

Facebook: The Phenomenon of Bringing Addiction?

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Abstract: Facebook is a phenomenon that absorbs quickly and seen as a new tsunami after Myspace and Friendster. Thus, this preliminary study aimed to determine the level of addiction among the students up in the SMK Khir Johari and gender aspects of the whole. The study reviewed the number of hours using up one day, long experience of using up and estimates the number of friends at Facebook. In addition, studies also determine whether there were significant differences in the level of addiction among the students up from the aspect of gender and the relationship between addictions levels up with academic achievement. A total of 50 students (Facebook users) at SMK Khir Johari were chosen randomly. The findings showed that a high level of addiction to Facebook is about 54.0%. The boys have hooked up to higher levels than girls. Total time consumption up by the students was the most dominant of two hours a day at 38%. Long experience in using up most dominant for 3 years of 56%. Estimated number of friends that are dominant among the 201 to 300 people at 36%. It has no significant difference in the level of addiction up for gender in addition to having a poor relationship to the level of addiction up ($r = 0.103$, $p = 0.475$) and academic achievement. In relation to the number of results obtained, the main proposals have been submitted.

Key words: Facebook, addiction, gender, academic achievement.

1. Introduction

Nowadays, everybody was attracted to the most popular Social Network Sites (SNS), in which one of them is Facebook. The user has surfed up by 1.6 billion per day [1]. Facebook was founded by Mark Zuckerberg in February 2004 and he was the Chief Executive Officer in charge of the design direction and marketing strategies. Facebook was used in 27 countries around the world and became very famous since 2006 [2]. According to previous study entitled "Social Network Sites (SNS): Definition, history and scholarship" in 2007 have included the development of circulation in the popularity of Facebook [3].

Until February 2011, Facebook has more than 635 million active users. According to data provided by Alexa.Com: The Web Information Company (the watchers website based in the U.S.)[4], there is a list of 500 websites are frequently visited by Internet users.

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In this paper, we identify several aspects such as the level of addiction among students up SMK Khir Johari of the overall aspect, the level of addiction among students up SMK Khir Johari of gender, the number of hours using up one day, long experience of using up and estimate the number of friends among the students up SMK Khir Johari. We also want to identify whether there is any significant difference in students hooked up SMK Khir Johari of gender and see the relationship between the levels of addiction up to the level of academic achievement.

2. Literature Review

Table 1 shows the sites ranked first to tenth most popular in Malaysia which is lead by Facebook. Up remains a social networking site most frequently visited.

Refer to the website that is accessible to marketingcharts.com in March 20, 2011 (Table 2: Top 10 Social Networking Websites & Forums (December 2010) [5]), first up was ranked the most frequently visited by users until December 2010 the percentage

Table 1 Top sites in Malaysia.

Ranking	Websites	Ranking	Websites
1	Facebook	6	YouTube.com
2	Google.com.my	7	Wikipedia.org
3	Google.com	8	Windows Live
4	Blogger.com	9	Maybank2u
5	Yahoo.com	10	Twitter.com

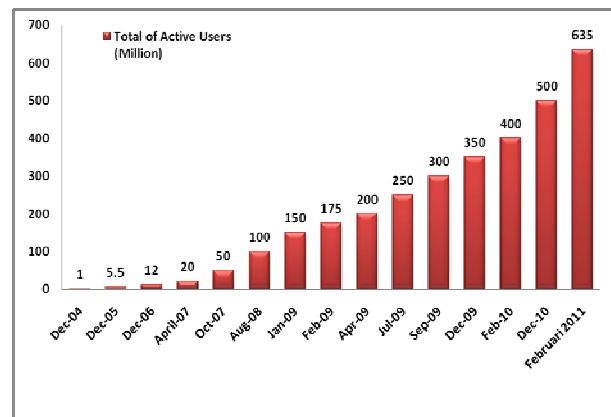
Table 2 Top 10 social networking websites & forums most frequently visited by users (until December 2010).

Ranking	Websites	Percentage (%)
1	Facebook	62.40
2	YouTube	19.78
3	MySpace	2.82
4	Yahoo Answers	1.03
5	Twitter	0.93
6	Tagged	0.92
7	MyYearbook	0.51
8	MyLife	0.38
9	Club Penguin	0.33
10	MocoSpace	0.28

of 62.40% was Facebook. It is much left other rivals such as YouTube (19.78%), MySpace (2.82%), Twitter (0.93%) and Tagged (0.92%).

Based on Fig. 1, the numbers of active users on Facebook have been increasing with each passing month and year. The rate of percentage increase since April 2009 rose by 50 million users. Only within the past 5 to 6 years, Facebook has seen a sharp increase with an increase of 1 million users to 400 million users in early February 2010. In Malaysia, up to collect more than 10 million active users of its position was ranked 16 on the back of Colombia. In the sharp increase of Facebook users around the world, the study by Suzuki and Calzo showed that users of social website like this up their time to “wait” like reading the content / posts by other partners on facebook without a reply back against the post. Scenario “waiting” is very encouraging in time wastage among the users [6].

