

THE RELATIONSHIP BETWEEN SELF-ESTEEM AND ATTITUDE
TOWARDS SOCIAL MEDIA ADDICTION AMONG
UNDERGRADUATE STUDENTS

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DEDICATION

I humbly dedicating this piece of work to my loving parents who gave endless love and have been my source of inspiration. They gave me strength when I thought of giving up and continually provide their moral, spiritual, emotional and financial support. This project report is also dedicated to my sisters who shared their words of advice and encouragement to finish this study.

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ABSTRACT

The continuous development of technologies and applications of social media are more likely to be related with the issue of addiction to social media. The addiction level towards social media is potentially co-relate based on the university student's self-esteem and attitude. This study aimed to examine the relationship between self-esteem and attitude towards social media addiction among undergraduate students. This study adopted the method of primary quantitative whereby it is a combination process of survey research and correlational research design. A total of 370 respondents from the Faculty of Science, Faculty of Engineering and Faculty of Social Science and Humanities in UTM, Skudai Johor participated in this survey. The instrument of Rosenberg Self-Esteem Scale (RSES) (Rosenberg,1965), Measure Online Communication Attitude (MOCA) (Ledbetter, 2009) and Social Media Addiction Scale (SMAS) (Tutgun-Ünal & Deniz, 2015) were adopted to measure the variable of self-esteem, attitude and social media addiction. Data were analysed descriptively and inferentially using Median, Spearman Correlation and Multiple Regression. The results of descriptive analysis for self-esteem towards social media usage shows that undergraduates possess a moderate level of self-esteem in using social media. The results of descriptive analysis for attitude towards social media usage shows that undergraduates possess a moderate level of attitude in using social media. The results of inferential analysis which was conducted using Spearman Correlation indicates that there is a significant correlation between the variable of self-esteem and social media addiction and attitude and social media addiction. The independent variable of self-esteem was the main contributors in prediction the dependent variable of social media addiction. In conclusion, the results of this study explained that the correlation exists between these variables were weak. Hence, a part from self-esteem and attitude, there are other external factors also which might contribute in social media addiction among undergraduates.

ABSTRAK

Perkembangan teknologi dan aplikasi media sosial yang berterusan kemungkinan besar berkaitan dengan masalah ketagihan media sosial. Tahap ketagihan terhadap media sosial adalah berpotensi untuk berhubung kait dengan penghargaan sendiri dan sikap pelajar universiti. Kajian ini bertujuan untuk mengkaji hubungan antara penghargaan sendiri dan sikap terhadap ketagihan media sosial dalam kalangan pelajar sarjana muda. Kajian ini menggunakan kaedah penyelidikan kuantitatif yang merupakan proses gabungan penyelidikan tinjauan dan reka bentuk penyelidikan korelasi. Sebanyak 370 responden dari Fakulti Sains, Fakulti Kejuruteraan dan Fakulti Sains Sosial dan Kemanusiaan di UTM, Skudai, Johor telah mengambil bahagian dalam kajian ini. Instrumen soal selidik Rosenberg Self-Esteem Scale (RSES) (Rosenberg, 1965), Measure Online Communication Attitude (MOCA) (Ledbetter, 2009) dan Social Media Addiction Scale (SMAS) (Tutgun-Ünal & Deniz, 2015) telah diadaptasi untuk mengukur pemboleh ubah penghargaan sendiri, sikap dan ketagihan media sosial. Data dianalisis secara deskriptif dan inferensi dengan menggunakan Median, Korelasi Spearman dan Regresi Berganda. Hasil analisis deskriptif bagi pemboleh ubah penghargaan sendiri terhadap penggunaan media sosial menunjukkan bahawa pelajar-pelajar sarjana muda mempunyai tahap penghargaan sendiri yang sederhana dalam menggunakan media sosial. Hasil analisis deskriptif bagi pemboleh ubah sikap terhadap penggunaan media sosial menunjukkan bahawa pelajar-pelajar sarjana muda mempunyai tahap sikap yang sederhana dalam menggunakan media sosial. Hasil analisis deskriptif bagi pemboleh ubah ketagihan sosial media menunjukkan bahawa pelajar-pelajar sarjana muda mempunyai tahap ketagihan yang sederhana dalam menggunakan media sosial. Hasil analisis inferensi yang dijalankan menggunakan korelasi Spearman menunjukkan bahawa terdapat hubungan yang signifikan antara pemboleh ubah penghargaan sendiri, sikap dan ketagihan media sosial. Hasil analisis regresi berganda menunjukkan bahawa terdapat pengaruh di antara pemboleh ubah penghargaan sendiri dan sikap terhadap ketagihan sosial media dalam kalangan pelajar sarjana muda di UTM, Skudai, Johor. Pemboleh ubah bebas iaitu penghargaan sendiri merupakan penyumbang utama dalam menjadi peramal yang signifikan kepada pemboleh ubah bersandar, iaitu ketagihan sosial media. Secara kesimpulannya, keputusan kajian ini menjelaskan bahawa korelasi signifikan yang wujud di antara pemboleh ubah ini adalah lemah. Oleh itu, selain daripada penghargaan sendiri dan sikap, terdapat faktor-faktor luar yang berkemungkinan menyumbang kepada ketagihan media sosial dalam kalangan pelajar sarjana muda.

