THE IMPACT OF SOCIAL NETWORKING APPS ON MALAYSIAN SECONDARY SCHOOL STUDENTS:

ATTITUDES, BEHAVIOURS AND RISKS

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Social Networking Systems

- Social networking systems allow individuals to meet and chat with each other virtually.
- Boyd and Ellison (2007) defines a social networking system as a web-based service which has the following features:

a. build public or semi-public profile in a system.

b. share a connection.

c. view and cross-list their relationship with others in the system.

Social Networking Systems

- Previously, these online activities are only available with the internet connection through:
- Portals
- Forums
- Blogs
- Galleries (usually a photo gallery)

HOWEVER

With the invention of mobile apps, we can now connect with people via mobile phones.

What are Mobile Apps?

a. "App" is the short term for "application software".
b. is a computer programme designed to run on smartphones, tablet computers and mobile devices.
c. is operated by the owners of mobile operating platforms such as Apple App Store, Google Play, Windows Phone Store and BlackBerry App World.
d. can usually be downloaded from a platform into a target device such as iPhone, Blackberry, Android phone or a Windows Phone.

Brief history of Mobile Apps

a. started appearing in 2008.

b. were originally used for general productivity and information retrieval purposes:

   i. emails,

   ii. calendar,

   iii. contacts,

   iv. stock market and

   v. weather information.

Uses of Mobile Apps

- Due to high public demand, the availability of developer tools and its popularity, users expand their use of Mobile Apps to:

a. games

b. GPS / location-based services

c. banking

d. order-tracking

e. ticket purchases

f. mobile medical apps &

g. **of course ---- social networking**

Schryver's Report (2014)

According to Shryver (2014):

"the days of a one-stop shop for all social-networking needs are over, instead, teens are dividing their attention between an array of apps and tools that let them write, share, video-chat, and even shop for the latest trends."

Top Three Most Popular Apps
(Schryver 's Report ; 2014)

i. **Twitter**

Reasons for popularity:

can share quick tidbits about their lives with friends and keep abreast of the latest updates.

Warning to Parents

a. Public tweets are the norm for teens.

b. Updates appear immediately.

c. It's a promotional tool for celebs.

twitter

Top Three Most Popular Apps
(Schryver 's Report ; 2014)

ii. Instagram

Reasons for popularity:

- unites the most popular features of social media sites.

- apply fun filters and effects to your photos.

Warning to Parents:

a. Teens are on the lookout for "Likes".

b. Public photos are the default.

c. Private messaging is now an option.

d. Mature content can slip in.

Instagram

Top Three Most Popular Apps
(Schryver 's Report ; 2014)

iii. Snapchat

Reasons for popularity:

- a way for teens to share fun, light moments without the risk of having them go public.
- can use sending goofy or embarrassing photos to one another.
- send and load much "faster" than email or text.

Warning to Parents:

a. Many schools have yet to block it.

b. It's a myth that Snapchats go away forever.

c. It can make sexting seem OK.

Research on social media apps in Malaysia

Almost all studies on social networking in Malaysia have been undertaken on university students.

Two prominent examples:

A. Norshidah Mohamed and Ili Hawa Ahmad (2012) examined the use of SN by 340 undergraduates at a Malaysian public university.

B. Nosaremah Salleh et al. (2012) investigated the use of SNS on 486 undergraduates from five selected public and private universities in Malaysia.

(1) Norshidah & Ili Hawa 's study (2012)

Significant Findings

i. Iindividuals who are concerned with their information privacy are more likely to use measures to protect their privacy.

ii. Perceived severity, self-efficacy and gender precede information privacy concerns.

iii. There is no link between response efficacy and rewards to users' information privacy concerns.

(2) Nosaremah Salleh et al. (2012)

13

Significant Findings:

i. Students generally have several SNS accounts.

ii. They are generally aware of their information privacy in SNS.

iii. Majority of their respondents have a Facebook account followed by Twitter and MySpace.

iv. They generally spend approximately 1 to 3 hours a day accessing the SNS.

(2) Nosaremah Salleh et al. (2012)(cont.)

