

A Case Study of Social Media Addiction Among Malaysians

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Abstract— Social media such as Facebook, Twitter and Instagram are nowadays a common medium of communication which is often the choice of every segment of society from different age levels. This situation has led many to become addicted to social media. Social media addiction refers to a compulsive and excessive use of social media even when use of those platforms is taking over one's life and has a negative impact on real life and relationships. Therefore, this study was conducted by identifying two objectives which are to identify the causes of social media use and to analyse the effects of social media addiction among Malaysians. The research methodology used was qualitative analysis by applying the library method and reading and referencing from previous studies such as journals, theses, articles, papers and websites related to the subject of the study. The results show that Malaysians are addicted to social media due to lack of self-discipline, easy access to the Internet, influential peers, and economic market conditions. These causes lead to a domino effect, which will impact our physical health, social interaction, education and employment. This paper also suggests improvements and actions that could be taken to curb the problem and thus provide alternatives to manage the issue.

Keywords: addiction; social media; causes, impact, Malaysian citizen

I. INTRODUCTION

In general, social media is a site that covers various types of media that society uses today to socialize or to find information. With the advancement of technology, online platforms allow users to develop themselves, find exposure to updated news, connect ideas and take part in other forms of expression through virtual communities. Nowadays, social media is seen as more prominent when compared to the traditional or previously existing media such as print media, electronic media, broadcast media and so on. Fundamentally, social media is a huge social network consisting of applications like Facebook, Twitter, Instagram, WhatsApp, Telegram, WeChat and other communication mediums that require the Internet for access.

Social media was first introduced in 1987, but the application was not as extensively used as in today's community. This platform was initially invented for the bulletin board system by Ward Christensen and Randy Suess (1987) that enables the person in charge to download information and facilitate communication using accessible electronic mail by using the internet. At that time, the internet connection still used the phone and modem channels. In addition, the first submission of electronic mail by the Advanced Research Project Agency (ARPA) researchers in 1971 also marks the early starting point of social media. The development of social media continued with the existence of the GeoCities website which serves as a site that stores data-enabled websites and are accessible at any time. The site has become a benchmark for the emergence of websites and other social media such as the SixDegree.com social networking site in 2017, Blogger site in 1999, Friendster social media in 2002, business-oriented social media such as LinkedIn.com, and MySpace in

2003. The most popular choice of social media today is Facebook, which is owned by Mark Zuckerberg, and Twitter by Jack Dorsey. There are also other social media platforms that are broadly used in the community such as WhatsApp and Instagram which are now fully owned by Facebook.

II. BACKGROUND OF STUDY

Social media has its own advantages, but it has led to an individual's addiction or obsession which has become a hot topic of discussion ever since. Social media addiction refers to the use and dependence of a society that transcends the limitation of the normal usage of social media; in other words, it refers to failure to control the usage. There are symptoms that may become an indicator if a person has become addicted and obsessed with social media. Among these are frustration, anger, and woozy thoughts if a person is unable to surf the Internet. This is actually about one's anxiety and how he or she feels the need to check social sites regularly without any hindrance. In many occasions, they also choose to spend time on social media rather than to socialize with friends or family members. They are also willing to leave other hobbies that are far more beneficial to focus on social media. For students, one of the symptoms of social media addiction is when they always have problems with completing assignments. This is because they spend too much time on social media especially at night, leading them to lack rest and feel sleepy in the classroom. Therefore, this study was conducted to look at the reasons why people are addicted to social media and the consequences if they become too obsessed with social media.

