Determining Facebook as a Platform of Expressing Politics among University Students

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ABSTRACT: This study investigates the Facebook as a platform of expressing politics. The main objective of this study is to examine the students demographic; gender and academic performance of Facebook users regard to different variations of Facebook addiction, Facebook motives, and unwillingness to communicate face-to-face. Next objective is to define the level of unwillingness to communicate face-to-face, to determine and explain the relationship between Facebook motives and Facebook addiction, and to examine the relationship between Facebook addictions, Facebook motives, and Unwillingness to communicate face-to-face. Survey research design; questionnaire was applied. Data was analyzed by using SPSS 22 for both descriptive and inferential statistics that include with t-Test, Multiple regression analysis, Pearson correlation, and the pre-test of the study to fulfill the research objectives. The implication of this study is to give benefits to practical contribution and theoretical contribution that associated with this field. Future research needs to replicate this study in other situation and possibly in other areas for different view.
KEYWORDS: Student Demographics; Gender and Academic Performance, Facebook Addiction, Facebook Motives, Unwillingness to Communicate Face-to-Face

INTRODUCTION

Nakamura and Chow-White (2012) argue that the digitized media texts function smartly and make this existing media has become an important medium for discourse about our differences. According to Cain and Policastri (2011), they stated that Facebook giving an informal learning environment by presenting update topics and the thoughts of guest experts not affiliated with a college or school, thereby this can bring students to relevant real-world issues which had no included in class such as that associated with their life environment such as politics. Thus, Facebook users tend to overload communicate to the real-world issues in Facebook and make them more reduces the self- esteem to communicate face-to-face. The study of unwillingness to communicate face-to-face among social network users as seen significant to be explore in this study.

Research on Facebook usually related to relationship purpose. However, according Hampton, Goulet, Rainie, and Purcell (2011), they stated that Facebook are cheap medium of communication. It is because Facebook users can keep connect and interact with each other in world wide area without spend the high-cost mechanism. Users can likely use Facebook that can be recorded in high frequency of daily and weekly use of features such as "Liking" content, leave comment on status updates, and commenting on photos on Facebook. Vitak (2014), Krik (2013), Fox, Warber, and Makstaller, (2013), Farrugia (2013), Burke, Adamic, and Marciniak (2013), Peter, Valkenburg and Schouten (2005) studied about

relationship maintenance. There is interesting knowledge to post out, the only two research studied about global information that done by Neumayer and Raffl (2008) about Facebook for Global Protest: The Potential and Limits of Social Software for Grassroots Activism and another one research that titled The subtle nature of Facebook politics: Swedish social network site users and political participation by Gustafsson (2012). There are less researches related to the Facebook as a platform for young adult to express the global issues.

Regarding to the situation, there are gap between Facebook as the relationship maintenance medium compared to the use of medium as expressing their though on global issues. Thus, this research will fill the gap in identifying Facebook as platform of expressing the global issue by university students as an alternative medium expression.

Statistics from the Internet World Statistics: Usage and population statistics (2015) presented that every year has the increasing of Facebook usage from year 2013 until 2015. Based on that, statistics showed that from 2013 stated as 665 and increasing to 802 at year 2014 that has increasing with 137 from 2013 until 2014. While in 2015, the statistic documented that the Facebook usage of Millions daily active users is 936 that increasing with 134 million from 2014. From that, it is clearly stated that every year, the active users of Facebook will be increasing from year to year. However, Researcher wants to study about the usage of Facebook that make addiction to users due to the increasing of statistics.

However, a study conducted by Sharifah Sofiah, Siti Zobidah, Jusang Bolong, and Mohd Nizam (2011) investigated the motive of Facebook Addiction among female students in UKM and Uniten. While, in intended study, researcher will use both sample gender's; female and male students on Facebook motives and level of Facebook addiction in Universiti Utara Malaysia (UUM), Universiti Sains Malaysia (USM), and

Universiti Malaysia Perlis (UniMAP). Furthermore, this research will contribute to current knowledge for difference in gender.

