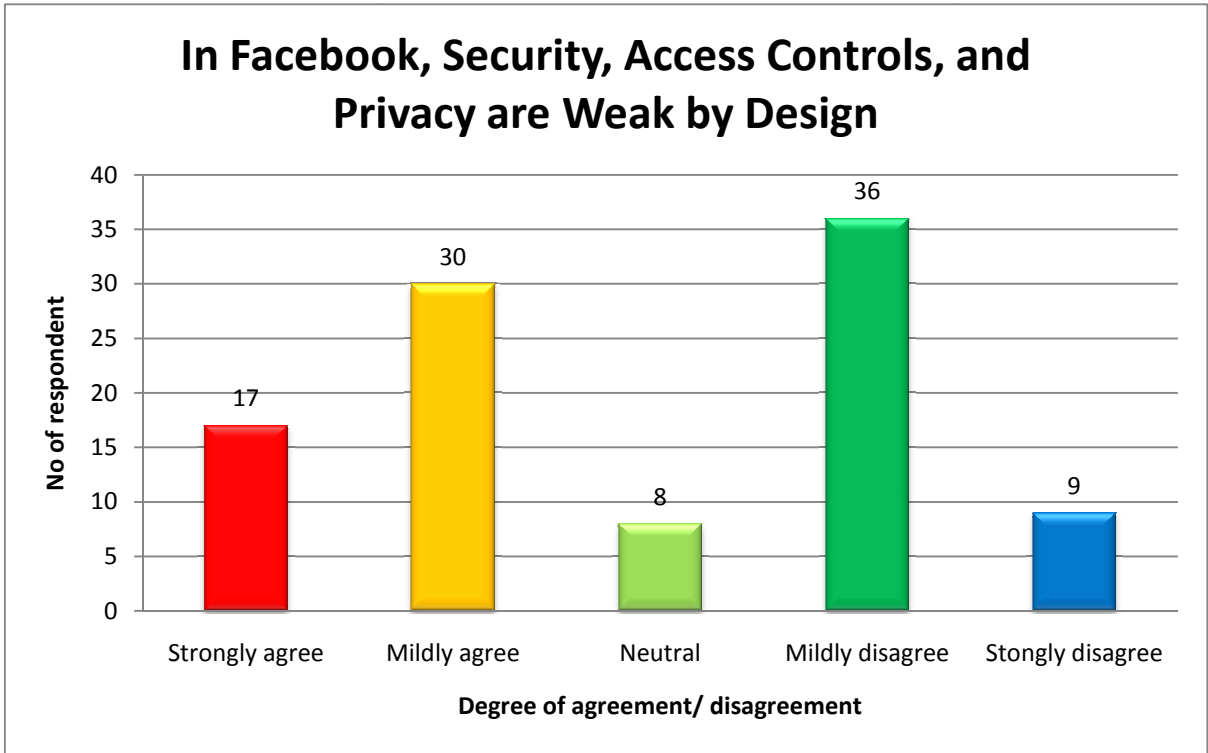


Figure 4.14: Perception on Facebook’s security level among respondents

Based on the statement “in Facebook, security, access controls, and privacy are weak by design”, respondents were asked to choose a stand, whether is agree or disagree. From the figure above, 36 percent (36) of the respondents mildly disagree with that statement. Furthermore, another 9 percent (9) said they are strongly disagreeing with the statement. This represents that, in their point of views, Facebook privacy system is not weak.

In contrast, there 30 percent (30) of the rest are mildly agree, while another 17 percent (17) chose the stand of strongly disagree. In the mean time, there are 8 percent (8) of the respondents neither agree nor disagree. The data shows that, the percentage of agreement and disagreement are almost equal, which is 47 percent (47) agree and 45 percent (45) disagree.

Table 4.1

Perception on Facebook's trustworthiness among respondents

Facebook's trustworthiness	Very distrust	Little distrust	Neutral	Little trust	Very trust
	22	27	9	31	11

The table above indicates the level of Facebook trustworthiness. When 100 of respondents were ask about how much they trust Facebook in term of protecting their privacy, 31 respondents show the stand of little trust. Moreover, there are 11 respondents said they trust Facebook very much. This means that, those who trust Facebook as trustworthy social networking site think that Facebook can protect their privacy well.

In contrast, there are 27 respondents stand the point of little distrust, while 22 respondents said they really don't trust Facebook in protecting their privacy. In the mean time, there are 9 respondents neither distrust nor trust. From the analysis, the percentage of trust and distrust are almost the same, which is 49 percent distrust and 42 percent trust.

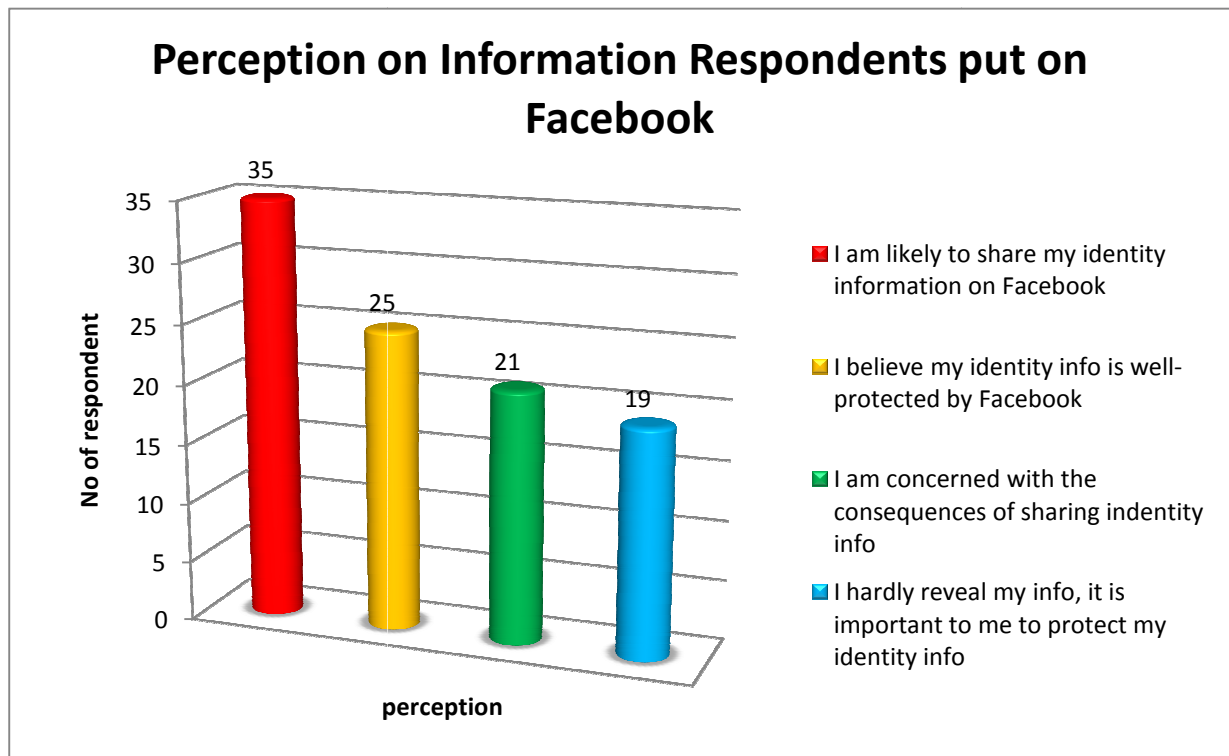


Figure 4.15: Perception of information provided in profile among respondents

The bar above shows the perception toward the information respondents had provided on Facebook. The highest percentage, 35 percent (35) of respondents like to share their personal information on Facebook. While, there are 25 percent (25) believe that their personal information is well-protected by Facebook.