III. PROBLEM STATEMENT

In general, social media has its own advantages and disadvantages, and this depends on the purpose of the usage by the community. For example, the statistics from the Malaysia Computer Emergency Response Team (MyCERT) under Cyber Security Malaysia (CSM) has shown that cyber fraud via social media is the highest complaint received each year compared to other cybercrimes since 2008. This also shows that the level of Internet users' awareness in the country is still low. Current statistics from January to July 2019 shows that not much has changed in which a total of 3,127 cyber fraud cases were filed and recorded by MyCERT. Among the types of cyber fraud complaints received are phishing, employment scams, Nigerian scams, lottery scams, love scams, and online scams including the sale and purchase of goods. CSM chief executive officer Datuk Amirudin Abdul Wahab said that Malaysians, especially woman, like to expose their status on social media, showing that they are lonely, bored and are looking for a life partner. This careless attitude usually attracts cyber criminals to make them their victims.

In addition, social media addiction has become an important issue to be focused on when many studies show that social media has a correlational impact on the sleeping habit of children. This is worrying because children should not be exposed to social media too early and should focus on learning. A sleep study on children from Canada found that childrens' sleep quality is declining as a result of the exposure to information technology. According to a study in the journal *Acta Paediatrica*, excessive use of social media has reduced children's sleep quality. Recent research on 5,242 Ontario students found that 63.6 per cent of 11- to 20-year-olds sleep less than the recommended period, while 73.4 per cent report that they use social media at least an hour a day. Based on these figures, it was found that only 36.4 percent slept well enough. This is a worrying fact as we believe that Malaysian children's lifestyles are also approaching a similar pattern. In addition to this, it is the attitude of parents who pamper their children with gadgets from an early age that may

put them into problems in the future. Parents may not fully understand the negative impacts of using such devices, but studies show that using electronic gadgets like smartphones at a younger age exposes them to certain social and health risks (Tejashree, 2019; Setiawati *et al.*, 2019; Nimran Kaur *et al.*, 2019).

Beyond that, the issue of Internet addiction among children especially in Malaysia cannot be underestimated since addiction may dominate their lives, disrupt social relationships, impair thinking, disturb the learning process, and impact the stability of emotion. In this regard, this study was conducted to identify the causes of social media use among Malaysians and to analyze the effects of addiction.

IV. OBJECTIVE

This study was carried out based on two main objectives, namely:

- a. Identifying the cause of social media addiction among Malaysian citizens.
- b. Analyzing the effects of social media addiction among Malaysian citizens.

V. LIMITATION

To accomplish this study, the researchers have limited the study to only Malaysians involving children, adolescents, adults and the elderly. Social media addiction does not only occur in Malaysia, but also happens around the world. However, the researchers focused on the issue among Malaysians only because this problem is becoming more critical and needs to be given greater awareness among the public. Moreover, this problem not only occurs among the youth but also in all groups such as children and the elderly. Also, the researchers decided to focus on social media compared to other media because it is a mechanism that can easily influence users and affect the users negatively when misused. The social media platforms that were chosen were also restricted to the latest social media that are commonly utilized by people such as WhatsApp, Instagram, Facebook, Twitter, and WeChat.

VI. LITERATURE

Overall, various studies have been widely conducted on social media usage in particular and on the Internet in general. However, researchers have been keen to fill the void on social media by analyzing social media addiction among Malaysians as a whole. This is because social media addiction does not only occur among youth, but also among all groups such as children and the elderly. The researchers wanted to see how the problem of social media addiction develops in an individual by identifying the root causes of the problem.

Salmah and Malisah (2016) conducted a study entitled "Influence of Technology Devices on Social Development and Child Health Problems". The purpose of the study was to explain the positive or negative effects of using technology devices on children and to comment on ways to reduce children's addiction to technology devices. The researchers analyzed the role of parents as a guide in helping children understand the dangers of using technology in health and related issues. Besides that, this paper also provides information that may be used by all parties directly or indirectly in the preparation and use of the latest technology devices.