TABLE OF CONTENT

	TITLE	PAGE
	DECLARATION	iii
	DEDICATION	iv
	ACKNOWLEDGEMENT	v
	ABSTRACT	vi
	ABSTRAK	vii
	TABLE OF CONTENT	viii
	LIST OF TABLES	xiv
	LIST OF FIGURES	xvii
	LIST OF ABBREVIATIONS	xviii
	LIST OF SYMBOLS	xix
	LIST OF APPENDICES	xx
	CHAPTER 1 INTRODUCTION	1
1.1	Introduction	1
1.2	Background of Study	5
1.3	Problem Statement	12
1.4	Research Objectives	14
1.5	Research Questions	15
1.6	Research Hypotheses	16
1.7	Theoretical Framework	17

1.8	Conceptual Framework	21
1.9	Scope and Delimitation of Study	24
1.10	Significance of Study	26
1.10.1	Significance of Study to Students	26
1.10.2	Significant to the Current Body of Knowledge	28
1.11	Definition of Terms	28
1.11.1	Self-esteem	29
1.11.2	Attitude	30
1.11.3	Social Media Addiction	30
1.11.4	Undergraduate Students	31
1.12	Summary	32
	CHAPTER 2 LITERATURE REVIEW	33
2.1	Introduction	33
2.2	Social Media Usage	33
2.3	Benefits in Using Social Media among Students	39
2.4	Social Media Addiction	45
2.4.1	Factors of Social Media Addiction	49
2.4.2	Consequences of Social Media Addiction Towards University Students	53
2.5	Self-esteem	57
2.5.1	Self-esteem towards Social Media Addiction	60
2.5.2	Effects of Self-Esteem in using Social Media	64
2.6	Attitude	66
2.6.1	Attitude towards Social Media Addiction	70
2.6.2	Effect of Attitude in Using Social Media	75
2.7	Theories	77

2.7.1	Theory of Self-Esteem	78
2.7.2	Theory of Attitude	80
2.7.3	Theory of Uses and Gratification (U&G)	82
2.8	Past Studies	83
2.8.1	Past Studies on Self-Esteem	84
2.8.2	Past Studies on Attitude	87
2.8.3	Past Studies on Social Media Addiction	89
2.9	Summary	92
CHAPTER 3 RESEARCH METHODOLOGY		93
3.1	Introduction	93
3.2	Research Design	93
3.3	Population and Sample	96
3.3.1	Sampling Method	98
3.4	Instrument	100
3.4.1	Section A - Demographic Information	101
3.4.2	Section B - Instrument Measuring Self-Esteem	101
3.4.3	Section C -Instrument Measuring Attitude	105
3.5	Pilot Study	112
3.5.1	Pilot test on Self-Esteem	115
3.5.1.1	Item Measure Analysis on Rosenberg Self-esteem Scale (1965)	116
3.5.1.2	Summary Statistic on Item Reliability and Item Separation	117
3.5.1.3	Unidimensionality Analysis and Local Dependency Test	118
3.5.1.4	Results of the Second Analysis on Rosenberg Self-esteem Scale (1965)	119

3.5.2	Pilot Test on MOCA	121
3.5.2.1	Item Measure Analysis on MOCA (2009)	121
3.5.2.2	Summary Statistic on Item Reliability and Item Separation	123
3.5.2.3	Unidimensionality Analysis and Local Dependency Test	124
3.5.2.4	Results of the Second Analysis on MOCA (2009)	127
3.5.3	Pilot test on Social Media Addiction Scale (SMAS)	129
3.5.3.1	Item Measure Analysis on SMAS	129
3.5.3.2	Summary Statistic on Item Reliability and Item Separation	131
3.5.3.3	Unidimensionality Analysis and Local Dependency Test	132
3.5.2.4	Results of the Second Analysis on SMAS	134
3.6	Data Collection Procedure	136
3.7	Data Analysis	137
3.7.1	Descriptive Statistics Analysis	137
3.7.2	Inferential Statistics Analysis	139
3.7.2.1	Correlation	140
3.7.2.2	Regression	141
3.8	Conclusion	144
	CHAPTER 4 DATA ANALYSIS	145
4.1	Introduction	145
4.2	Data Analysis	145
4.3	Descriptive Analysis	146
4.3.1	Descriptive Analysis on Demographic Factors	146
4.3.1.1	Demographic on Gender	147