However, there are only 19 percent (19) of respondents hardly reveal their information since they think it is important to protect own privacy. Twenty one percent (21) of respondents concern with the consequences of sharing too much as personal identity, From this finding, more than half of the respondents willing to share their information with the mindset that Facebook is good in protecting their privacy. While the rest of the respondents quite aware and concern about consequences of revealing information online.

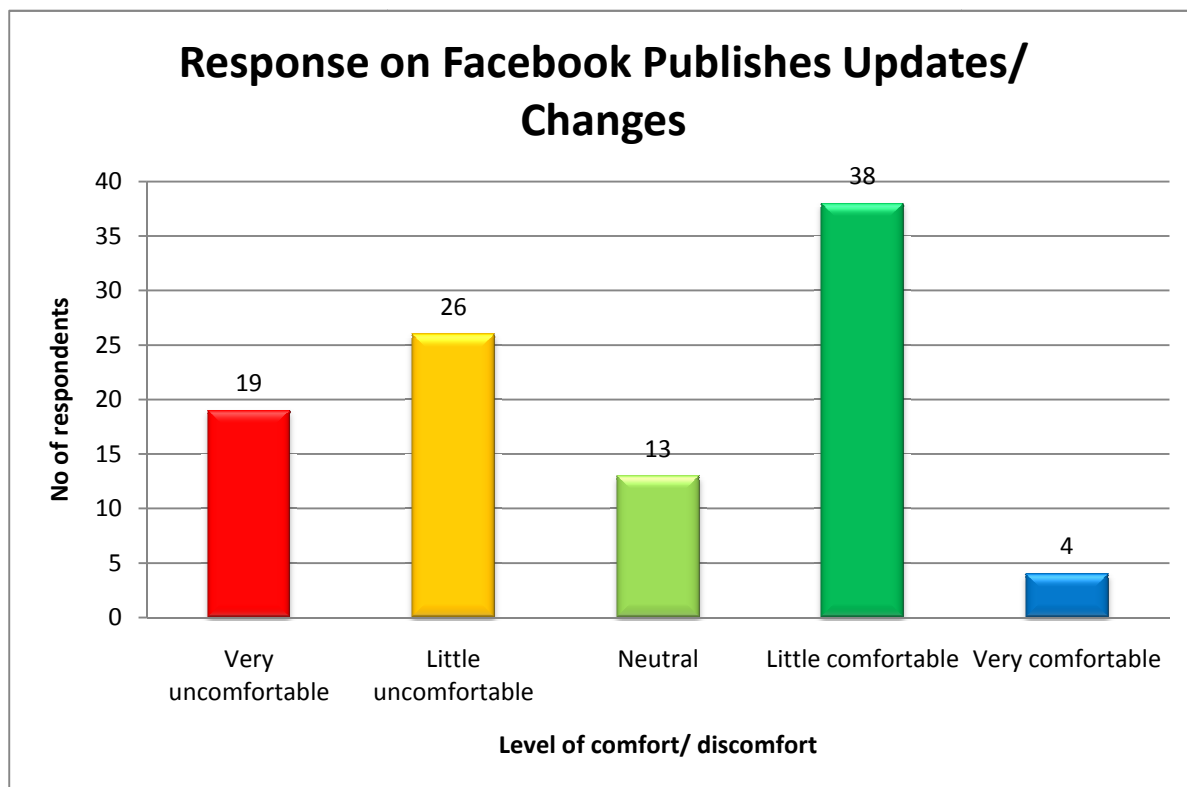


Figure 4.16: Respondents' reaction towards profile's changes published on Facebook

The statistic presents the reaction given by the respondents when they saw their profiles' updates go public. The highest percentage, which is 38 percent (38) out of hundred respondents said they felt little comfortable by knowing that their updates were published on Homepage. There are only 4 percent (4) of respondents felt very comfortable with it.

In contrast, 26 percent (26) of respondents show the feeling of little uncomfortable. This followed by 19 percent (19) of respondents felt very uncomfortable with Facebook made their changes or updates go public. There are 13 percent (13) held the neutral thought; which is neither uncomfortable nor comfortable. The number of respondents who felt uncomfortable (45) is almost equal to the number of respondents who felt comfortable (42).