<u>Using correlation analysis they found</u>:

i. Students are aware that disclosure of information on the Internet may invite some negative consequences such as misused of information.

These findings are consistent with those reported in existing studies (Dinev & Hart, 2004; Youn, 2009; Banks et al., 2010).

(2) Nosaremah Salleh et al. (2012)(cont.)

- Though students are aware of security issues they believed that they are capable of safeguarding their own personal information from undesirable intrusion.

These findings are in line with the findings of previous studies (Lampe et al., 2008; Lipford et al., 2008; Strater & Lipford, 2008, LaRose et al., 2006; Youn, 2009).

Conclusion from both studies

16

SNS users are aware and are prepared to face both the negative consequences (such as receiving spam, hoax) as well as the positive consequences (such as new connection, enhance business channels, etc.).

Rationale for this study

- Schryver's report (2014) revealed that the use of such apps by teenagers for SN purposes has potential risks and dangers.

- Malaysian studies do not explore the risks and dangers of SNS on secondary school students.

HENCE THE NEED FOR THIS PROJECT ....
WHICH will explore the use of such social media apps by Malaysian secondary schools students for SN purposes.

Research Questions

(1) What are the social media apps that Malaysian secondary school students frequently use for social networking purposes?

(2) What are their attitudes and behaviours towards such social media apps?

(3) How do these social media apps affect the social life of these students as a whole?

Research Questions

(4) To what extent are these students, their parents and their teachers aware of the risks and dangers involved in using these apps?

(5) What types of measures have been taken by these students, their parents and their teachers to safeguard against risks and dangers arising from the use of these apps?

Significance of Research

(1) Pioneering work

(2) Allow a comparison of the findings obtained from university students with those derived from this project.

(3) Significant to teachers, parents and policymakers in helping them understand the risks and dangers involved in the use of social media apps.

(4) Help them come up with better monitoring and protective measures.

(5) The government will further benefit from these findings – can formulate better policies to safeguard students.

Quantitative Research Methodology

A. Survey

- A convenience sample will be used as this is a novel research field requiring self-selected sample hence making it difficult to undertake random sampling (Riffe, Lacy, & Fico, 1998).

- Online survey - 1000 students - from 13 to 16 years old - studying in Klang Valley and Selangor.

Quantitative Research Methodology

- Breakdown of students:

Location / Age	13-16 years
Klang Valley	500
Selangor	500

Respondents to provide basic information on their habits with regard to <u>three</u> social media apps that they use most often

Quantitative Research Methodology

- **<u>Examples of questions asked</u>**:
- Tpes of personal information they reveal in their profile
- things they upload in each app
- users' practice with regard to privacy and intrusion
- users' practice with regard to accepting followers
- what they perceive as benefits of using each app
- problems/unpleasant incidents they face or hear of contacts facing with each app

Qualitative Research Methodology

- **B**. Interview
- 10 students from the Klang Valley and 10 students from Selangor will be selected from the online survey respondent pool to participate in face-to-face interviews.
- 10 parents will be interviewed (5 from Klang Valley and 5 from Selangor).

Quantitative Research Methodology

- Students are selected systematically by looking at their survey answers and comments and pragmatically by their availability.

- Qualitative analysis is to provide additional evidence to support the findings of the quantitative data.

- Also provide deeper and richer understanding of students' involvement.

Qualitative Research Methodology

- After that, the parents of 10 of these students will be interviewed.
- Interviewees are selected based on the responses of the interviewed students.
- <u>Possible problems</u>

  -- some parents may not want to be interviewed.

  -- some students may not be willing to reveal the truth if their parents are going to be interviewed.

Qualitative Research Methodology

- The interviews will be recorded, transcribed, and then analysed using a combination of approaches which include

i.   qualitative content analysis,

ii.   typological reduction analysis,

iii.   hermeneutical/rhetorical interpretation (Fisher, 1987; Kvale, 1996; Mayring, 1990; Weber, 1990).

Conclusion

- This study will provide answers that will help MCMC undertake informed decisions that will

i.   benefit consumers.

ii.   improve the implementation of policies and regulations regarding the use of multimedia gadgets, tools and apps.

The End

Thank you for your attention!