ISSN (Print): 0974-6846 ISSN (Online): 0974-5645

The uses of Social Media on Student's Communication and Self Concepts among TATIUC Students

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Abstract

Background/Objectives: The use of social media has exploded along with the rapid growth of internet and smart gadget. It makes the communication and interaction between people are becoming easier and faster. This study was carried out to examine how the TATI University College (TATIUC) students use the social media and the relations to their communications and self concepts. **Methods/Statistical Analysis:** A quantitative approach was used in the survey and the data collected from TATIUC undergraduate students. An assessment is conducted to test the reliability and validity of the measures used. Descriptive statistic, frequencies and correlations are used in analyzing the data. **Findings:** The results indicated that 90.5% of the respondents commonly access and use at least one of social networking sitesin the mostly used are Whatsapp and Facebook. The results also revealed that the social media has dominated their communications with friends and family, which give the influence of students' self-concepts. Considering the wide usage of the social media, it is hoped that this study has given new insights to understand the potential value of social media on college students. **Applications/Improvements:** Further studies should be conducted with a focus on the use of this media for academic purposes, realizing the implications of social media on student's performance.

Keywords: Communication and Self Concept, College Students, Social Media

1. Introduction

The growth and popularity of online social media have created a new world of communication. More than a billion individuals around the world are connected and networked together to create, collaborate, and contribute their knowledge and wisdom. Based on the statistics, it shows that Malaysia was in the 9th ranking of online social media in Asia region in 2014¹. In the organization, social media give huge implications for their internal use such as knowledge management. Despite the importance of online social media, there is relatively little theory-driven empirical research which available to address this new type of communication and interaction phenomena among college students².

Social media has emerged as one of the basic practice in students' life. It has revolutionized the way students think and interact. Students use social media as a platform for doing many activities such as bonding relations, finding lost contacts, for discussing common interests, etc. Through the existence of smartphones, students have become more attracted to use social media in their daily routines. A survey revealed that the use of social media platform as increased, particularly among college students³. This number is expected to keep on growing in the coming years.

However, the use of social media is far reaching consequence in the academic as well as the social life of college students. Some of these effects are positive such as shaped their personality, influenced their character and improve their communication skills⁴. Nevertheless, social media have been found to have negative effects such as waste of time and lowering of students' grades⁵.

Recent research has been carried out to study the impact of social media among college students. Although the literature covers a wide variety of such studies, this

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study will focus on the purpose of use social media and their relationship between student's communication and self concept among TATIUC students.

TATIUC is formally known as the Terengganu Advanced Technical Institute (TATIUC) wholly owned by the Terengganu State Government of Malaysia. Given the rising popularity of social media, the perception of students and impact the use of social media among students at the institution such as TATIUC has become a priority. It is to ensure that with a proper use, the social media has its own potential educational value.

In this study, we are interested in identifying uses of social media in TATIUC student's communications and self concept We address the following research questions:

- What is the extent of usage of social media among TATIUC students?
- Is there a relationship between extent of usage of social media and communication with family and friends?
- Is there a relationship between self-concept of TATIUC students and their use of social media?

This paper is organized as follows. The review of the relevant literatures in social media, communication and self concept which presented in Section 2, research methodology is in Section 3, result and discussion will be carried out in Section 4 and finally conclusion and future works will be discussed in Section 5.

2. Literature Review

This section presents the review of the relevant literatures in social media, communication and self concept in order to gain a better understanding in the research domain.

2.1 Social Media

The social media have become a phenomenon since the boom of the internet and smart gadget. It is a need today. Social media can be defined as the medium or channel that isbeing used for online communication, interaction, content sharing and collaboration. Among the prominent social media are Facebook, Twitter and Instagram and LinkedIn. It was used by entire of community from the primary school up to the golden age. The teenagers and college students (age 18-29) were among the highest users of the online social media⁵. Instead of using the social media for interaction and entertainment, they also

use it for information seeking in the academic context6. The numbers of social media users are increasing year by year⁷, which consistent with the rapid growth of smart gadget.

The use of social media certainly will give some impacts to students' life either in the academic or in social life. A previous study has revealed that the usage of social media on a weekly basis displayed a positive skew, where most students do not use social media excessively8. Thus, with a proper use, the social media has its own potential educational value9. Definitely, the social media will give some impact in students' life especially in communication, behavior and academic.

2.2 Social Media Communication and Self Concept

Communication can be described as the interaction between people. Conventional communication is involving a face to face interaction. In social media, communication occurred when someone is responding or commenting on others status or initiating conversation with someone else. Since the boom of social media, the online communication has taken over some of people's communication.