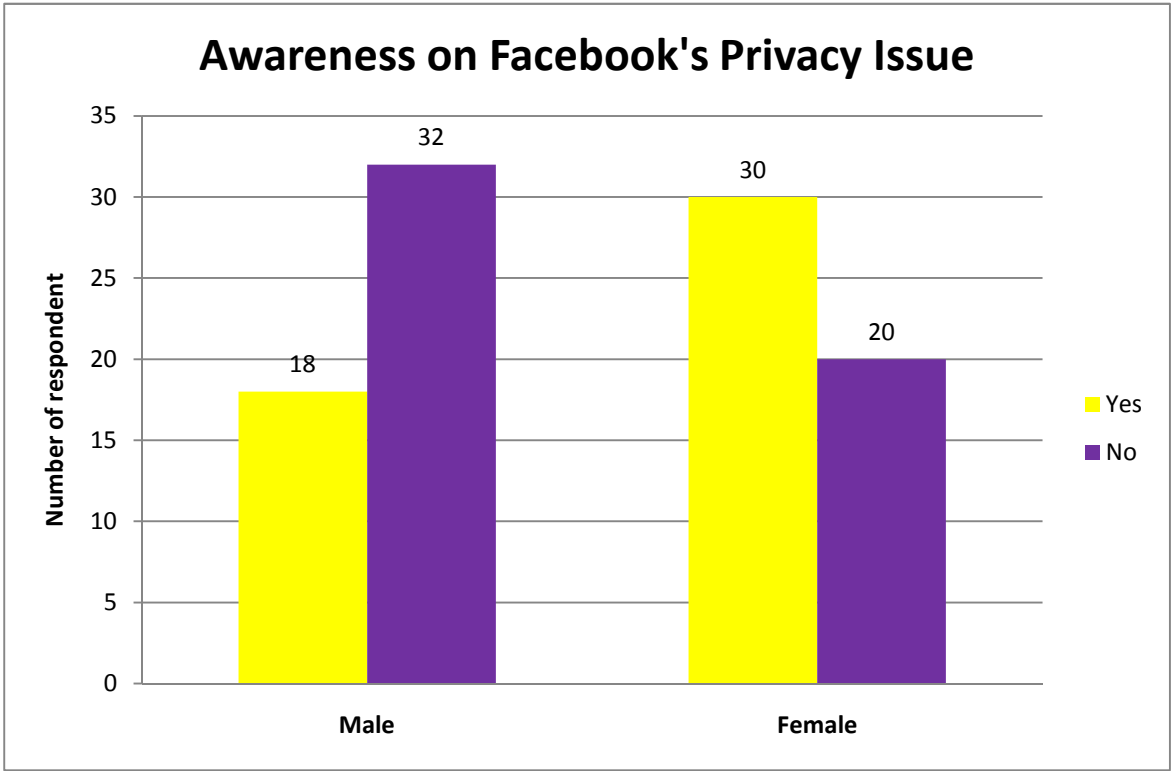


Figure 4.17: Awareness of Facebook's privacy issue among respondents

When the respondents were asked on whether or not they aware of privacy issues that happened on Facebook, only 48 percent (48) of the respondents said yes. From the 48 percent (48), 63 percent (30) of the respondents are female while 37 percent (18) of respondents consist of male users.

More than half, which is 52 percent (52) of respondents did not aware of any privacy issue. From 52 percent (52), only 38 percent (20) of the respondents are female, while 62 percent (32) are male.

This data shows that, the awareness of Facebook's privacy issue among respondents is considered moderate.

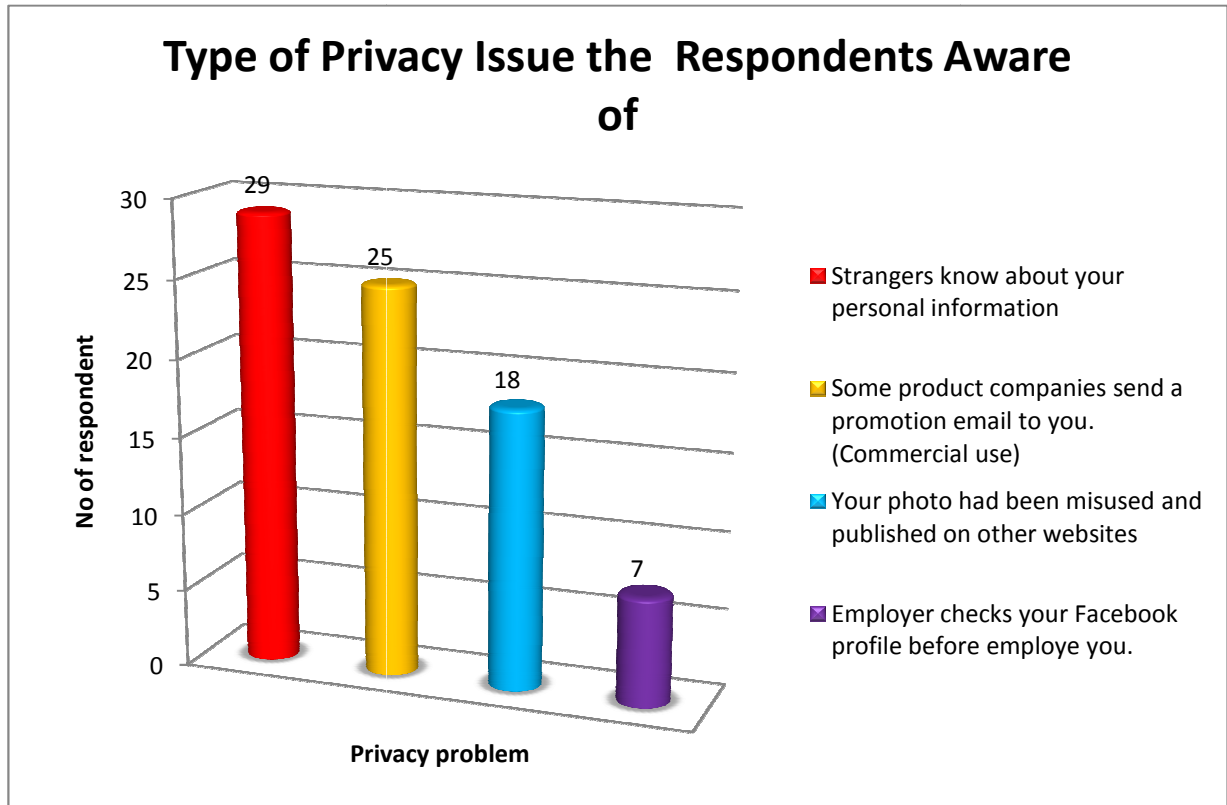


Figure 4.18: Type of the privacy issue aware by respondents

Among the 48 percent respondents who aware of privacy issue, they were asked on type of the privacy issues they realized. The privacy issue that held the highest percentage, which is 29 percent (29) goes to strangers know about Facebook users' personal information. This followed by product companies send promotion email to Facebook users, which occupied the percentage of 25 (25). Eighteen percent (18) of the respondents know the issue of users' photo had been misused and published on other websites. Lastly, there are only 7 percent (7) of those who aware of privacy problem know employers will check on Facebook users' profile before employ them.