Che Su and Nan Zakiah(2014) conducted a study entitled “Perceptions and Use of Social Media from Parental Perspectives: A Qualitative Analysis”. This paper discusses the pattern of using Facebook among parents to connect with children. The research method used in this study was a structured interview conducted with parents who had a Facebook social account. Next, the data were analyzed using Nvivo software. The analysis revealed several categories of social sites use among parents, namely to keep up with current developments, relate to family members, foster friendships, find jobs, for academic purposes, and more. Not only that, the respondents from this study indicated that the use of social media also served as a platform for them to obtain current information to monitor their children's activities.

Another paper that explored the use of the Internet was a study conducted by the study of social media addiction among Form 4 students in Johor Bahru city. This study aimed to identify the level and causes of Internet use among Form 4 school students in the city of Johor Bahru. Furthermore, the study also sought to identify the true purpose and types of Internet use that students frequently access and the impact of excessive Internet use. The researcher used a set of questionnaires consisting of three parts as the research instrument. A total of 265 students from three schools were selected using the random sampling method. The study data were presented in descriptive form such as frequency, mean score and percentage using the Statistical Package for Social Science (SPSS) Version 15 software. As a result, the level of Internet use for students was low and there was a significant difference in the level of Internet use among boys and girls, as well as the type of school by gender. Besides that, there was a positive correlation between the socioeconomic level of parents and the level of Internet use among students. The most frequently accessed website by students is the social networking website.

Furthermore, a study on Z-generation teenagers was also conducted by Jamiah Manap, Mohd Rezal Hamzah and colleagues (2016) entitled “The Use and Implications of Social Media Against Generation Z Youth”. This study aimed to explore the use of social media and its implications on generation Z teenagers in Malaysia. The researcher used quantitative research and distributed the questionnaire to 750 Z-generation adolescents in Malaysia. In addition, a case study was conducted among 20 Z-generation teenagers studying at the public university. The results show that the Z generation used social media widely for a variety of purposes. Also, the use of social media was found not only to have positive implications such as strengthening relationships, talents and skills, but had also negatively affected the youth. This paper also discusses specific strategies to develop youngsters holistically in the context of social media use by considering their implications towards the Z generation in Malaysia.

Faradillah and Iza(2011) conducted a study on the relationship between the purpose and satisfaction that influence social media engagement among students while also monitoring the social implications on individuals that actively use social media. The researcher applied the theory of uses and gratification as a research guide which explains that humans reach a certain level of satisfaction by using social media. The study was conducted using the quantitative method through a survey and obtained the study result from 101 respondents consisting of students of the Diploma in Communication at Selangor International Islamic University College (KUIS). The results show that the purpose of using social media was very much related to the satisfaction that is achieved to avoid loneliness, find entertainment and information, foster relationships, and to play online games. Besides, there are also positive implications of respondent communication in developing fast and easy communication and sharing of information.

Although a lot of research has been done on this issue, it is still important and always relevant to be highlighted due to the continuous problems and the correlations of social media to other variables in our community. More importantly, the problem that exists due to the misuse of social media can be prevented if we are aware of the driving factors. Therefore, it is essential to discuss the negative effects that contribute to the addiction of social media especially among Malaysians.

VII. RESEARCH METHOD

Qualitative research by using the library method was used in this study to obtain the data and results. The library method, also known as library research, is a commonly used method for researchers to obtain data and research evidence. According to Yuslala Intan (2015), this method usually becomes the dominant method of conducting social science and economic studies because the information obtained is accurate and can be used as a reference in a scientific study. This method is one of the most important methods to obtain information and knowledge of the research assignment. The application of this method is to obtain relevant information as much as possible to the topic of the study. The process of obtaining information is based on reading and referencing from past studies such as journals, theses, articles, magazines and websites related to the subject of the study.

VIII. FINDINGS ON FACTORS OF SOCIAL MEDIA USAGE

In this era of border-less technology, the relationship between society and social media has become inseparable. In other words, an individual cannot live without using social media as it is in line with current trends. This is because having social media accounts like Instagram, Facebook, Twitter, Whatsapp and so on has become almost an obligation to every person today. Over time, we can clearly see that people nowadays are wasting their time on their phones and do not realize that such behavior will only endanger their lives. In fact, communication with the society among us has decreased. However, have we ever thought about the causes or factors that are causing society's addiction to social media? Therefore, this study seeks to identify several factors that have contributed to the rise of social media use among people of all ages.

