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PRESENTATION OF SELF ON FACEBOOK

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PRESENTATION OF SELF ON FACEBOOK

By

RAHELEH SADEGHZADEH MILANI

Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in Fulfilment of the Requirements for the Degree of Master of Science

October 2010

DEDICATION

This thesis is dedicated to my loving husband, Shahriyar, without whose caring encouragement this thesis would be incomplete. I am deeply indebted for his continued support and unwavering faith in me; and to my mom without whose sacrifices this journey would not have been possible and last but not least, to the memory of my dad, who has been my source of inspiration throughout my life.

Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Master of Science

PRESENTATION OF SELF ON FACEBOOK

By

RAHELEH SADEGHZADEH MILANI

October 2010

Chairman: **Prof. Hj. Musa Abu Hassan, PhD**

Faculty: **Modern Languages and Communication**

In recent years, Facebook has erupted as a phenomenon in a variety of contexts. It is quickly becoming a significant topic in academia, where there is a varied and quickly growing body of literature in a number of fields. Facebook has been rapidly adopted by users who use it to maintain existing relationships and also as a medium in which to present themselves through their profiles information. This research aims to explore how much users present themselves on Facebook and the impressions they want others to form of them when looking at their profiles. To examine the types of self-presentation displayed in Facebook profiles, this study uses the self-presentation theory (Goffman, 1959).

The questionnaire survey was employed as the instrument for data collection in this study. Purposive sampling technique was applied in the sample selection of the

The results revealed that the level of self-presentational behaviors to be moderate and the level of expected impressions from Facebook friends for most of the respondents was not high. Additionally, the findings indicated that there was a significant difference for expected impressions from Facebook friends among different races. The study also showed that the extent of information Facebook users self-disclose was moderate.

It can be concluded that respondents have moderately self-presented through Facebook by changing their profile pictures, leaving comments, writing on their contacts' "walls", as well as "lik(ing)" their contacts' posts. In addition, in spite of respondents' “low” level of expectancy, they were active in publishing their 'selves' in forms of pictures as well as sharing special links/videos/ texts. Furthermore, based on this study, self-presentation in form of information exaggeration is not independent of race.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia
sebagai memenuhi keperluan untuk ijazah Master Sains

PENAMPILAN DIRI DALAM FACEBOOK

Oleh

RAHELEH SADEGHZADEH MILANI

Oktober 2010

Pengerusi: **Prof. Hj. Musa Abu Hassan, PhD**

Fakulti: **Bahasa Moden dan Komunikasi**

Sejak kebelakangan ini, laman rangkaian *Facebook* merupakan satu fenomena yang meletus dalam pelbagai konteks. Topik ini menjadi semakin penting di kalangan ahli akademik, dengan terdapatnya bahan penulisan yang berpelbagai dan berkembang pesat dalam pelbagai bidang. *Facebook* sering digunakan oleh pengguna yang ingin mengekalkan hubungan yang terjalin dan juga sebagai saluran untuk mereka menampilkan diri melalui maklumat profil diri. Penyelidikan ini bertujuan untuk mengetahui berapa banyak pengguna menampilkan maklumat diri di *Facebook* dan tanggapan orang lain terhadap mereka sebagaimana yang dikehendaki mereka apabila profil mereka dilihat. Kajian ini menggunakan Teori Penampilan Diri (Goffman, 1959) untuk mengenalpasti jenis penampilan-diri yang ditunjukkan dalam profil *Facebook*.

Dalam kajian ini, borang soal selidik digunakan sebagai instrumen untuk pengumpulan data. Teknik penggunaan sampel bertujuan diterima pakai dalam pemilihan sampel responden. Borang soal selidik kendalian diri direka sebagai instrumen kajian di bahagian penelitian. Seramai 393 mahasiswa menyertai tinjauan yang dijalankan di Universiti Putra Malaysia. Peratus respons diterima adalah 98.25. Bentuk statistik yang digunakan adalah kajian tinjauan termasuk kekerapan edaran, analisis statistik deskriptif dan Ujian *chi-square*.

Keputusan, kajian menunjukkan bahawa tahap perilaku penampilan diri adalah sederhana dan tahap tanggapan yang diharapkan daripada rakan-rakan *Facebook* untuk sebahagian besar responden tidak tinggi. Selain itu, penemuan menunjukkan bahawa terdapat perbezaan yang ketara bagi tanggapan diri yang diharapkan daripada rakan-rakan berlainan bangsa. Hasil penyelidikan ini juga mendapati tahap pengguna maklumat *Facebook* bagi pendedahan diri adalah sederhana.

Kesimpulannya, responden memiliki tahap penampilan diri yang sederhana melalui *Facebook* dengan menukar imej profil mereka, menulis komen, menulis di dinding kenalan mereka serta menyukai pos kenalan mereka. Selain itu, meskipun ekspektasi responden rendah, mereka tetap aktif dalam menerbitkan tentang diri mereka dalam bentuk gambar serta berkongsi pautan, video dan teks. Lagipun, berdasarkan kajian ini, bangsa mempengaruhi penampilan diri dalam bentuk maklumat yang berlebihan.

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I also would like to thank my family and my husband without whose support finishing this work would seem improbable.

I certify that an Examination Committee has met on ....., 2010 to conduct the final examination of Raheleh S. Milani on her Master of Science thesis entitled "The Presentation of Self on FACEBOOK" in accordance with Universiti Pertanian Malaysia (Higher Degree) Act 1980 and Universiti Pertanian Malaysia (Higher Degree) Regulations 1981. The Committee recommends that the student be awarded the degree of Master of Science.

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This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted in fulfilment of the requirement for the degree of Master of Science. The members of Supervisory Committee were as follows:

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DECLARATION

I declare that the thesis is my work except for quotations and citations, which have been duly acknowledged. I also declare that it has not been previously, and is not currently, submitted for any other degree at Universiti Putra Malaysia or at any other institution.

RAHELEH S.MILANI

Date:

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