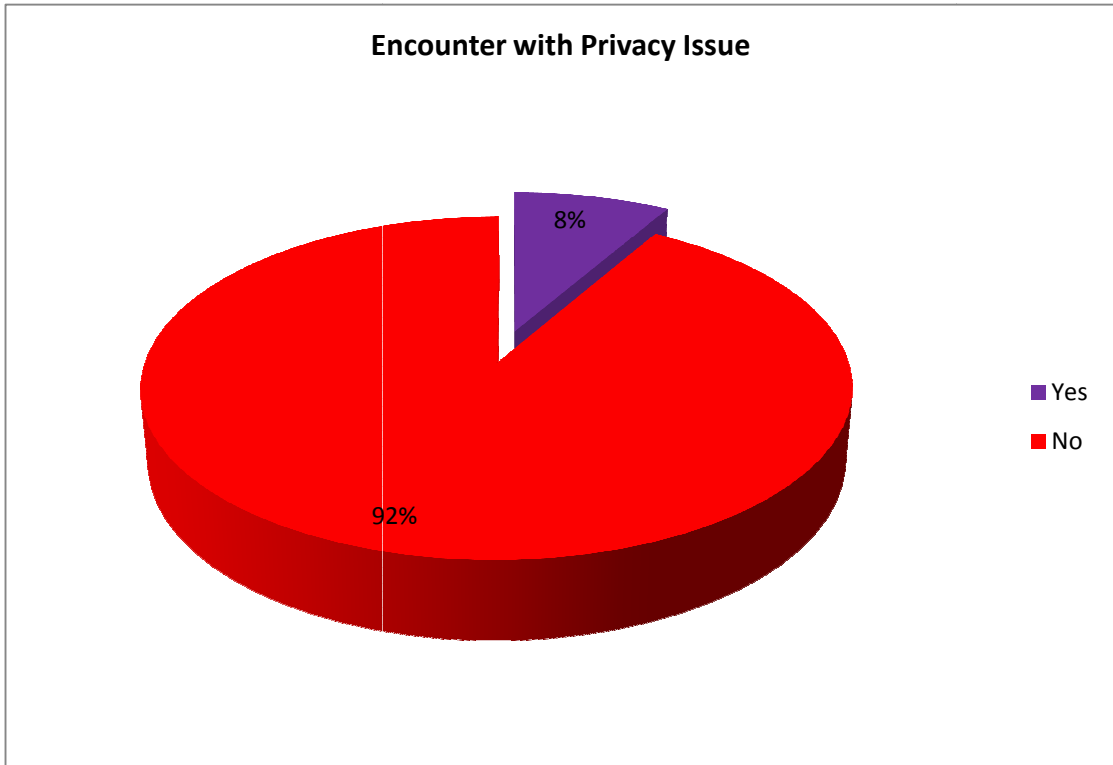


Figure 4.19: Number of respondents who encountered with Facebook's privacy issue

Again, from the 48 percent of respondents, who aware of the privacy issue that happened on Facebook, only 8 percent (4) of them have personally got into privacy troubles. While 92 percent (44) of respondents never encountered with privacy problem before. All the four respondents are female. Among the 4 respondents, two of them said their photo had been misused and published on other websites without their consent. The rest two respondents said strangers called for them and ask them for a date. They removed their contact number from Facebook profile after this issue happened to them.

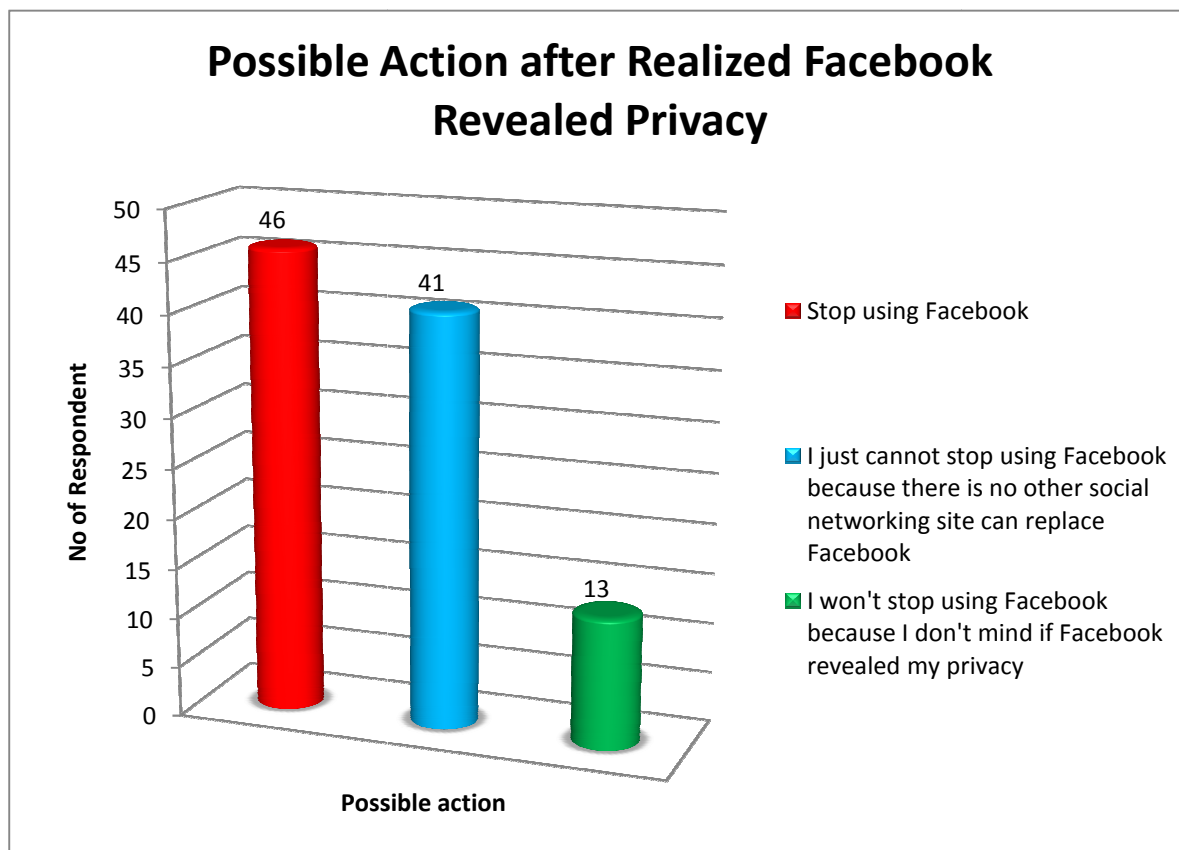


Figure 4.20: Possible action by respondents after realized Facebook reveals privacy

The data presents the possible action would be taken by 100 respondents after they found out that Facebook cannot protect their privacy. Almost half of the respondents, which are 46 percent (46), will stop using it. However, there are 41 percent (41) of respondent will keep using. This is because there is no other social networking sites as good as Facebook and able to replace Facebook. On the other hand, 13 percent (13) of respondents do not mind if Facebook revealed their privacy. So, they won't stop using it.

From this analysis, there are 87 percent of respondents intended to stop using Facebook if Facebook revealed their information. However, 41 percent of them won't be able to stop until the invention new social networking site, which is able to replace Facebook.

Table 4.2

Perception of Facebook's features in revealing privacy among respondents

	Most	Middle	Least
Beacon	61	30	9
News Feed	34	58	8
Profile	5	12	83

When respondents were asked on which Facebook feature reveal users' privacy the most, 61 respondents said is Beacon. There are only 9 respondents said Beacon is the feature that reveals privacy the least compared to News Feed and profile.

There are 34 respondents stated that News Feed wall (Homepage) is the page that reveals privacy the most, while 8 respondents said News Feed reveal the least.

A big contrast when comes to Facebook profile. There are only 5 respondents rated profile reveals privacy the most. While, a big percentage, which is 83 respondents ranked profile is the tool that reveal users' privacy the least.