Facebook users can also get a personal view of other people to post their own profiles. Facebook actually serves as a social medium to support people communicate more efficiently with friends, family and colleagues [7]. Facebook also is a website which is

**Fig. 1 Number of users up Worldwide (Million).**

most visited by college students [8].

3. Due To Use Up Wasted Time

Table 3 shows some data that can be viewed on the actual scenario of the phenomenon that swept the world up now.

Spending time with social sites is one of the main activities of the community daily. In one study, half of teens aged 12-17 years who have had to navigate those accounts social networking site every day, 22% of them to navigate those few times, 26% only once a day, 17% to navigate those 3 to 5 times a week, 15% to navigate those 1 to 2 times a week and 20% to navigate those once in a few weeks [9]. Consumers using up one of them are to waste time and are a real killer to the public. People tend to spend their time with the up due to addiction [10].

4. Problem Statement

Based on the official website Facebook.com, Table 4 shows some data that can be viewed on the actual

Table 3 General statistics about the usage of Facebook.

No	General statistics
1	50% active users were surfing up at every day.
2	More than 35 million users renew their status every day.
3	More than 60 million to send status updated every day.
4	More than 3 billion photos uploaded every month.
5	There are more than 70 translations are available
6	As many as 70 percent users are outside the U.S.
7	There are more than 100 million active users were surfing Facebook using telecommunications equipment.

Table 4 Wasting time: top 10 online distractions : Facebook, Hulu, Amazon, Flickr: time management company calculates time you spend online.

Ranking	Websites	Average of Time Spending by the users per day (minutes)
1	Facebook	17.94
2	Reddit	17.62
3	Facebook Applications	17.55
4	Hulu	15.66
5	Netflix	13.50
6	YouTube	9.58
7	Twitter	5.83
8	Amazon	4.28
9	Flickr	3.80
10	Blogger	

scenario of the phenomenon that swept the world up now. People tend to spend their time with the up due to addiction, coupled with the main target group is students. The data in Table 4 (Wasting Time: Top 10 Online Distractions: Facebook, Hulu, Amazon, Flickr: Time Management Company Calculates Time You Spend Online [11]) are among software users RescueTime. Abcnews.go.com website lists the 10 best websites to waste time in 2010. Remained up in the first place and dominated the third position with Facebook Applications.

Today, there is extensive coverage that shows the user up getting a lower grade. For Aryn Karspinkin PhD from Ohio State University with the title A Description of Use and Academic Performance up Among Undergraduate and Graduate Students, and found that there is a reasonable relationship between the up, the decline in grades and lack of time spent studying [12]. Among his findings are Facebook users receive an average of 3.0 - 3.5 points compared to non-Facebook users received 3.5-4.0, consumers allocate time to study up 1-5 hours as compared to non-users up to provide 11 to 15 hours of study per week and students are predominantly used up are those who pursue the Science, Technology, Mathematics, Engineering, and Business.

Now there are new findings that were critical of the old with the finding that there is no correlation

between academic achievement up to the (grade). Results of the study by Stanford University PhD candidate at the Josh Pasek found that it has no relationship or a small positive relationship [13]. It does not mean that use up excessive adverse effects on academic achievement [14].

5. Methodology

5.1 Sample and Population

The samples for this study were students at SMK Khir Johari, Tanjong Malim, Perak which involved 50 people. Students who are selected are those that have an up with Facebook. The sampling used is simple random sampling. The dependent variable for this study were hooked up the students and independent variables were gender, number of hours using up one day, long experience of using up and estimate the number of friends in Facebook. Gender is the gender (male or female), long experience of using up (in years), the number of hours using up one day (in hours) and the estimated number of friends in the up (the number of partners). Academic achievement was measured by the total number of A in the latest test.

5.2 Research Instrument

This study used a measurement tool which was adapted from the instrument up Facebook Addiction Test (FAT) by Amanda Gill Proffitt from Chicago [15]. This questionnaire is new and consists of 20 questions that tested the response of the respondents whether they had hooked up. Table 5 shows that the classification stage addiction level of the questionnaire.

5.3 Data Normality

Based on Kolmogorov-Smirnov test (a) and Shapiro-Wilk, found the significant level ($p > 0.05$) in the 0.134 and 0.411 showed the value is not significant. This proves that the study data is normally distributed. This is also supported by the skewness and kurtosis indicates their value is -0.157 and -0.295

Table 5 Classification stage addiction level.