4.3.1.2	Demographic on Age	148
4.3.1.3	Demographic on Race	149
4.3.1.4	Demographic on Year of Study	150
4.3.1.5	Demographic on Academic Faculties	150
4.3.1.6	Demographic on Social Media Usage	151
4.3.2	Descriptive Analysis on Research Objectives	155
4.3.2.1	Descriptive Analysis on Self-esteem in Using Social Media	156
4.3.2.2	Descriptive Analysis on Attitude in Using Social Media	159
4.3.2.3	Descriptive Analysis on Social Media Addiction	165
4.4	Inferential Analysis	172
4.4.1	Spearman Correlation	172
4.4.1.1	Spearman Correlation Analysis between Self-esteem and Social Media Addiction	173
4.4.1.2	Spearman Correlation Analysis between Attitude and Social Media Addiction	174
4.4.2	Regression Analysis	175
4.4.2.1	Multiple Regression Analysis between Self-esteem and Attitude Towards Social Media Addiction	176
4.5	Conclusion	180
	CHAPTER 5 DISCUSSION	181
5.2	Summary of Research Findings	181
5.3	Discussion on Research Objectives	184
5.3.1	Discussion on Analysis on Self-esteem in Using Social Media	185
5.3.2	Discussion on Analysis on Attitude in Using Social Media	187

5.3.3	Discussion on Analysis on Social Media Addiction	192
5.3.4	Discussion on Analysis on Relationship between Self-esteem and Social Media Addiction	196
5.3.5	Discussion on Analysis on Relationship between Attitude and Social Media Addiction	199
5.3.6	Discussion on Analysis on the Influence of Self-esteem and Attitude towards Social Media Addiction	202
5.4	Theoretical Implications	204
5.5	Practical Implications	206
5.5.1	Implications to the Students	206
5.5.2	Implications to the Current Body of Knowledge	207
5.6	Limitations and Recommendations for Future Studies	207
5.7	Conclusion	210
	REFERENCES	211
	Appendix A	234
	Appendix B	247

LIST OF TABLES

TABLE NO.	TITLE	PAGE
Table 3.1	Table to determine the Sample Size Krejcie & Morgan (1970)	97
Table 3.2	Rosenberg self-esteem Scores (Rosenberg, 1965)	103
Table 3.3	Rosenberg self-esteem Scale (Rosenberg, 1965)	104
Table 3.4	Measure of Online Communication Attitude (Ledbetter, 2009)	106
Table 3.5	Measure Online Communication Attitude (Ledbetter, 2009)	108
Table 3.6	Social Media Addiction Scale (SMAS) (Tutgun-Ünal & Deniz, 2015)	111
Table 3.7	Social Media Addiction Scale Level (Tutgun-Ünal & Deniz, 2015)	112
Table 3.8	Rating scale instrument quality criteria	114
Table 3.9	Rule of Thumb by George and Mallery (2003)	115
Table 3.10	Item Measure Analysis on Rosenberg Self-esteem Scale (1965)	116
Table 3.11	Summary Statistic on Item Reliability and Item Separation	117
Table 3.12	Unidimensionality Analysis on Rosenberg Self-esteem Scale (1965)	119
Table 3.13	Local Dependent Test on Rosenberg Self-esteem Scale (1965)	119
Table 3.14	Summary of the First and Second Analysis on Rosenberg Self-esteem Scale (1965)	120
Table 3.15	PMC, Outfit MnSq and Outfit z-standard Analysis on MOCA	122
Table 3.16	Item Measure Analysis on MOCA (2009)	123
Table 3.17	Summary Statistic on Item Reliability and Item Separation	124