Lenhart (2015), present the statistics of the most familiar and regularly used social media platform among teens is Facebook that stated at 71% of users among them. According to Johari Hassan and Raja Shahrina Raja Abdul Rashid (2012), they stated that Internet are familiar among teenagers and has been use widely that lead to the unhealthy addiction among them. These make students are addict and can affect to their academic performance. According to Grabmeier (2015), student as a Facebook user is likely spend not much time in studying and had a lower grade point averages rather than students who have not frequently signed up for Facebook. Based on that, it can conclude that the addiction of Facebook usage will give the negative consequences to their academic performance.

This addiction of Facebook users among student will give the negative impact to their academic performance. Grabmeier (2015), defined that students that always spend their time with Facebook are mostly had a bad academic performance. It is because students not well manage their time and contributes to the less time of study and wastes their time at Facebook. Some of students manage their time by multitasking with study when they online the Facebook.

This is also give negative impact to their academic performance. According to Xu (2008), author stated that the results indicated to low academic performance when single task to multitask because it will decrease productivity when multitasking. Krischner, Paul, and Aryn (2013) defined that Facebook participants that act in multitasking conditions are perceived their performance as satisfactory, but they give impact to their collaboration which is gave a lower rank of the other's performance. To conclude that, the addiction of Facebook usage will give negative impact to their academic

performance even they spend the balance time on it because the multitasking can't provide the perfect productivity.

Previous research has been done by Mohamad Zaidi Mahmud and Bahiyah Omar (2013) about motive and frequency of Facebook use through University students. The motive in this research are different with Sharifah et al. research in 2011. Mohamad Zaidi and Bahiyah Omar stated that the motive of Facebook is maintaining relationships, spend time, join a virtual community, entertainment, feel great, to find friends, to expose themselves, and seek information. This is the knowledge gap based on the two research at different year.

Facebook gives big influence on college students and other adults around the world. Thus, the more multi-method studies are significant in order to explain how and why Facebook is used and the level of unwillingness to communicate face-to-face. According to Sheldon (2008), author stated that a structural equation model, with motives as endogenous and unwillingness-to-communicate variations as exogenous develop, can be tested for the important of relationships between the two (Sheldon, 2008).

As summary, this propose study will identify the unwillingness to communicate face-to-face related to global issues to justify the university students that using Facebook as alternative medium expression. The study also identifies differences between demographics; genders and academic performance towards Facebook addiction and Facebook motives.

Thus, this research is to a) examine the students demographic; gender and academic performance of Facebook users regard to different variation of Facebook addiction, Facebook motives, and unwillingness to communicate face-to-face, b) to define the level of unwillingness to communicate face-to-face, c) to determine and explain the relationship between Facebook

motives and Facebook addiction d) and to examine the relationship between Facebook addictions, Facebook motives, and Unwillingness to communicate face-to-face.

LITERATURE REVIEW

Students are easily influence and become addict towards any kind of behaviour. Social networks have a special features that make students become addicted to it. Stronge, Osborne, West-Newman, Milojev, Greaves, Sibley and Wilson (2015) defined that female are more likely to use Facebook account for their study compared to male and there are significant links between gender and Facebook usage. Lougheed (2012) found that females are classified as 'heavy users' compared to males which is they commonly spent more than one hour on each day.

Frison and Eggermont (2016) found that the early stage of specific types of use and predict the dynamic change in specific types from time over time are gender and the purposes of Facebook usage. According to Makashvili, Ujmajuridze, and Amirejibi (2013), they stated gender are the main factor that influence Facebook addiction. For example, males are tend to give preference to passing time compared to females. Female students are likely to share their pictures by uploading in into Facebook compared to male. According to the both study above, gender has a significant different in Facebook motive and Facebook addict.