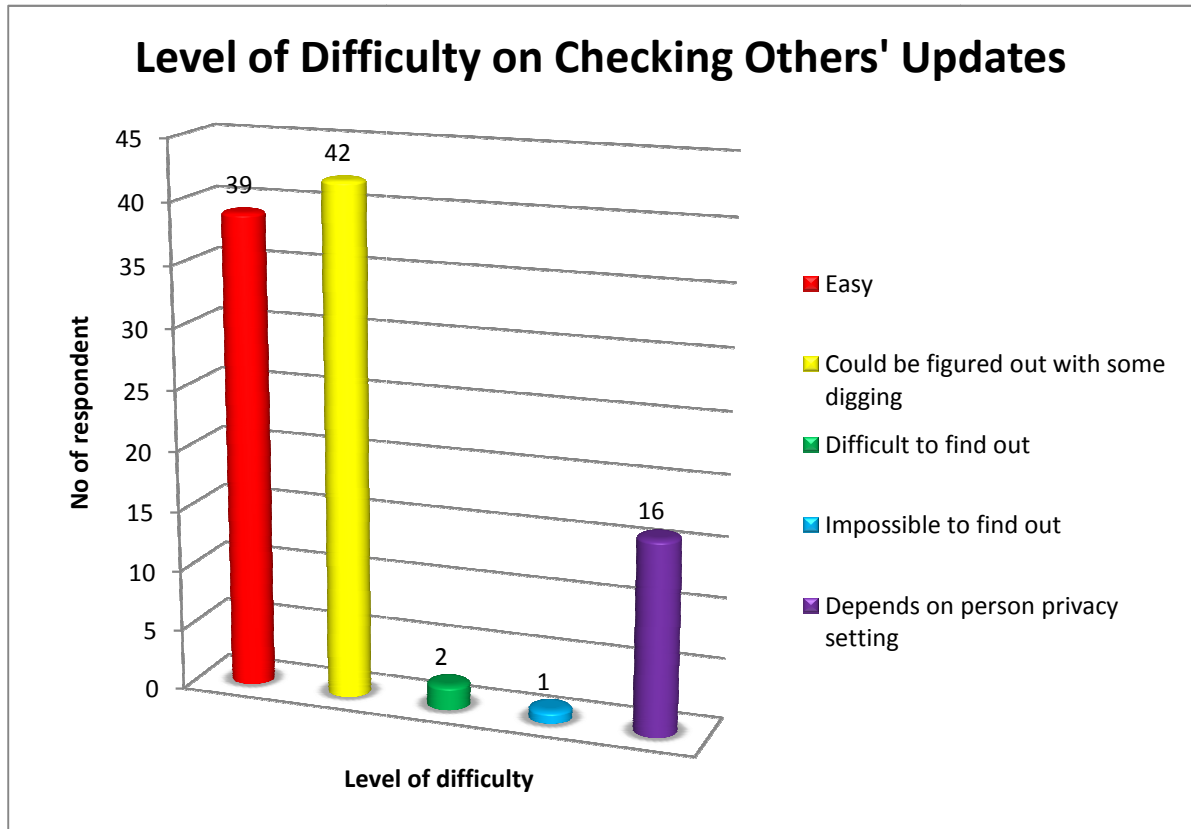


Figure 4.21: Level of difficulty on checking others' updates among respondents

The bar shows the level of difficulty in finding profile's updates or changes. The highest percentage, which is 42 percent or 42 respondents, ticked 'could be figured out with some digging'. This followed by 'easy', which held 39 percent or 39 respondents. There are 16 percent or 16 respondents said 'it should depends on personal privacy setting'. Lastly, there are only 2 percent or 2 respondents and 1 percent or 1 respondent chose 'difficult to find out' and 'impossible to find out' respectively.

From this analysis, third quarter of respondents said the updated can be found. It provides a rough idea that Facebook privacy system is not strong enough to protect users' privacy.

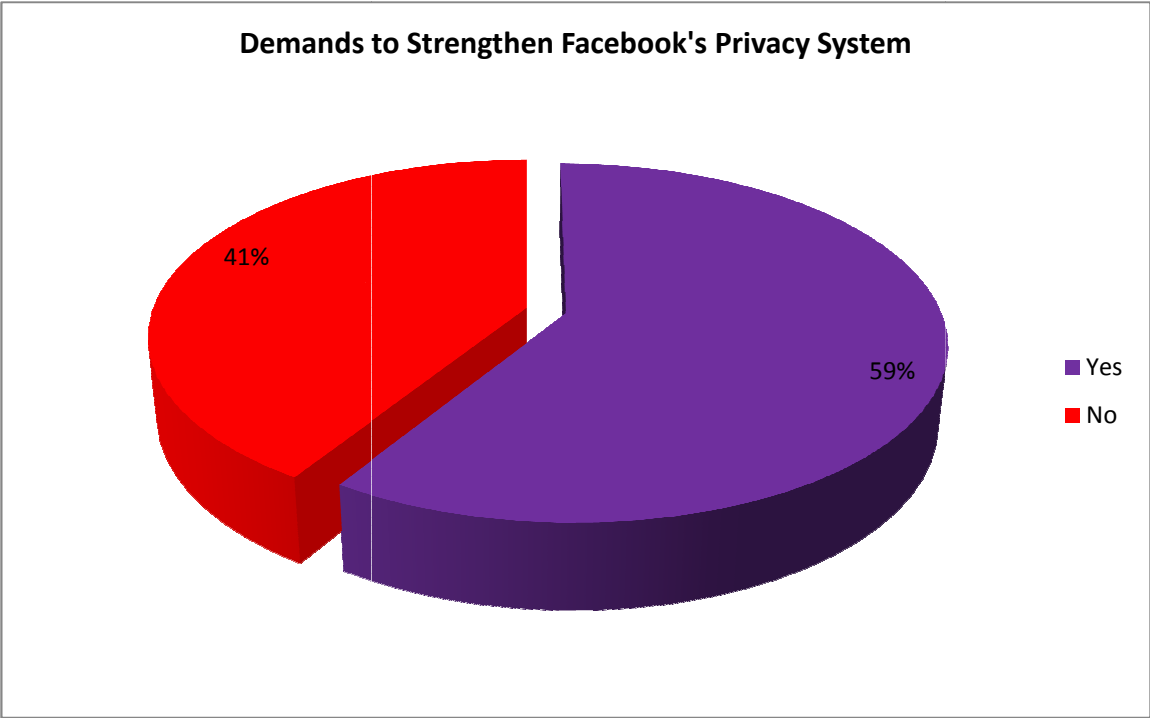


Figure 4.22: Level of demands to strengthen Facebook’s privacy system among respondents

When the respondents were asked on should or shouldn’t Facebook put some efforts to strengthen their privacy and security system, 59 percents (59) of respondents said yes. While the rest of the respondents, which is 41 percent (41) said Facebook do not need to strengthen its privacy system.