The main reason of students engaging with social media is to maintain the relationship with their friends and families10. It provides a convenient, easier and faster way for students to communicate with their family and friends. Social media help improved the quality of relationship between users11. Somehow, students tend to use one way interaction instead of two way interaction. Most of their time of surfing social media simply to read others newsfeed and profile12.

Despite the benefits, there are some impacts due to social media addiction such as insomnia, physical changes, inferiority, loss of concentration and less productivity¹³. There are also certain cases involving a personality conflict. Out there, a person whois actually is a quiet personcan be aggressively communicated in the cyberspace which also known as a keyboard warrior¹⁴. The rise of this phenomenon shows the personality disorder in their communication.

The development of self concept is essential in someone's life. It could be differs with or without the involvement of online social media. Having as many friends in social media becoming a way on how they feel popular. But, some students do not like to have a

connection with their parents in online social media. A study revealed that the student life could become public with the social media when the connection with parents could threaten their self concept¹⁵.

Posting pictures and updating status or profile is one of the main approaches the person to obtain any attention and became popular in online social media. This 'showoff' trend is a way to reveal their identities, and they want others to perceive them. It is a way to enhance their selfconcept by producing an attractive profile or updating a sensational status. A positive responds or comments from their social media friends can give the satisfaction of personal and interpersonal desire¹⁶. Thus, it can improve their self concept as well.

3. Methodology

A quantitative approach has been used in this study by using questionnaire distribution. The sample of this study is 200 TATIUC active students (out of 2000). The respondents were randomly selected from differentfaculties and program, which according to their years of studies. Thequestionnairewas distributed randomly to male and femalefrom foundation, diploma and bachelor students in the range of 18 to 30 years old.

The questionnaire was divided into two sections. Section A gathers respondent's background information such as gender, age, program study, year of study and faculty. Section B consists of questions which regarding the use of social media network. The questions were designed to satisfy the research questions as set forth in the introduction of this study.

The results of the survey are loaded into the Statistical Package for the Social Sciences (SPSS) version 20 for statistical analysis. An assessment is conducted to test the reliability and validity of the measurement used. Descriptive statistic, frequencies and correlations are used in analyzing the data.

Results and Discussion

In this section, the data collected is presented and analyzed, while the findings are discussed accordingly. The reliability of questionnaire was tested using Cronbach's Alpha coefficient shown in Table 1. The Cronbach's Alpha of 0.8 is considered as highly reliable 17. Based on the result, it can be concluded that the questionnaire designed is a reliable measurement instrument.

Table 1. Reliability statistics

Cronbach's Alpha	Cronbach's Alpha based on	No. of	
	Standardized Items	Items	
0.981	0.989	20	

The respondents of the questionnaire are 200 undergraduate students, which consists of 37% male and 63% female. 68% of the respondents are between 20-24 years old and 73% from the bachelor programs.

4.1 RQ1: What is the Extent of usage of Social Media among TATIUC Students?

In measuring the usage of social media, four questions were used. The questions are as follows:

- Are you member of social media network?
- Please select all social media networks that you use?
- How do you access your social media network account?
- Why you use online social network?

The result shows that 90.5% of respondents indicated that they use some form of social media. The respondents reported the most popular social media network used is WhatsApp (88%) and Facebook (85%). The result is consistent with previous studies¹⁸⁻¹⁹. However, the result is variance withotherstudies which Facebook and Twitter were the most popular forms of the social media. It was followed by WeChat (64%), Instagram (59%), Twitter (25%), Telegram (24%), Line (22%), Tango (1.0%), Beetalk (3.0%), Zello (0.5%), Blog (0.5%) and Viber (0.5%) as indicated in Figure 1.

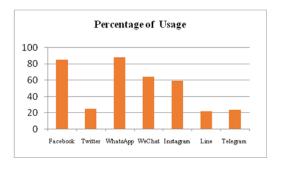


Figure 1. Online social media network use.

There are many platforms or methods used by respondents to access the social media, as indicated in Figure 2. The highest values could acquire for the variable of smart phonemethod which is 96.5%. This is followed by the 61.5% use of laptop and only 17.5% make use personal computer to access social media. The results showed that the most preferred method for accessing the social media with smart phone, where its convenience and its flexibility.

The reason for using the social media among college students is varied. The most common reason of using social media is communication, with female students communicate more compared to male students through online social media networking. Based on Table 2 and Figure 3, the reason use of online social media network is recorded high in items Q1and Q3 with a mean of 4.39 and 4.17 respectively. They make online social media for use to find information, to keep in touch with family and friends.

Table 2 and Figure 3 illustrate the percentage and means responses to questions in section B of the questionnaire. The mean scores are classified into five categories namely strongly disagree (0.00-1.00), disagree (1.01-2.00), neutral (2.01-3.00), agree (3.01-4.00) and strongly agree (4.01-5.00).