Social Media as a Reference Material

Besides entertainment, social media is also used as a reference material. This is undeniable because by simply accessing existing social sites, information can be obtained in the blink of an eye. As a result, people are increasingly putting their full reliance on social sites to get the information they need, leading to social addiction. This is because the time used in daily life is spent by accessing social media simply to keep up to date with information or to get information.

Moreover, an individual does not hesitate to receive information from the media as a culture of daily life. In fact, the society also uses information obtained from social sites as an initiative to improve themselves in the future. For example, teenagers use social sites to keep up to date with the fashion world and to fix what they lack in the fashion aspect. Furthermore, social sites are also used by specific individuals to disseminate their message to the community by campaigning on their social sites. This is because when the election season arrives, an individual will refer to the social site to view the manifesto made by other election candidates before making the appropriate decision. An individual's obsession to know the development of a celebrity's life can also lead to his/her addiction to social sites. This is because without seeing their favorite celebrity's development, their lives will be considered as incomplete.

In addition, students also need social sites to learn. This is in line with Malaysia's educational goals which are aimed at learning using the latest technology as the world develops. Therefore, it is understandable that social sites are considered as a reference by all the community levels of Malaysians. This is then strengthened by recent studies that have proved that social media is considered a major source of information for the Malaysian society as more than 80% of primary school students apply the media to their learning process. Meanwhile, 60% of adults use the media to choose their leaders. In conclusion, this situation leads to social media addiction because in their view, social media sites are a medium that is able to provide them with benefits including information on current world developments.

Accessibility of the Internet

In line with the world development that is increasing today, the ability to access the internet facilities easily is one of the factors that contribute to social networking in today's society. Wifi connections are available at fast-food restaurants and public places. In fact, internet networks have also been channelled through the 1Malaysia Internet Center by the government by providing collective Internet access to low-income areas and low-income populations. As a result, there is no reason for today's society to not be able to access the Internet. This also contributes to the significant increase in social sites access that directly creates addiction to users.

Social sites are often used for a variety of purposes such as online business, knowledge sharing, online learning and socializing with virtual friends whether they are known or not. Additionally, Farhana(2016) felt that affordable Internet packages known as 'Broadband' offered by telecommunication companies make it easier to access the Internet by simply plugging the USB into laptops anytime and anywhere. Other than that, Internet access on smart phones is also a contributing factor to social networking addiction and is seen as the biggest factor to social media addiction. In fact, with only RM1, the public is now able to access the Internet without restriction.

Lack of Time Management and Adult Control Over the Usage

Unorganized time management and lack of control from the family or adults have become a factor in the community's involvement in excessive social networking activities and thus leads to addiction. When an individual spends most of their time on social networking sites, they tend to be happy which then becomes a daily routine or habit. According to Arifah Idris (2017), the desire and need to be online becomes the catalyst for the release of endorphins (hormones of satisfaction and pleasure), similar to what is experienced by people who are addicted to alcohol, drugs or gambling. This will cause them to spend long hours in a day without realizing and later become addicted.

As we know, social media use is not only among teenagers but also adults. They do not want to miss the opportunity to have at least one social media account. We can see that teens are more likely to be active on Instagram, Twitter and Whatsapp. Meanwhile, most adults tend to have a Facebook account. This is because the absence of a social site is seen as awkward in today's society. In other words, social sites are seen as a necessity to fill a person's free time in everyday life. However, without realizing it, the term 'free time' is what drives them to access the Internet indefinitely and thus causes addiction. In reality, there is no such thing as 'free time' nowadays. Sometimes, people use social media all the time, but say that they are filling their free time solely to soothe themselves. The absence of social media will make them feel "empty".

