
Determinants of Social Media Risk Attitude

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Abstract — In the era of digital technology, with the advancement of technologies, social media has become an essential foundation for communications across multiple generations. According to the Malaysian Communication and Multimedia Commission report, in the year 2016, about 21.9 million out of the 31.7 million total population of Malaysia was classified as social users. The breakdown of the social users are 97.3% claiming to have their own Facebook account, 56.1% with their own Instagram account and 45.3% are YouTube users. The main objective of this paper is to examine the determinants of social media risk attitude in Kuala Selangor, comprises three independent factors which are entertainment, sociality and information. This study was conducted through questionnaires distributed to 100 individuals in the Kuala Selangor area and regression analysis was used to analyze the findings. The results showed that there was significant relationship between the entertainment factor and information factor towards the social media risk attitude. This indicates that the risk attitudes of social media in the Kuala Selangor area, is heavily influenced by the entertainment and information factors. The sociality factor however was insignificant towards the risk attitudes of the social media

Keywords - information, entertainment, sociality, risk attitude, social media,.

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1. Introduction

Through advancement and rapid changes in technology, social media has now become an essential foundation for communications. As the emergence of social media networks availability increases, it changes the interactivity amongst people, making them to be both producers and consumers of information in a simultaneous manner (Ganiyu & Akinreti, 2011). According to Neilson (2010), the time spent on social networking sites by worldwide consumers has increased 82% in comparison with the previous year and over the years, the number of people using such sites has also increased dramatically (Perrin, 2015). The statistics by the Malaysian Communications and Multimedia Commission (MCMC) showed that there were 21.9 million social media users in Malaysia, of which 97.3% claimed that they owned a Facebook account; Ownership of Instagram account: (56.1%), YouTube (45.3%), Twitter (26.6%), LinkedIn (9.1%) and Tumblr (4.8%). This is an increased in comparison to previous year.

According to Kim, Sohn and Choi (2011), they found that obtaining social support is a strong motivation for Korean students to use Facebook, while in the United States students were emphasizing on seeking entertainment as a basis for frequenting social media. Research has begun to examine the use of social media from different dimensions. These outcomes included motivations for using social network sites (Kim, Sohn, & Choi, 2011), applications of social media for purposes—such as activism, daily life and consuming (Harlow & Harp, 2012; Hjorth & Yuji, 2008 and Pookulangara & Koesler, 2011), communication preferences in social media and relationship or connection holding and its consequences in social networking sites (Choi, Kim, Sung & Sohn, 2011; LaRose, Connolly, Lee, Li, & Hales, 2014).

Due to the rapid and important growth of social media, there is a lack of attention being paid to the risks exposures in using these medium of communications. The Star, Malaysia local newspaper, reported a case where a nine-year-old had suicidal thoughts after being called nasty names on Facebook. The girl did not have the maturity to deal with the comments and thus developed childhood depression. In May 2017, a 20-year-old student jumped from the 17th floor of a flat in Georgetown, Penang. Teh Wen Chun was said to be struggling with his studies and was also said to be a cyberbully victim (The Star, 2017). A news report by The Star (2017) stated that cybercrime is growing in Malaysia as proven by the statistics from the Cyber Security Malaysia. There were a total of 2,428 cybercrime incidences reported between January and April 2017 (CyberSecurity Malaysia, 2017). Thercent Wannacry malware attack is one example of a cybercrime that has hit 300,000 devices in 150 countries (The Star, 2017).

2. Literature Review

2.1. Risk Attitude

The perception of the magnitude of the risks and expected benefits of the activities will influence the likelihood of a person to engage in domain specific risky activities (Weber, Blais & Betz, 2002). Over recent years people of all ages are permanently logged onto social media through their cell phones and mobile tablets (Petter, 2012). The Internet Users Survey 2017 (IUS2017) was established by Malaysian Communication and Multimedia Commission in 2017 for the purpose of interviewing a total of 3,469 respondents through Computer Assisted Telephone Interview (CATI) system. From the survey conducted, it was found that 97.3% of the respondents owned Facebook accounts, followed by the Instagram account. The reason for this is because social media enables people to share and interact with each other and the content becomes more democratized (Drury 2008).