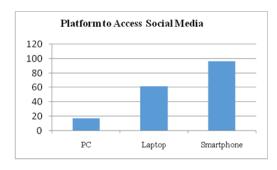


Figure 2. Platform to access social media.

Table 2. Use of online social media network

	Responses					
	Strongly	Disagree	Neutral	Agree	Strongly	Mean
	Disagree				Agree	
Q1	0.5	0.5	9.5	38.5	51.0	4.39
Q2	6.5	10.5	25.5	30.5	27.0	3.61
Q3	1.0	2.5	16.5	38.5	41.5	4.17
Q4	3.5	12.5	26.5	36.0	21.5	3.59
Q5	1.0	9.5	24.5	41.0	24.0	3.77
	2.5	7.1	20.5	36.9	33	

Communication with family and friends was the

one of the reason students used social media, with most respondents agree this was the reason. The result showed the social media provide the opportunity to respondent to interact with their family and friends. Additional reasons reported including to find information, to share pictures, video or music, to play games and to make new friends.

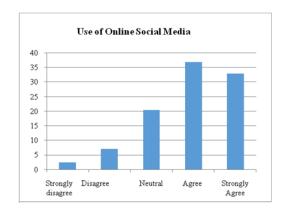


Figure 3. Use of online social media network.

Based on the results, this study shows that most of TATIUC students were using several social networking platforms. This is significant since 71% of young adults have a Facebook account. The current study indicated that Whatsapp and Facebook were the social network websites of choice, with 96.5% of students using smart phones to access their social networking. These findings concurred with other research which found that Facebook is the one of the popular form of social media.

The most popular reasons in using the social media are to find the information and to communicate with family and friends. Entertainment also is one of the main reasonsof using social networking sites. These results are supported by the previous study that found the students use Facebook and other websites to spend their leisure time, be entertained and maintain existing relationships with others.

4.2 RQ2: Is there a Relationship Between Extent of usage of Social Media and Communication with Family and Friends?

Five questions were used to measure the extent of students' perceive in communication skills as follows:

- Do you use social media networking to communicate with friends?
- Do you use social media networking to communicate with family?

- Do you use social media networking to communicate with people that stay away?
- Do you use social media networking to communicate with strangers/people you do not already know?
- How does media networking affect your social life?

Table 3 and Figure 4 list the percentage and mean responses of respondents who communicate the most when they are using online social media network. The mean scores are classified into four categories namelynever, rarely, fairly often and nearly always.

Table 3. Communicate using social media

	Responses				
	Never	Rarely	Fairly	Nearly	Mean
			Often	Always	
Q1	1.0	9.5	47.2	42.2	3.31
Q2	0.0	7.0	48.5	44.5	3.38
Q3	3.0	19.5	51.0	26.5	3.01
Q4	34.5	31.5	25.2	8.5	2.08
	9.62	16.87	43.05	30.43	3

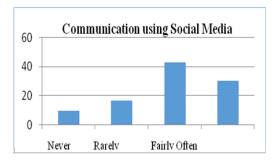


Figure 4. Communication using social media.

The result for the variable of perceived communication skills shows that students perceived the social media as a main communication medium. It is recorded high in items Q1 and Q2 with a means 3.31 and 3.38 respectively, which the communications are the most strong with their friends and family. This is supported where it was found that students used the social media to communicate more with friends and family¹⁹. Only a few of the students use the social media for academic or research purpose, but communication was generally the most common reason for using it.

From the data, about 43.05% of the respondents

claim fairly often and 30.43% of the respondents claim to nearly always communicate with others using the social media. Almost 16.87% of the total respondents claim to communicate by using the social media rarely, while 9.62% claim never to use social media as a communication method. This finding shows that TATIUC students use the social media as a communication method extensively.

However, given the social media as a popular communication method, the effect on face to face communication has found. According to Figure 5, about 39.5% reported the use of online social media somewhat has an effect on face to face communication. This shows that student always used social media for communication compared to communicate face to face with their friends and family. These findings are supported with the previous finding, which agree that college students communicate over the internet with friends and family that live far away²⁰.

To evaluate the relationship between social media usage and communication with family and friends, the Pearson correlation was conducted. The results of correlation test showed there were significant relationships between these two variables. It shows that 0.191 Pearson correlation between the usage of social media network and communication with family and friends, as indicated in Table 4.

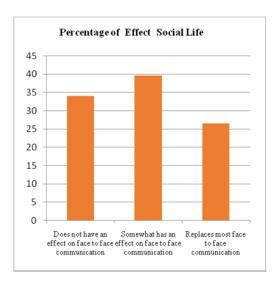


Figure 5. Social media affect the social life.