Besides, in today's life, it can be also seen that most parents expose their children to social sites at a very young age. Some parents are too busy with their careers to increase their income until their children become neglected and lack love. This is why children are given smart phones and broadband equipment to access social sites. Thus, we can see that children now have their own social site without parental control as early as at the age of five. These conditions can lead to addiction in children and thus cause many health issues such as speech delay, tantrums and so on. At first, using the Internet to browse social sites was just a hobby. However, this is likely to become a habit due to the frequent use of mobile phones or tablets. In fact, it can also interfere with important times such as working or being with family. In the long run, this will cause relationships to fall apart while the individual will be further away from reality.

Global Economic Environment

The current global economic situation in the advanced world also affects the individual's economic condition and the family to be on a comfortable level. As we know, smartphones and computers have become a part of today's society. The price of a computer nowadays is more affordable which has led many people to use it indefinitely with the help of Internet networks as social media is also accessible through the web. This was agreed upon by external researcher, Patricia et al. (2000), who found that students of all races and ethnicities that had computers in their home tend to use the Internet for hours every week rather than those raised in families without computers.

Furthermore, the price of smartphones in the market is affordable to everybody despite their age. In fact, it is not impossible to own a smartphone for as low as RM100. Therefore, anybody can own a computer or smartphone. Indirectly, it can be said that this increases the addiction to social sites. This is because although smartphones are cheap, at least one individual can download social site applications such as Instagram, Facebook and Twitter. Suruhanjaya Komunikasi dan Multimedia (MCMC) believes that the majority of Internet users in the country are children and teenagers which make up around 14% of the 20.1 million users and most of them have Facebook accounts. This proves that everyone in the community has a social account for them to interact within their daily lives.

In conclusion, easy access to the Internet, unorganized time management, lack of adult control and economic market conditions are now among the contributing factors to social networking addiction. However, despite the underlying causes of social site addiction, the researchers do not deny that social media has its own advantages and disadvantages. Therefore, the researchers want to quote Charles Chu (2017) from his article entitled Book Worming, "In the time you spend on social media each year, you could read 200 books." In short, he said that we can actually read 200 books using the time spent on social media sites.

IX. FINDINGS ON IMPACT OF SOCIAL MEDIA ADDICTION

The researchers outlined four key aspects that can be seen from the impact of social media addiction among Malaysians. Among these are the effects on physical health, social interaction, education and working environment.

Impact on Physical Health

Social media addiction is not only prevalent among those aged 30 and older, but it is also affecting children and youth. As a result, the people of our country, especially children and youth, are beginning to contribute to the rising rates of obesity in Malaysia. This is due to the limited movement of social media users as they choose to use their gadgets all day long. According to Hidayatul Akmal (2014), the influx of gadgets has 'eliminated' the outdoor physical activity of children such as sports besides limiting the communication between them. Obesity is a problem caused by the lack of physical activity, cardio and exercise when accessing social media. Individuals involved in social media addiction prefer to sit for hours browsing the media they crave. This is what makes them unproductive which ultimately leads to the destruction of excessive social media use. Feng's (2011) study found that children who are allowed to use their gadget in bedrooms have 30% higher evidence of obesity.

When it comes to obesity, most social media users are involved in this problem due to the long-term use of media because gadgets are hard to let go of. This will cause the calories from the food that children and youth consume difficult to be burned from the body. In addition, the food consumed is often from a high calorie diet, which include light snacks and carbonated drinks. This situation is also likely to cause the metabolic rate of media users to decrease. What is even worse is that mealtime is often ignored. The effects of these bad habits not only appear through obesity, but also when it contributes to other health problems such as diabetes, heart attack and unstable blood pressure.