Table 3.18	Unidimensionality Analysis on MOCA (2009)	126
Table 3.19	Local Dependent Test on MOCA (2009)	126
Table 3.20	Summary of the First and Second Analysis on MOCA (2009)	127
Table 3.21	PMC, Outfit MnSq and Outfit z-standard Analysis on SMAS	130
Table 3.22	Item Measure Analysis on SMAS	131
Table 3.23	Summary Statistic on Item Reliability and Item Separation	132
Table 3.24	Unidimensionality Analysis on SMAS	133
Table 3.25	Local Dependent Test on SMAS	134
Table 3.26	Summary of the First and Second Analysis on SMAS	134
Table 3.27	Rule of Thumb for correlation coefficient	140
Table 3.28	Summary of Research questions and method of data analyses	142
Table 4.1	Frequency distribution for gender	147
Table 4.2	Frequency distribution for age	148
Table 4.3	Frequency distribution for race	149
Table 4.4	Frequency distribution for year of study	150
Table 4.5	Frequency distribution for academic faculties	151
Table 4.6	Demographic on Most Used Social Media Site	152
Table 4.7	Frequency distribution for social media usage	153
Table 4.8	Analysis on Self-Esteem Items	156
Table 4.9	Analysis on level of self-esteem in using social media among undergraduate students in UTM, Skudai Johor	159
Table 4.10	Analysis on Attitude Items	160
Table 4.11	Analysis on level of attitude in using social media among undergraduate students in UTM, Skudai Johor	165

Table 4.12	Analysis on Social Media Addiction Items	165
Table 4.13	Analysis on level of addiction in using social media among undergraduate students in UTM, Skudai Johor	171
Table 4.14	Rule of Thumb for correlation coefficient	172
Table 4.15	Analysis between Self-esteem and Social Media Addiction	174
Table 4.16	Analysis between Attitude and Social Media Addiction	175
Table 4.17	Model Summary	177
Table 4.18	ANOVA Analysis between the variables	179
Table 4.19	Coefficient Analysis between Self-esteem and Attitude towards Social Media Addiction	179
Table 5.1	Summary of the Hypothesis Results	183

LIST OF FIGURES

FIGURE NO.	TITLE	PAGE
Figure 1.1	Statistics on social network penetration in selected county as of January 2020 ("Social media penetration worldwide 2019 Statista", 2020)	6
Figure 1.2	Theoretical Framework of this study	18
Figure 1.3	Conceptual Framework of this study	22
Figure 3.1	Sampling Method	100

LIST OF ABBREVIATIONS

FS	-	Faculty of Science
FE	-	Faculty of Engineering
FSSH	-	Faculty of Social Science and Humanities
MOCA	-	Measure Online Communication Attitude
MnSq	-	Mean Square
PMC	-	Point Measurement Correlation
RSES	-	Rosenberg self-esteem Scale
SMAS	-	Social Media Addiction Scale
UTM	-	Universiti Teknologi Malaysia
z-std	-	z-Standard

LIST OF SYMBOLS

$\%$	-	Percentage
$>$	-	More than
$<$	-	Less than
\leq	-	Less than or equals to
\geq		More than or equals to

LIST OF APPENDICES

APPENDIX	TITLE	PAGE
Appendix A	Survey Questionnaire	234
Appendix A	Surat Permohonan untuk mendapatkan data pelajar sarjana muda	244

CHAPTER 1

INTRODUCTION

1.1 Introduction

Social media is a web-based or mobile applications platform which allows an individuals or organisations to create and engage with user generated content in digital environments, both professionally and socially (Leafman, Mathieson, Ewing, 2013, John, 2017). One cannot deny that social media or social networking sites are the huge gift of technology (Halder, 2019). Social media such as Facebook, Instagram, Twitter, Snapchat, WhatsApp, YouTube, Gmail, and LinkedIn attract millions of users and majority of them are between the age of 18 to 29 which is traditionally associated with university students (Jamaluddin & Nathan, 2012, John, 2017, Clement, 2020).

The consumption of this digital platforms increases dramatically in the near future especially as we enter the year 2020, with the ongoing Corona virus pandemic which continues to influence and reshape various aspects of people's daily lives (Digital 2020: July Global Statshot — DataReportal – Global Digital Insights, 2020). The continuous development of technologies and applications of social media are more likely to be related with the issue of addiction to social media as it is one of the major concerns to many nowadays.

According to the recent data, more than half of the world now uses social media especially Facebook which consists of 71.85% of users across the world (Social Media

Stats Worldwide| StatCounter Global Stats, 2020). As in Malaysia, statistics shows that participating in social media is the most favourite activity among Internet users in Malaysia last year (Malay Mail, 2020, "Malaysia: social media penetration 2020 | Statista", 2020) and Facebook also holds a special place among Malaysians where a rapid growth can be seen from 75.73% on October 2019 to 84.47% users in October 2020 (Social Media Stats Malaysia | StatCounter Global Stats, 2020).