 Table 4.
 Correlations of social media usage and communication

		Social	Communi-
		Media	cation
		Usage	
Social media usage	Pearson Cor- relation	1	-0.191**
	Sig. (2-tailed)		0.007
	N	200	200
Communication	Pearson Cor- relation	-0.191**	1
	Sig. (2-tailed)	0.007	
	N	200	200

^{**}Correlation is significant at 0.01 level (2-tailed).

4.3 RQ3: Is there a Relationship between Self-Concept of TATIUC Students and their use of Social Media?

Five questions were used to measure self-concept of TATIUC students and their use of social media as follows:

- How long have you been using a social media network?
- How often do you post status update?
- How often do you update your online profile?
- Do you feel that if you are not to participate in social media network you would be missing out?

The number of duration of students using social media was found from 4 years ago, with 41% of respondent reporting they have been used social media network. Additionally, about 32% of students reported used between 2-4 years ago, almost 16% used 1-2 years ago, about 13% used 6-12 months, almost 2% used 1-6 month and 2% used less than a month.

The average they spent daily on online with social media network was also quite high up to 42.5% or 8 hours per day. About 23.5% respondent spent 7-8 hours, almost 12.5% spent 5-6 hours, about 19% spent 2-4 hours and 3% spent less than 1 hour per day.

The duration and average of students spent daily using social media were quite high. Many reasons why college students were using social media network. The results show the respondent used several ways to communicate with their friends and family on social media network. Post status updates and update profile were the most common ways to communicate.

Referring to the Figure 6, almost 33% of the respondent post their status updates online once every few weeks

which followed by 25% post status updates once a month. The results also revealed that 14% respondents did not post their status updates.

However, they did not update profile frequently. Figure 7 shows about how often the respondents update their profile. About 7% update more than once a day, almost 5.5% once a day, about 29% once every few weeks, almost 57% once a month and 1.5% never updates.

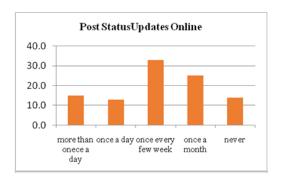


Figure 6. Post status updates online.

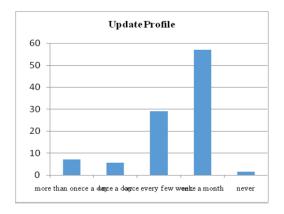


Figure 7. Update profile.

The majority of the TATIUC students has visited their social media networking sites more often, and this indicates that the extent to which they frequently use the sites. As found in previous research shows that the extent of usage of social media sites is frequent. Since several times a day college students visited their social networking sites.

Students used a variety of ways to communicate with friends and family on social media. The common ways they communicate using status update and update profile, but they also sent private messages and posted photographs as well. Probably, status updates and updating the profile was easier and faster to communicate than sending private messages or posting photographs.

The relationship between social media usage on selfconcept was also an interesting finding. About 81% of the respondent indicates that they feel missing out if they not participate in social media network. It showed negative effects on self-esteem. The current study found that college students either believe that social media websites affect their self-esteem positively or neither positively or negatively²¹.

Pearson correlation also conducted to see whether there was a relationship between social media network usage and self-concept. The results of correlation test showed there were significant relationships between the social media usage and self concept variables. There are 0.088 Pearson correlations between self-concept and social media network usage as indicated in Table 5.

Table 5. Correlations of social media usage and selfconcept

		Usage of Social Media	Self Concept
Usage of social	Pearson Cor- relation	- 1	-0.088
media	Sig. (2-tailed))	0.217
	N	200	200
Self con- cept	Pearson Cor- relation	-0.088	1
	Sig. (2-tailed)	0.217	
	N	200	200

^{**} Correlation is significant at 0.01 level (2-tailed).

5. Conclusion and Future Works

The main purpose of this study was to analyze the uses of social media and their relationship between communication and self concept among college students. The results revealed that online social media had given huge impact to the student's life. Based on the information acquired, it is fair to say that a college student was exposed to the various types of social media that exist. Whatsapp and Facebook appear to be the most popular social media used by college students. The results also show that social media create several new communication types with friends and family. It is also influencing individual's selfconcept.

However, considering the wide usage of the social media by college students, further studies should be conducted with a focus on ascertaining of why college

students do not make use of the social media for academic purposes which realizing the implications of social media on student's performance.

Future research work in this area includes the understanding students' behavior in the use of online social networking, impact of social media usage on students academic performance, social network sites usage habits of undergraduate students in case study of Facebook and the usage of WhatsApp mobile instant messaging in higher education.

6. Acknowledgment

This work is funded by the TATIUC under the Short Term Grant (STG).

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