If you dig deeper, nerve problems are also involved if you use social media all the time. Noraziah and Fazliatun (2014) in their study in several countries found an 85% increment in children being short or long-sighted due to the light from the use of gadgets. Also, children and teenagers also get caught up glare or 'astigmatism' that causes a change in their focus pointing to the wrong body posture while using gadgets to surf social media. The habit of playing a gadget in a lying down position for long periods can contribute to blindness and glare. This is because there are some nerves in the eye that do not function properly in an unsatisfactory posture. This should be taken seriously as it can lead to permanent disability as declared by the WHO, where an estimated one child is reported blind every 5 seconds and over 7 million people experience blindness each year. Therefore, as Malaysians who are sensitive and concerned about themselves, their families, their nation and their country, it is best to take good care of the well-being of the senses. The addiction, social media needs to be handled to reduce the rate of chronic diseases in Malaysia that are beginning to flood the country.

Impact on Social Interaction

Social interaction is an essential part of two-way communication that is common in everyday life. An organization often commits itself to social interactions to create a quality individual under its rule. According to Fauziah Hanim (2013), the disadvantages of information technology include the use of social media that can hinder interpersonal fitness, which is the relationship between people and the lack of communication with the surrounding community. This addiction to social media has left an individual unaware that their activities have disrupted their daily routine and work. These passions on social media have led them to become obsessed with gadgets in their hands, which makes them unwilling to communicate with others and eventually become introverted. This situation not only affects young people and adults, but also children who suffer from the same problem.

Mariani (2011) in her study also stated that focusing on social media for a long time would make children prefer to be alone. Children who have been accustomed to or bribed with gadgets such as smartphones and laptops when parents are busy with work are less prone to social interaction. This can cause speech or motor problems. This situation arises from the lack of open interaction or conversations between individuals. Restricted speech will cause children to have less vocabulary in their mind and can eventually have an adverse effect until they grow up. Children's social development should be nurtured because this development will enable them to interact with their surroundings at appropriate times. If the development of these children's social interactions is ignored by the parents, then their social interaction development will be delayed. Therefore, the surrounding community, particularly parents, should determine children's socialization patterns and limit the use of social media that can negatively impact them. Do not let the modernity of the millennium hinder the development of children's minds and endanger their lives.

Besides, social media which is also popular among youth and teens can affect social interactions in these groups, especially among young men as they are easily influenced by the violent and immoral acts that are prominently displayed on the media. These vicious characters can make them change their character to a violent one. Subsequently, the attitude of the youth who like to imitate or try something new has led them to adopt these vicious and immoral phases in their daily lives. This will cause problems in social relations and interactions with the surrounding community. The surrounding community does not want to interact with teenagers with a bad attitude as they fear it will affect their lives. The issue of the influence of aggressive media was also addressed by Azizi et al. (2014) in their study. They emphasized that the influence of the media was also the cause of criminal activity among children and adolescents. If this is not addressed, it is clear that the existence of the media has the potential to lead to bad influences that can eventually lead to bad teenagers, and the country's name will be affected.

The use of social media, which was initially to benefit especially in good communication skills and the easy and quick transmission of information, eventually shows its potential in bringing a negative impact to the social interaction of Malaysians if not properly maintained. Addiction to social media caused by the attitude of individuals are what causes negative effects. Norhayati and Suriyati (2015) in their study also said that despite the enjoyment of children and teenagers on social media, there is a challenge that has to be addressed, which can become a virus that spreads only via the fingertips. Thus, it is clear that the use of modern technology in the form of gadgets or media can have a significant impact on social interactions among children and adolescents. Therefore, the community and parents are strongly encouraged to monitor this issue in order to handle the problem from becoming worse and thus become cancerous to Malaysians.

Impact on Education

Good education can lead to quality youth and therefore to a brighter future. The country's future can be seen from the future of its teenagers. If the youth are of good quality, then the country's future will be bright. If most teenagers in the country are damaged, be prepared to face the country's ruin in the future. Therefore, many studies have been conducted to look at the impact of the use of information technology, especially social media at the current level of adolescent education. According to Holden (2001) in a study conducted, adolescents in the globalization era especially students and graduates who are pursuing higher education are more likely to spend hours in front of a computer. This is because they want to satisfy their desires and self-gratification by surfing the Internet and social media which is said to eliminate their daily workload.