2.2. Entertainment

One principal meaning of the verb “to entertain” is to provide the public with something enjoyable, or pleasurable that holds their attention for a period of time the entertaining object or occasion is perceived. From the definition, it can be concluded that people feel truly entertained when they are in a leisure experience (Robert A. Stebbins, 2016). A previous study (Naseem Rahman, 2014) investigated on the usage and online behaviour of social networking sites among international students in New Zealand. Out of the 316 respondents in that study, the entertainment factor is the second most important reasons why international students used the social networking sites. The lists of entertainment that are included in the study are enjoying chatting with friends, watching videos and listening to the music. The finding of the study stated that 90% of the respondents “enjoy chatting with friends”, 86% “watching videos” and 86% “listening to the music”. From the discussion, it is hypothesized that:

H1: There is a relationship between the entertainment and users’ risk attitude of Social Media.

2.3. Sociality

Sociality comes from the word ‘social’. According to the Oxford English Dictionary, social is the need of companionship and therefore best suited to living in communities, while online sociality means social interaction in digitally networked environments, including social media platforms. Sociality activity in social media can be considered as media sharing websites, gaming sites, and all locative media encourage participants to list contacts and “Friends”. Nicole B. Ellison and Danah Boyd (2013) classified that sociality in social networking sites can come in the forms of a public or semi-public profile and the “friends” list. Therefore, it is hypothesized that:

H2: There is a relationship between the sociality and users’ risk attitude of the Social Media

2.3. Information

One of the main purposes why people use social networking sites is the need for information, either wanting to find or share it. Oxford Dictionary defined information as facts provided or learned about something or someone. Social networking sites are web sites that provide a basic or constructive community for people to share their daily activities with family and friends, and share their interest on various topics, and increase their circle of acquaintances (Jain, 2017). Social networking is this century’s most ideal communication environment, offering a range of opportunities for sharing personal information and getting in contact with other users (Datcu, 2012). Based on the discussion, it is hypothesized that:

H3: There is a relationship between the information and users’ risk attitude of the Social Media.

3. Methodology

The main objective of this study is to identify the determinants of the users' risk attitude of social media in the Kuala Selangor area, with a sample size of 100 respondents. The unit of analysis in this study was individual. Respondents were selected using simple random sampling method. The study was conducted using primary approach via self-administered questionnaires. A set of research instrument was adapted to measure each of the dimensions. A five-point Likert scale ranging from strongly disagrees to strongly agree was used as the measurement tool. The questionnaire is divided into two sections, with the first section on demographic profiles, whilst the second section is on the determinants of the users' risk attitude of the Social Media.

4. Finding and Discussion

4.1 Reliability Analysis

The item-reliability test was carried out and the findings showed that Cronbach alpha value of the items ranged from .714 to .871.

Table 1: Reliability Analysis

Variables	N of Item	Item Deleted	Alpha
Risk attitude of social medias	5	-	0.714
Entertainment	5	-	0.871
Sociality	5	-	0.855
Information	5	-	0.842

4.2 Descriptive Analysis

Based on the findings, it can be seen that the information factor has the highest mean value of 4.1680. This means that most respondents agreed that they spent their time on social media to seek information. The variable with the highest standard deviation is the entertainment factor with the value of 1.04241. This may indicate that the respondents may not use their social media for entertainment purposes.

