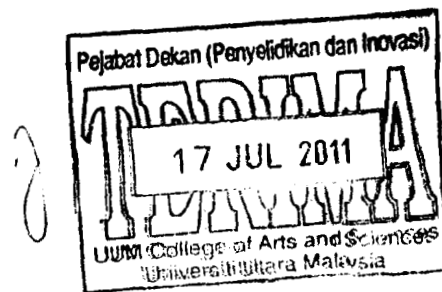


A FRAMEWORK FOR ETHICAL USAGE OF ICT SERVICES AT CYBER CAFE
USING THEORY OF PLANNED BEHAVIOR



ZURIANI BT AHMAD ZUKARNAIN

UNIVERSITI UTARA MALAYSIA 2011

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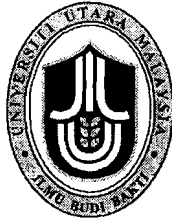
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**A FRAMEWORK FOR ETHICAL USAGE OF ICT SERVICES AT CYBER
CAFE USING THEORY OF PLANNED BEHAVIOR**

**A Thesis submitted to the College of Arts and Sciences in full fulfillment of the
requirements for the degree of Doctor of Philosophy Universiti Utara Malaysia**

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Tandatangan
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Dr. Mohd Khairudin Kasiran

Tandatangan
(Signature)

Nama Penyelia/Penyelia-penyelia:
(Name of Supervisor/Supervisors)

Prof. Dr. Zulkhairi Md Dahalin

Tandatangan
(Signature)

Nama Penyelia/Penyelia-penyelia:
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ABSTRAK

Kafe siber memainkan peranan penting dalam menyediakan kemudahan komputer dan capaian Internet serta meningkatkan literasi komputer di kalangan komuniti di Malaysia, terutamanya kepada mereka yang tidak memiliki komputer di rumah. Walaupun penubuhan kafe siber membawa kebaikan dari sudut pandangan perniagaan dan akademik, namun ia turut menyumbang kepada masalah etika berkaitan penggunaan perkhidmatan ICT. Tujuan kajian ini adalah untuk membangunkan satu rangka kerja bagi penggunaan perkhidmatan ICT yang beretika di kafe siber. Kajian ini menggunakan kaedah penyelidikan kuantitatif dan kajian kes bahagian pertama melibatkan kaedah tinjauan untuk menentukan pemboleh ubah yang mempengaruhi niat tingkah laku pengguna terhadap penggunaan perkhidmatan ICT yang tidak beretika di kafe siber. Unit analisis yang terlibat adalah pengusaha kafe siber, pengguna kafe siber, badan berkuasa, ibu bapa dan komuniti. Bahagian kedua menggunakan kaedah pendekatan kajian kes untuk memeriksa dengan lanjut keberkesanan mekanisme kawalan melalui pelaksanaan perisian pemantauan. Kajian ini menggunakan Teori Tingkah Laku yang di Rencana (Theory of Planned Behavior) sebagai rangka kerja teoretikal kajian. Untuk mengkaji niat tingkah laku pengguna kafe siber, satu pemboleh ubah tambahan yang dikenali sebagai faktor luaran ditambah dalam rangka kerja konsep kajian ini. Keputusan kajian menunjukkan sikap, norma subjektif, persepsi pengawal tingkah laku dan faktor luaran mempunyai hubungan yang signifikan dengan niat tingkah laku pengguna kafe siber. Pengalaman, hak individu, rakan sebaya, guru, rakan rapat, rakaman litar tertutup, pencahayaan dan kebisingan dalam kafe siber terbukti mempengaruhi niat tingkah laku pengguna kafe siber untuk melaksanakan tingkah laku mereka. Berdasarkan kepada penemuan ini, satu rangka kerja bagi penggunaan perkhidmatan ICT yang beretika telah dicadangkan. Rangka kerja ini dapat diguna oleh pengusaha kafe siber, pihak berkuasa dan pembuat polisi dalam merancang dan melaksanakan strategi dan polisi bagi operasi kafe siber di Malaysia.

ABSTRACT

Cyber cafes play an important role in providing computer facilities and Internet access besides improving ICT literacy among the communities in Malaysia, especially to those who do not have computer at home. Though the establishments of cyber cafe bring various advantages particularly from the business and the academic views, it also contributes to ethical problems regarding ICT services usage. The ultimate aim of the study is to develop a framework for an ethical usage of ICT services at cyber cafe. This study used quantitative and case study research approaches, where the first part involved a survey method to determine the variables that influence the user's behavioral intention on unethical usage of ICT services at cyber cafe. The units of analysis are cyber cafe operators, cyber cafe users, regulatory bodies, parents and community. The second part used a case study approach to further examine the effectiveness of the control mechanism through the implementation of monitoring software. This study used Theory of Planned Behavior as the theoretical framework of the study. In order to examine the behavioral intention of cyber cafe users, an additional variable known as external factor has been added in the conceptual framework of this study. The result of this study found that attitude, subjective norms, perceived behavioral control and external factors have a significant relationship with behavioral intention of cyber cafe users. Experience, individual rights, peers, teachers, close friends, CC TV, lighting in the cyber cafe and noise in the cyber cafe are proven to have influenced behavioral intention of cyber cafe users to perform their actions. Based on the findings, a framework for an ethical usage of ICT services was developed. This framework could be used by cyber cafe operators, authorities, and policy makers in planning and implementing any strategies and policies for cyber cafe operation in Malaysia.

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LIST OF ABBREVIATION

ICT	Information Communication Technology
NITC	National Information Technology Council
NITA	National Information Technology Agenda
PC	Personal Computer
EPF	Employee's Personal Fund
MCMC	Malaysian Communication and Multimedia Center
TCs	Telecenters
MID	Medan Info Desa
PID	Pusat Internet Desa
CMA	Communications Multimedia Act
SSM	Suruhanjaya Syarikat Malaysia (Companies Commissions of Malaysia)
TPB	Theory of Planned Behavior
USA	United State of Amerika
ACM	Association for Computer Machinery
IS	Information System
USD	United State Dollar
IT	Information Technology
USJ	United Subang Jaya
HUKM	Hospital Universiti Kebangsaan Malaysia
NISER	National Information Security Emergency Response
TAM	Technology Acceptance Model
TRA	Theory of Reasoned Action
CC TV	Closed Circuit Television System

COLGIS	College of Law, Government and International Studies
UUM	Universiti Utara Malaysia
SPSS	Statistical Package for Social Science
CC	Cyber cafe

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CHAPTER 1

INTRODUCTION

1.0 Introduction

This study falls under the area of cyber ethics, focuses on the ethical usage of Information and Communication Technology (ICT) services at public Internet access centers. Chapter one starts with an explanation on computer ethics and unethical usage of ICT services. A brief description on ethical issues regarding ICT usage focus on cyber cafe is then presented as the problem of the research, followed with the research questions, objectives, scope, theoretical framework, operational definition, contribution, and finally the research approach and methodology. The purpose of the study is to develop a framework for an ethical usage of ICT services at public Internet access centers specifically the cyber cafe.

Misuse of ICT service may lead to a lot of ethical problems. Practicing good cyber ethics in a long term is expected to reduce the misuse of ICT services and promotes the use of ICT in safe and responsible ways. Ethical usage of ICT services is an important issue to generate knowledge based society and finally achieving Malaysian Vision 2020. Next section will discuss in details on the subject of study.

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