Point	Level of addiction	Explanation
80 - 100	High	Your Facebook usage is causing significant problems in your life. You should evaluate the impact of Facebook on your life and address the problems directly caused by your Facebook usage.
50 - 79	Medium	You are experiencing occasional or frequent problems because of Facebook. You should consider their full impact on your life.
20 - 49	Low	You are an average Facebook user. You may surf Facebook a bit too long at times, but you have control over your usage.

respectively. Since the second - both were between ± 2.0 , the data were normally distributed. So the appropriate test for statistical analysis is a test of statistical inference parametric with the two sample *t* test for independent and Pearson Correlation.

6. Results and Discussion

6.1 Objectives Study 1: Identifying the Addiction up Among the Students of SMK Khir Johari Overall Aspect

The finding of Table 6 shows that all respondents SMK Khir Johari had a high level of addiction to up the total of 54.0% (27 people) than a medium addiction of 46.0% (23 people).

6.2 Objectives Study 2: Identify the Level of Addiction among Students up SMK Khir Johari of Gender

The findings of Table 7 show that male students (mean = 3.9817) have hooked up a little higher than female students (mean = 3.9600).

6.3 Objectives Study 3: Identify the Number of Hours of Use up (a day), Long Experience of Using up and Estimate the Number of Friends among the Students up SMK Khir Johari

The findings of Table 8 shows that the amount of time using up a day by students who are dominant in 2 hours, 38 per cent (19 students), followed for 3 hours, 28 percent (14 students) and most not dominant is 5

hours of 4 percent (2 students).

The findings of Table 9 indicate that the long experience of using up the most dominant of 3 years, 56 percent (28 students) followed for 2 years is 44 percent (22 students).

The finding of Table 10 shows that the estimated amount of the dominant partner among the students of SMK Khir Johari was between 201 to 300 friends at 36 percent (18 students).

6.4 Objectives Study 4: To Identify Whether There Is Any Significant Difference in Students Hooked up SMK Khir Johari of Gender

Findings ($p > 0.05$) in Table 11 indicate that there is no statistically significant difference in the level of

Table 6 The level of addiction among all students.

Addiction level	Frequency	Percent (%)
High	27	54.0
Medium	23	46.0
Low	0	0.0
Total	50	100.0

Table 7 The level of addiction among gender.

Gender	N	Mean	Standard deviation
Male	30	3.9817	0.16942
Female	20	3.9600	0.17366
Total	50	3.9730	0.16970

Table 8 Total time of use up (a day) among students.

Total time use up (daily)	Frequency	Percent (%)
1 hour	4	8.0
2 hours	19	38.0
3 hours	14	28.0
4 hours	11	22.0
5 hours	2	4.0
Total	50	100.0

Table 9 Long experience in using Facebook among students.

Experience using up Facebook	Frequency	Percent (%)
Less than 1 year	0	0.0
1 year	0	0.0
2 years	22	44.0
3 years	28	56.0
More than 3 years	0	0.0
Total	50	100.0

Table 10 Estimated number of friends among students.

Total friends on Facebook	Frequency	Percent (%)
Lower than 100 friends	3	6.0
101 to 200 friends	3	6.0
201 to 300 friends	18	36.0
301 to 400 friends	12	24.0
401 to 500 friends	9	18.0
More than 500 friends	5	10.0
Total	50	100.0

Table 11 *T* Test for two independent samples was used to determine whether there were significant differences of gender aspects of the addiction up.

Gender	Mean	S.D	<i>t</i> test	
			<i>t</i>	Sig. (2-tailed)
Male	3.9817	0.16942	0.439	0.663
Female	3.9600	0.17366		

* Significant difference at significance level $\alpha = 0.05$.

Table 12 Pearson correlation was used to identify the relationship between the level of addiction up to the level of academic achievement SMK Khir Johari.

	Academic achievement
Pearson correlation	0.103
Sig. (2-tailed)	0.475
N	50

addiction up for the group of boys and girls among the students of SMK Khir Johari.

6.5 Objectives Study 5: Identify the Relationship between the Levels of Addiction up to the Level of Academic achievement SMK Khir Johari

The above findings in Table 12 indicates a weak correlation between the strength of the hooked up ($r = 0.103$, $p = 0.475$) on academic achievement.

7. Conclusions

The significant findings in this study are:

- Students of SMK Khir Johari had a high level of addiction to up the total of 54.0%. The boys have hooked up a level higher than female students;
- The amount of time using up a day by students who were dominant for 2 hours and term experience in using up most dominant for 3 years;
- Estimated amount of the dominant partner was

between 201 to 300 friends;

- There was no statistically significant difference in the level of addiction up to gender;
- There was a weak correlation between the level of addiction up and academic achievement.

Based on the findings obtained, some suggestions have been made improving teaching and learning activities based up at the school. Fifty per cent of academicians think up potential of Facebook as an academic tool [8]. Previous research also shown that it has a relationship with friends using social sites is significant, especially among adolescents [16]. Students must be given a lot of outdoor activities/ curriculum/social order to avoid excessive concentration on Facebook. Club member should be established at the school up for the purpose of sharing knowledge – oriented benefits, promotion, friendship and much more.

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