Table 2: Descriptive Statistic

Variables	Mean	Standard Deviation
Risk attitude of social medias	3.9640	0.72551
Entertainment	3.5840	1.04241
Sociality	3.7180	0.95900
Information	4.1680	0.85030

4.3 Correlation Analysis

From the table 3 below, it can be seen that the value of Pearson Correlation of risk attitude of social media and the entertainment factor is 0.594. This indicates that the two variables have a positive relationship with a moderate correlation. This finding can be supported by a previous study (Naseem Rahman, 2014), it

was found that entertainment is the second most important reason for students to use the social networking sites. The lists include, chatting with friends, watch watching videos and listening to the music. The finding of the study stated that 90% of respondents “enjoy chatting with friends”, 86% “watching videos” and 86% “listening to the music”.

The Pearson Correlation for risk attitude of social media and sociality is 0.578. These two variables have a positive relationship with a moderate correlation. Thus, this implies that the respondents tend to use social media to find social support.

Lastly, the Pearson Correlation for the relationship of risk attitude of social media and information is 0.639. This shows that these two variables have positive relationship but at moderate correlation. Based on the survey by the Malaysian Communications and Multimedia Commission (2016), it was found that there are 88.2% and 90.1% of Malaysians used Internet to get information in 2014 and 2015 respectively. It shows that social media users usually find the information related to the news and employment on the social network sites.

Table 3: Correlation Analysis

		Risk Attitude of Social Media
Risk attitude of social media	Pearson Correlation	1
	Sig. (2-tailed)	
	N	100
Entertainment	Pearson Correlation	0.594**
	Sig. (2-tailed)	0.000
	N	100
Sociality	Pearson Correlation	0.578**
	Sig. (2-tailed)	0.000
	N	100
Information	Pearson Correlation	0.639**
	Sig. (2-tailed)	0.000
	N	100

** Correlation is significant at the 0.01 level (2-tailed)

4.4 Regression Analysis

Next, multiple regression analysis was carried out to assess the influence of entertainment, sociality, and information on users’ risk attitude of the Social Media. From the table below, the R Squared is 0.504. It implies that 50.4% of variation in risk attitude of social media is explained by variation in the independent variables of this study, which are the entertainment, sociality and the information. The balance of 49.6% of the variance in the dependent variable is explained by other variables. The result also shows that information ($\beta = .276$) has the biggest influence towards the users’ risk attitude of the Social Media. As depicted in Table 4, it was observed that entertainment has significant influence on users’ risk attitude of the Social Media ($\beta = .276$, $p = 0.032$), therefore H1 is supported. In addition, Information also has a significant influence on users’ risk attitude of the Social Media ($\beta = .433$, $p = 0.00$), thus hypothesis 3 is supported. Meanwhile, sociality did not have a significant influence on users’ risk attitude of the Social Media ($\beta = .110$, $p > 0.05$), thus hypothesis 2 not supported.

Table 4: Regression analysis output

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Variables	Sig.	Standardized Coefficient Beta
Entertainment	0.032	0.276
Sociality	0.398	0.110
Information	0.000	0.433
R Squared		0.504
F-Test		32.571

Table 5: Hypothesis Testing

Hypotheses		Finding
H1	There is a relationship between entertainment and users' risk attitude of social media.	Accepted
H2	There is a relationship between sociality and users' risk attitude of social media.	Not Accepted
H3	There is a relationship between information and users' risk attitude of social media.	Accepted

5. Conclusion and Recommendations

The interactivity amongst people now has changes with the emergence of social media. However, people tend to forget on the risk exposures in using these social media platform as medium of interaction and communication. In general, the findings of this study provide a number of valuable insights that can help individual to understand on their risk attitude towards social media.

However, this research is limited in several ways. The respondents were limited to individual from Kuala Selangor area. Even though the results of the study cannot be generalized to the entire population due to its sampling decision, it is recommended for the future research to broaden the target respondents to urban area. The research design employed in this study was cross-section and this limits the extent to which causality can be gathered from the results. It will be useful that future research be conducted using longitudinal methods as the data can be collected at more than one point in time. Future researchers are encouraged to investigate the impact of the risk attitude towards the usage of other online application.

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