Effectiveness of solutions in strengthening Facebook's privacy system

	Very ineffective	Little ineffective	Neutral	Little effective	Very effective
Facebook allowed you to control over your info which others can use or access.	0	4	1	11	43
Facebook permission to use your info expired once you delete it from your account.	2	4	1	35	17
Limit the accessibility of third party to export your info (such as photo) out from Facebook.	0	1	1	12	45

The table on the previous pages shows the effectiveness of solutions in strengthening Facebook's privacy system. Among the respondents, who demand for some changes in Facebook's privacy system, 45 respondents said limit the accessibility of third party to export

your info (such as photo) out from Facebook is very effective, while 12 respondents said it is little effective.

Besides, 43 respondents said it would be very effective if Facebook allows them to control over their information which others can use or access. While, only 11 respondents said it is little effective.

Conclusion

This chapter had concluded the finding from the survey research. Patterns of Facebook usage, Facebook trustworthiness, and awareness of invasion of privacy have been successfully tested and analyzed. An overall finding of the research will be discussed in next chapter, which is chapter five.

CHAPTER V

DISCUSSION AND CONCLUSION

Introduction

In the previous chapter, the researcher has presented the results of data collected. In this chapter, the researcher will give an in-depth interpretation of research results and answer three research questions based on the finding. Lastly, the limitation of study as well as recommendation for future study will be discussed. An overall conclusion of this research will also be presented.

Demographic

Out of the hundred respondents (Facebook users) selected from Universiti Tunku Abdul Rahman (UTAR), 50 of them are male users and another 50 consist of female users. The researcher anticipated the differences between male users and female user in term of Facebook adoptions' patterns. Thus the number of respondents between male and female should be to the same. This is to ensure a fair and balance comparison between both genders. The differences will be further discussed later under same chapter. In the context of age, the respondents ranged from 18 to 24, with about 71 percent falling into the age group of 19 to 22. This finding showed that, most of the youth in Malaysia own a Facebook account.

Pattern of Facebook adoption

The first research question is focusing on the patterns of Facebook usage in term of how much time, why, and how youth adopt Facebook. From this research, it proved that no matter how busy the youth, they will spend some time on surfing Facebook. Surfing Facebook had been viewed as a significant daily activities for them. There are 91 percent of the respondents spent at least one hour on Facebook. This statistic is matched with the survey by Ellison et al. (2007), stated that US youth using Facebook an average of 10 to 30 minutes daily. Furthermore, 95 percent of respondents log on to their profile everyday, and 95 percent out of the 93 percent respondents log on to profile more than 5 time a day. This indicated that Facebook is indispensable in their daily life. They are addicting in surfing Facebook every single day. Another study by Lenhard and Madden (2007) stated half of 12–17 year olds users log on everyday, and 22 percent log on several times a day.

“Social networking sites’ users commonly present salient aspects of their identity for others to see and interpret” (Boyd, 2007). The way to make their identity stand out is by posting their interests in music or movie, sharing their personal photos, and also updating their news and story. This is one of the gratifications obtained by users from Facebook. Uses and gratification theory gave a framework for the researcher to understand why respondents consume social media, especially Facebook. The survey

results show that, almost all of the respondents (95 percent), use Facebook to keep in touch with friends. Besides, 59 percent employed Facebook as a tool to publicize news. Only 11 percent would like to find a date through Facebook. Here, it proved that indeed Facebook served as a very useful platform to let its users stay connecting with each others, show their identity, and also spreading and receiving news. These are the motivations, which mentioned in uses and gratifications theory, for the Facebook users to keep using it. According to (LaRose et al., 2001), the fourth basic

assumption in uses and gratification indicates that, people are aware enough of their own media use, interests, and motive. Because of Facebook provides plenty of useful features to its users, so the users will keep on consume it for the awards or gratification.

Of course, the motivations for the users to consume Facebook are differ from individual, or even differ between countries. Based on the survey by Fauad (n.d.), in Arab, people use Facebook to satisfied physiological needs, such as sexual and entertainment. About 60 percent of Arab uses found Facebook can satisfied their sexual and entertainment need. To them, this are the gratifications obtained from Facebook.

How users interact on Facebook? In traditional media, audiences are merely “viewer”. However, in social media such as Facebook, they gave audiences a chance to become creator of the content. According to (Toffler, 1980), when audience personally

involved in the process of distribution and production of content, they will get more gratifications out of it. In Facebook, users are able to customize their profile, such as friends list. From this survey, there are more than 80 percent of the respondents have more than 500 friends on Facebook. Of course with the freedom that whether approves or rejects their friends’ request.

Moreover, Facebook allow users to view people’s profile rather than viewing mass-production content such as television and radio. The survey results proved that, more than half of the respondents (58 percent) spent at least one hour in viewing other’s profile. This data is

supported by a survey by Fogel & Nehmad (2008), stating that users spent about one hour a day in visiting others' profile. It shows that, even though respondents communicate with others by sharing information on Facebook, but they will still spend some time on visiting others' profile. This indicates an alternative way and reason for the users engage in Facebook.

Facebook's trustworthiness

Fogel & Nehmad (2008) found that, Facebook users trust Facebook as trustworthy social networking site more than non Facebook users. However, there is approximately the same percentage between those who trust Facebook (49 percent) and those who did

not (42 percent) in this research. This indicates that, almost half of the respondents trust Facebook is able to protect their privacy. Due to this, they felt very comfortable but not threatening of sharing and revealing their private information. Of course, when they feel comfortable on Facebook zone, they would not be thinking or even aware of any privacy problems, which will appear to them slowly and slowly. This explanation is supported by another analysis from this survey. 45 percent of respondents disagreed with the statement that Facebook's privacy is weak by design. It shows the level of consumer trust on Facebook is quite high, which almost half of respondents never doubted on it.

One of the elements in judging whether Facebook is a trustworthy social media will be, by looking at how Facebook performs in term of protecting users' privacy. If users' privacy or information is well-protected, it would be hard for others to find out or access into it. However,

there are 81 percent of the respondents felt very easy to find out others' changes or updates. While only 3 percent felt impossible to access into those changes. This result is slightly contradicts with a survey by Lenhart & Madden (n.d.)

, stating that 40 percent rated 'hard', and 36 percent rated 'very difficult' in finding someone's updates. There is only 23 percent said it is easy to be found out. A plausible explanation on these differences is, the accessibility of certain information such as photo and video is depends on users' privacy setting. Let's say a user do not want his or her photo to be viewed by others, he or she can change the privacy setting of photo to 'only

friends'. By doing this, those who are not friends cannot access into that photo. Perhaps this is the reason why certain group of users felt hard in looking for others' information. However, there are certain information such as changes on relationship status, users do not have the freedom to choose whether or not make it public. Facebook will take the authority in publishing those changes. Maybe this is also a reason why some users found very easy in searching for others' information.