According to him, if not handled properly, this will become a big issue for the country's education system. This is because their addiction or obsession with the media can have a detrimental effect such as not having a good night's sleep and skipping class the next day. This will cause their academic decisions to deteriorate and eventually disrupt their education.

Furthermore, the negative impact of adolescent or graduate education is not just on institutions. Even the education of children in the school district is also affected. According to Christakis (2011), children's brains continue to develop between the ages of 0 and 21. In the first five years, their brain development progresses very quickly. This development is determined by the amount of initial stimulation to the environment. However, excessive exposure to modern technology such as smartphones and laptops has a detrimental effect on the child's brain stimulation. This is also agreed by Pagini (2010) who says that developing brain stimulation is linked to a lack of function and attention, weak cognition, and learning impairment; ultimately, a child's education will be affected. Thus, it is clear that exposure to excessive use of social media to children may interfere with brain development and indirectly contribute to their academic and educational disruption.

The addiction that occurs to these children is not only seen in terms of disturbed education but is also seen when a child has an aggressive attitude and does not listen to their parents when they are not allowed to open the media they want. The protests that are prominently displayed since childhood carries on until they enter adolescence. It is not surprising that there are children who are willing to give up and even worse quit school as these protests begin in their childhood that led to their destruction. Individuals who are addicted to social media will not think about the bad things they do because they are more likely to satisfy their cravings for entertainment. Indirectly, it can be concluded that the culture of hedonism has been successfully adopted in the use of social media which has led to a decline in the academic and educational levels of children in Malaysia.

Impact on Working Environment

The use of social media is not confined to specific groups only because it is used worldwide. Therefore, social media can be used by anyone regardless of where they are, including subordinates or top employees. This situation has caused many civil servants as well as private workers to be exposed to social media, especially to workers sitting under buildings with Wifi networks. The power of this technology has caused an employee to delay their work and the tasks they are given. This delay of work is due to the attraction of social media that is stronger than doing boring work.

Furthermore, social media is not only accessible through computers in the office but is even more worrying with a smartphone in hand. This can violate the work ethics of a civil servant as well as a private worker. Occasionally, these workers do not realize that their activities have disrupted their lives. Some get carried away when they look at their friends' Facebook, Instagram and Whatsapp statuses and forget that they are still at work. Then, the time is wasted in vain. This is particularly frustrating for employers because if this situation continues, it will have a detrimental impact on the individual's work and result in a drop in productivity level. Therefore, as a knowledgeable and dedicated worker, they should leverage on social media for the sake of good rather than use existing media blindly and adversely impact their career.

X. CONCLUSION

In conclusion, this study was conducted to identify the causes of social media addiction and to analyze the impact of social media addiction among Malaysians. The qualitative research method used by the researcher has led to the successful collection of a lot of data on the topic of the study. The study summary shows that the frequency with which users are using social media has more cons than good. This is because social media consists of a vast network of internet users. Through this network, users can access various negative links. As a user with an educated and sane mind, they are encouraged to use the best of social media facilities such as Whatsapp, Instagram and others to ensure a virtual environment free of negative elements.

However, social media can also bring many benefits such as allowing people to preach and share knowledge and more with the public. The negative impact that it has on the government should be taken seriously by the authorities comprising of the Malaysian Communications and Multimedia Commission, the Royal Malaysian Police, the Companies Commission of Malaysia, Bank Negara Malaysia, the Securities Commission and the Ministry of Domestic Trade and Consumer Affairs. This authority has the power to take action against irresponsible social media users. It is more important to have continual good cooperation to address these issues so that it does not become a virus that can harm individuals, communities and countries.

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