Male students as Facebook users are tend built new relationship by using Facebook while female most prefer to make maintenance for their old relationship by keeping contact with friends and family. This statement is similar with Muscanell and Guadagno (2012) statement that said female were preferred to facilitate relationship maintenance rather than male. They also stated that male is typically using the social media for find out the new relationship, and to seeking the potential dates. By that, in social media, female are more successful as social media users that have high ability to get the

positive value from social media (Thelwall, Wilkinson, & Uppal, 2010).

In contrary, Jafarkarimi, Sim, Saadatdoost, Hee (2016), oobserved that people who are spent time in front of the computer since they at young age will exposed little satisfaction or unsatisfied when communicate with others and they have negative attitude towards other people. Thus, using Facebook also have their pros and cons in online relationship and face-to-face relationship.

Based on the Fuchs (2013) statement, the administrator of Facebook page, Wael Ghonim said that this page and other social media are important for the Egyption revolution. This is the naive revolution that everyone is contributing to the content as a modern and easy way to communicate with each other. By this revolution, social media like Facebook give a big change to students in their life style. Students are usually selected the Facebook as a medium for interaction with their friend and family rather than others social network. Lenhart, (2015) present the statistics of the more famous and indicated as the high usage social media platform among teens is Facebook that stated at 71% of users among them.

According to Johari Hassan and Raja Shahrina Raja Abdul Rashid (2012), they stated that the Internet are familiar among teenagers and has been use widely that lead to the unhealthy addiction among them. These make students are addict and can affect to their academic performance. According to Grabmeier, (2015), student as a Facebook users are likely not spent much time while studying and had unsatisfactory grade point averages rather than students who are not be as social media users. Based on that, it can conclude that the addiction of Facebook usage will give the consequences to their academic performance.

Running up the social life by using social networking is important for young adult life nowadays. (Gemmill& Peterson, 2006).

According to Zuckerberg, (2005) as cited in Lubis, Ridzuan, Ishak, Othman, Mohammed, Hamid, and Izham (2012), they stated that Facebook was built by Mark Zuckerberg to make students easier to identify other students in residential halls. According to Schneider (2010), as cited in Lubis, Ridzuan, Ishak, et al. (2012), the Facebook population users among undergrad student is recorded as 85%. Based on this percentage, it's clearly stated that majority of Facebook usage is a youth generation. Based on that, Facebook popular among youth and this make issues arise that advanced technology, Facebook, and other similar social networking expect will influence user's behavior.

Krischner, Paul, and Aryn (2013) defined that Facebook participants that act in multitasking conditions are perceived their performance as satisfactory, but they give impact to their collaboration which is get a lower rating of the other's performance. To conclude that, it is clear that the addiction of Facebook usage will give negative impact to their academic performance even they spend the balance time on it because the multitasking can't provide the perfect productivity.

Facebook give the effect on the academic performance either in positive impact or negative impact. Both are depending on how student benefits and used it. Al-rahmi, and Othman, (2013) stated that social network give advantage to their academic experience with the majority participations, but the usage of social media need to control and manage their time effectively.

Metropolis and Asante, (2015) defined that the usage of social media sites give consequences to the academic achievement of the respondents in the negative way and further found that there was a positive significant relationship between the use of social media sites and academic performance. Based on that, the Facebook give impact to academic performance. Thus, this study needs to study the motive of Facebook that lead to the addiction.

Facebook addiction and Facebook motive not only associated with gender factor, but academic performance among youth also give influence on Facebook addiction and Facebook motive. According to the Jafarkarimi, Sim, Saadatdoost and Hee (2016), they stated that the large ratio of addictions in various categories of age was examine among students younger than 20 years old. Thus, Facebook addiction and Facebook motives has difference relationship towards academic performance.