Even though efforts have been putting in to strengthen Facebook privacy system throughout years, there are still 59 percent of respondents said it is not enough. They demand for a safer social networking site in order to make them feel secure of using it. 45 percent of them said Facebook should limit, or even stop the accessibility of the third party in exporting their information such as photo out from Facebook. It is very depressing if one found out that the photo they shared on Facebook being published on third party website. Besides of limit the accessibility, Facebook should allow users to control over their information. 43 percent of respondents said this is a very effective solution in protecting their privacy. Users would like to control over all the information and changes on their profile, instead of selected information. Facebook should not publish those changes or

updates such as relationship status on public without users consent. Facebook should be protecting but not revealing users' privacy.

Awareness on invasion of privacy

According to Hoadley et al (2009), due to the perceived control and actual control is different significantly, loss of privacy happened. In simple words, users perceived that they have the total control over the information on their profile, but the amount of the control is not the same as what they have perceived. Thus, significant loss of privacy happens in the between of this misunderstanding. However, Smith et al (1996) found that, media coverage on Facebook privacy issue has successfully increased the level of concern about information privacy. This is consistent with this research finding. Almost half of the respondents (48 percent) aware of the privacy issue happened around Facebook's users. Besides, this data is also match with the survey by Xu et al. (2008), stating that users of social networking sites becoming more concern on privacy problems due to the extensive media coverage. Hence, awareness on invasion of privacy on Facebook among youth in Malaysia is moderate.

Some researchers argued that privacy perception and privacy relevant belief should be relying more on individual, instead of be viewed as a global consequences of information intrusion (Xu et al. 2008). That means users are urged to take the responsibility to protect their own privacy instead of expecting Facebook to protect them. This is extremely true when there are 94 percent of

the respondents did not even read the Facebook's privacy policy before they provide their private information. This indicates that, users have a low level of initiative in protecting their privacy.

Gladly, there are 61 percent of the respondents had took the initiative to change their privacy setting. By default privacy setting, the accessibility to someone account is maximum. This means the full profile is visible to everyone else. This is a fast way for the invasion of someone's privacy. However, Facebook recommends this default setting by putting this setting as "recommended" on the privacy preference page (Gross & Acquisti, 2005). Among those who have changed their privacy setting, almost three quarters of them are female users. This analysis shows that female users have greater privacy concern than male users. The differences between men and women in term of revealing their privacy can also be seen based on the type of information they disclosed. Researches found that men are more likely to disclose their instance messenger address (email address) than women do. A reason for this difference is because male like to spend more time on instant messenger than female (Chung & Soo Nam, 2007). Besides, men like to disclose their contact number more than women do. A plausible explanation is because male are more comfortable in giving phone number to others than female. Female hardly provide they contact number to others unless it is necessary for them to do so. Contact number is considered as one of the top privacy to girl, which they would not simply provide it to other people. Most of the men do not take their contact number as some sort of privacy, which will be easier for men to provide contact number compared to women.

In contrast, female are more likely to provide their interest and write something on their personality than male do. Perhaps this is because of female like to share their feeling and stories

with others, while male like to do activities together rather than sharing thoughts (Boneva, Kraut & Frohlich, 2001). Hence, the level of awareness on privacy is different between male and female. This data is consistent with a research by Fogel & Nehmad (2008), stating that female have greater privacy concern and less identity information disclosure than male.

Mazer, Murphy & Simonds (2007) claimed that youth like to participate in self-disclosure social networking sites. This statement is match with the research finding, there are 35 percent of users like to share their identity information on Facebook. Perhaps this is because of posted photo shows one's popularity, and the number of friends indicates one's success (Raacke & Bonds-Raacke, 2008). There only 40 percent of users will think about the consequences of revealing private information. Depressingly, almost half of the respondents never even concerned about the information they provide could be misused by third party. Again, it shows that awareness on invasion of privacy among youth is considered moderate. As the Facebook is not a private club, users who like to post or share their information are expected to take the risk of their information being seen by third parties.

According to Livingstone (2008), for users who view identity as a display activity, online risks such as breach of privacy may arise from their willingness, or maybe naïve. Those users are more likely to share and show a wide range of their private information since they like to display their identity. From the finding, there are 42 percent of respondents felt comfortable when their profile's updates and changes being seen by others. A plausible explanation for why those 42 percent felt comfortable is because they are those people who view identity as a display activity. However, they never realized that they might open themselves up for an invasion of privacy due to this kind of

mindset. Again and again, the research shows that, the awareness on invasion of privacy on Facebook among youth is fall under moderate level.

Limitations of study

The research has several limitations due to time, resources and cost constraint. First of all, the study is limited to only UTAR students, which cannot be generalized to the whole population in Malaysia. The study should be conducted in a larger geographical area to obtain more accurate, complete, and representative result for this study.

Secondly, even though the respondents can easily answer the questionnaire, and the researcher can interpret the data collected easily, but the researcher might not be able to capture more in-depth thoughts, comments, opinions and information from respondents which might be useful for the research.

Furthermore, only English language is used in the questionnaire. Therefore, the questions are not translated into various languages which might become a language barrier for potential respondents who are poor in English and might possibly misinterpret the meaning of questions.

Lastly, there are few respondents who are reluctant to spend time taking part in the survey. Thus, there are only 100 samples tested in UTAR. The results gained are insufficient to represent the whole population of youth in Malaysia.

Although there were several limitation being revealed and covered in the research, these limitation do not significantly influence the finding. This research would serve as a platform for future research in order to gain better result.

Recommendations for future study

Since the survey is only done within the UTAR, future research should be expanded to a larger and more representative sample size. Besides, the questionnaire should be distributed to the public from different states in Malaysia in order to collect different type of opinions. Thus, the result can be generalized to the whole population.

Besides, improvements can be made if employment of focus group added on the use of questionnaire. This means researcher will use both quantitative and qualitative method in collecting the data. Qualitative method allows respondents to have more freedom in articulating their concern and viewpoint.

Furthermore, the questionnaire for future study should appear in three types of version, which are English version, Chinese version, and Malay version. By doing this, the accuracy of the collected data will increase.

From this research, researcher has identified several topics that can be further studied to generate a deeper understanding on social media, especially Facebook. Those topics including youth engage with politics through Facebook, and online harassment on Facebook.

Conclusion

Indeed, social networking sites such as Facebook served as a very useful platform for their users to stay in touch with friends, promoting something, or even increase self- publicity. It makes

possible for users to connect with hundreds, or maybe thousands of friends at the same time regardless the geographical boundaries. However, there are some flaws in this Facebook's invention. Personal and private information can be freely and publicly provided. This may lead to plenty of very serious issues, such as breach of privacy.

In this research, 100 UTAR users of Facebook have quantified their level of willingness in providing personal information on Facebook. The Awareness of invasion

of privacy on Facebook among youth is considered at moderate level. This awareness need to be strengthened up since there is still large number of users did not aware of this issue. Those users show how unconcern they might appear to potential privacy risk. They are willing to provide wide range of private information while limiting privacy preferences are hardly used. Because of this information they have provided on Facebook, users open themselves up for various physical and cyber risk, and make it absolutely easy for third party especially cyber stalker to create digital dossiers of their behaviors.

Facebook authority as well as country's policy makers should put more efforts on warning people regarding this serious issue. Media coverage on the consequences of revealing private information online may boost up the awareness among new and young users. By knowing the action of revealing too much information might harm themselves in many different ways, perhaps they will reduce the information they put online.

Besides, cyber risk should be introduces as one of the compulsory subject in primary and secondary school. The syllabus of this subject should be including risk of revealing too much

information on social media such as Facebook. When the children exposed to all these knowledge, perhaps they will be more concern of privacy issue which might be happened online. Besides, they will be taught as well how to handle if the privacy has been intervened by hackers or maybe strangers. Apart from that, parents are playing a vital role too in cultivating the proper way of using internet. Parents should monitor their children when they are surfing internet, especially social media.

Lastly, Facebook users themselves need to take the initiative to be aware of Facebook privacy issues. Despite all the efforts by government, school, and parents, it is pointless if the person himself refuse to change the style of surfing internet, and keep on revealing all the personal information online.

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Appendix A



I am UTAR final year Public Relations student. I am currently doing a survey among UTAR student concerning the awareness towards Facebook and Invasion of privacy. All information that you have provided will be kept confidential and will only used for academic purpose. Your help in completing this questionnaire will be appreciated. Thank you.

Section A

1. Gender:
Male Female

2. Age: _____

Section B

1. For how many years have you had your profile displayed? **(Please tick one only)**
Less than one year

One year

Two years

More than two years

2. On a typical day, how many hours do you spend on surfing Facebook? **(Please tick one only)**
None at all

Less than one hour

One – two hours

Two – four hours

More than four hours

3. How many times do you visit your profile in one day? **(Please tick one only)**
- None at all
 - Once
 - 2 – 4
 - 5 and above
4. Approximately how many friends do you have? **(Please tick one only)**
- Less than 100
 - 100 – 500
 - 501 – 1000
 - More than 1000
5. Why do you use Facebook? **(Please tick all that apply)**
- Show information about yourself
 - Keep in touch with friends
 - Find dates
 - Make new friends
 - Learn others' update
 - Publish news
 - Increase popularity
 - Other, please specify: _____
6. On a typical day, how many hours do you spend on viewing others' profile? **(Please tick one only)**
- Don't like to view others' profile
 - Less than one hour
 - One – two hours

Two – four hours

More than four hours

7. Which of the following information you have included on your profile?
(Please tick all that apply)

Real name

Age

Photo

Gender

Email address

Phone number

Home address

Interest

Personality

Birthday

Relationship status

Other, please specify: _____

8. Do you read the Facebook's privacy policy before you register your information?

Yes

No

9. Have you change your privacy setting in Facebook?

Yes

No (**Skip Q10**)

10. What is the reason to make you change your privacy setting?

(Please tick all that apply)

Don't want others know about you personal information.

Don't want others to view my photo or video.

Don't want others to follow my updates or changes.

Don't want others to see what I have written in my profile.

Other, please specify: _____

11. Do you concern that the information you submitted on Facebook could be misused by third party?

Yes

No

12. **“ In Facebook, security, access controls, and privacy are weak by design”**

To what extend, do you agree or disagree with this statement?

Strongly agree

Mildly agree

Neither agree nor disagree

Mildly disagree

Strongly disagree

13. How much do you trust Facebook in term of protecting your privacy?

(On a scale of 1-5, where 1 represents the least you trust and 5 represents the most you trust)

1	2	3	4	5
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14. What do you think about the information you put on your Facebook profile? **(Please tick one only)**

I hardly reveal my info, it is important to me to protect my identity info.

I am concerned with the consequences of sharing identity information.

I am likely to share my identity information on Facebook.

I believe my identity information is well-protected by Facebook.

15. How comfortable/ uncomfortable are you when every changes and updates of your profile published on the news feed wall (Homepage)?

Very uncomfortable

Little uncomfortable

Neutral

Little comfortable

Very comfortable

16. Are you aware of privacy problems created by Facebook?

Yes **(Continue with Q17 to Q24)**

No **(Continue with Q19 to Q24)**

17. Which of the following privacy problems you aware of?

(Please tick all that apply)

Employer checks your Facebook profile before employ you.

Some product companies send a promotion email to you. (Commercial use)

Your photo had been misused and published on other websites.

Strangers know about your personal information.

Other, please specify: _____

18. Have you personally/ people around you got into privacy problems because of Facebook?

Yes, please elaborate more: _____

No

19. If you found out that Facebook cannot protect your privacy (such as your identity and photo), what would you do? **(Please tick one only)**

Stop using Facebook.

I just cannot stop using Facebook because there is no other social networking site can replace Facebook.

I won't stop using Facebook because I don't mind if Facebook revealed my privacy.

Other, please specify: _____

20. In your opinion, which of the following Facebook feature reveal your privacy the most?

(Please rank from 1 to 3, 1 represents the most and 3 represents the least)

___ Beacon (Beacon is the small icon that appears on websites such as YouTube and it shows on Facebook Homepage what have you done in this particular website)



___ News feed (Homepage)

___ Own profile

21. How difficult is it to find out through Facebook that one of your friends had updated his/ her profile? **(Please tick one only)**

Easy

Could be figured out with some digging

Difficult to find out

Impossible to find out

Depends on person privacy setting

22. In your opinion, what is the consequence of reveal your privacy online especially through Facebook?

23. In your opinion, should Facebook strengthen their privacy and security system?

Yes **(Continue with Q24)**

No **(Skip Q24)**

24. As a Facebook user, can you suggest the effectiveness of following solutions in order to strengthen Facebook's privacy system?

(On a scale of 1-5, where 1 represents the least effective and 5 represents the most effective)

Solution	Ineffective			Effective	
Facebook allowed you to control over your info which others can use or access.	1	2	3	4	5
Facebook permission to use your info	1	2	3	4	5

expired once you delete it from your account.					
Limit the accessibility of third party to export your info (such as photo) out from Facebook.	1	2	3	4	5

~End of Questionnaire, Thank You~