Male and female are biologically in contrast, but evidence also demonstrates a social difference. According to Cinardo (2011), author stated that the design showed in cross- sex communication often show how male and female doing interpersonal communication. In conflict situations the different behaviors between the sexes become clearer. According to Walther & Burgoon, 1992; Walther, 1996 as cited in Sheldon (2013), they defined that based on social information processing theory, individual can expand the social network relationship that are similar to or better than normative communicate face-to-face.

Facebook make people friendlier in Facebook rather than face-to-face communication. According to Allya, Alfred, Ferlis Bahari, Seok, Jasmine Mutang, and Lailawati Madlan (2014) stated that Facebook users are likely to use computer as a mediator in communication when interacting with others. This is proved that people spent more time to communicate through Facebook rather than face-to-face. Thus, this make inability communicate verbally and replaced with writing communicate through Facebook.

According to Cinardo (2011), author stated that previous research found the evidence that society shape the males and females in different ways. This dissimilarity can be seen through the way they communicate. Before society construct male and female, each individual's brain is already developed depending on that person's sex. Thus, there are significant relationship between gender and way of communication, but there are no significant different between gender and unwillingness to communicate face-to-face.

METHODOLOGY

The cross-sectional design will apply in this study. According to Gravetter and Forzano (2009), the cross-sectional design uses different groups of individuals, each group representing different age and the different groups are measured at one point in time. It is because the population is too large and the time of collect data is less. A quantitative approach was chosen. Gramatikov (2010), defined quantitative approach are function to conduct systematic observations over the properties and relationship of the objectives study.

The population of study randomly selected 3 northern public University such as Utara Malaysia (UUM), Universiti Sains Malaysia (USM), and Universiti Malaysia Perlis (UniMAP). Researcher explore this study in northern university because the previous study was done in South area at Universiti Kebangsaan Malaysia (UKM) and Universiti Tenaga Nasional (UNITEN) by Sharifah et al. (2011). The reason behind this is because undergraduate students showed that possibility for them to have Facebook account is high and they are highly engaged with Facebook. According to Sharifah et al. (2011), they stated that social network already available for higher academic students since past few years. The growing of advance technology makes society and mass media growing concern. Based on that, they aware that University students stay in unsafe position that will make them trap and fallen intro Facebook addiction. Thus, it is suitable with the research focus where it wants to find out the level of Facebook addiction among students.

CONCLUSIONS

The implication of this study is to give benefits to practical contribution and theoretical contribution that associated with this field. Through this study, students that can develop

awareness about the Facebook usage among student by looking at how they react or decide and how it will affect on their life. At the end of this research, readers can get the direct information and knowledge towards this issue. The finding of this study will reduce the setting gap that done in three University in northern area and reduce the knowledge gap. It would provide useful insight to the Society, Government and Policy maker into the awareness of Facebook addiction and having better understanding of this study.

However, Society can get the awareness towards the Facebook addiction among users and more alert about the motive and impact of using Facebook as an alternative medium expression. Furthermore, it can give advantage to policy maker to formulate new policy associated with Facebook and government can benefited from this research by knowing the Facebook as an alternative medium expression to express the politic issues. Generally, it would also provide empirical evidence on the actions recommends by researcher by referring to previous and present study. Future research needs to replicate this study in other situation and possibly in other areas for different view. This research contributes to the theory at least in three variations. First, this study provide evidence to complement existing findings of Facebook addiction through the application in different methodology. This is how this study contributes in the journey towards Facebook addiction among student demographic; gender and academic performance. Secondly, this study opens the door to extend the knowledge about Facebook motives for explaining the Facebook motive towards Facebook addiction. Third, given the different nature of Unwillingness to communicate face-to-face, this study helps to extend the knowledge about Facebook addiction and Facebook motives towards unwillingness to communicate face-to-face. According to Dochy (2006), theoretical contribution provides a value-added contribution to current thinking which not necessarily means totally new

theories. However, modifications or extensions of current theories should alter scholars' extant views in important ways. Hence, this study wants to enhance the knowledge by referring to prior study.

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