The majority users, that is the university students tend to use more than one social media account in their daily life (Brahma & Verma, 2018, Leafman et al., 2013, Mohd Faudzi, 2019). A few surveys which were carried out in universities across the world also explained that majority of the university students spend every day in social media for at least three to six hours (Mohd Faudzi, 2019, Brahma & Verma, 2018, Jamaluddin & Nathan, 2012). It is probable that many university students are hooked with social media as it is very addictive (Murugesan & Mohd Hamzaht, 2018, Mohd Faudzi, 2019, Leyla.O, n.d.).

Social media addiction can be viewed as one form of Internet addiction, where individuals exhibit a compulsion to use social media to excess (Hou, Xiong, Jiang, Song, Wang, 2019). No doubt that the idea of social media was introduced as a communication tool in this millennium where one interacts, cultivate societies and share all kind of information and thoughts seamlessly to any individual from different corner of world (Murugesan & Mohd Hamzaht, 2018). This technology helps to unite and communicate with other individuals easier compared to the traditional methods of communication especially during the new practices of social distancing ("YouTube Culture & Trends - Watching The Pandemic", 2020, John, 2017).

This type of interactions can be seen among university students where they have the liberty to post any kind of information or pictures of their choice in their

social media account. As a result, the profile content ranging from very 'tame', a positive post that helps to form opinion and bring social changes (Hussain, 2012, Murugesan & Mohd Hamzaht, 2018) to very 'extreme' information which leads to negative effect such as pictures and comments about one's sexual activities, use of alcohol or drugs (Karl et al., 2010). The addiction level towards social media is potentially co-relate based on the university student's self-esteem and attitude.

Self-esteem is one of the factors that contributes to social media addiction especially among university students (Buran Kose & Dogan, 2019). According to Erikson (1963), self-esteem is the feeling of assurance that is established through the comparison of self-recognition and societal confirmation (Buran Kose & Dogan, 2019). Self-esteem plays role in determining social media addiction. For instance, Facebook provides a good platform for those experiencing low self-esteem and low life satisfaction to boost their self-esteem and popularity (Balakrishnan & Shamim, 2013).

A low self-esteem student who are usually shy and undergoes social anxiety, may be a strong influencer in social media (Balakrishnan & Shamim, 2013, Leafman et al., 2013) and tend to get opportunity to reveal personal information and to express themselves better than in the real world (Bkachnio, Przepiorka & Rudnicka, 2016, Schou Andreassen et al., 2017). Likewise, university students with high level of self-esteem may not be addicted towards social media as they have good social skills and expressive (D'Arienzo et al., 2019, Forest & Wood, 2012). At the same time, studies also portray that one with low self-esteem tends to spend more time on social media compared to those with high self-esteem and the continued behaviour on social media may cause the addictions (Busalim et al., 2019, Bahrainian & Gorji, 2014).

A part from that, attitude also plays a huge role towards social media addiction. Attitude can be defined as an expression of favour or disfavour towards a person, place, things or event and it can be shape based on the person's past and present (Saaondo & Aondoakula Igbaakaa, 2018). The addiction towards social media is based on the student's nature and attitude on how much they like or dislike social media in their life. For instance, attitude of a university students who likes social media, are willing to face stressful and emotional experiences with social media instead of giving up social media (Ming Thang et al., 2016). Besides, the choice to make a positive or negative post on their social media is partially based on their attitude. In fact, some studies show that attitudes of the university students towards the use of social media is mostly in a negative way instead of using it positively (Saaondo & Aondoakula Igbaakaa, 2018).

In a nutshell, social media plays a crucial role in our daily life as we use social media for various reasons. As the technologies developed, issues on social media addiction should be scrutinize where the users are having attachment to social media. Many Malaysians felt that social media influence their state of happiness and find it challenging to give up on social media ("Malaysia: social media penetration 2020 | Statista", 2020). In fact, the situations are the same for the university students.

Regardless posting photos on Instagram, Tweeting updates about their class activities, or prowling LinkedIn for internship opportunities or merely Facebook messaging their friends across the country, university students view social media as a primary form of communication (Mahadi, Jamaludin, Johari, & Muhammad Fuad, 2016). While most of the research conducted focuses on the effect of social media addiction, and element of attitude and self-esteem may change due to the development of social media, this paper will be focusing on the self-esteem and attitude of the undergraduate students towards social media addiction.

1.2 Background of Study

Social media such as Facebook, Instagram, Twitter, Snapchat, and Pinterest are highly attractive and fastest growing applications of the internet today (Li Chung et al., 2019, Carmody, 2020). Those platforms have emerged as giants in this social world (Shukla & Yashaswi Singh, 2017) and controlling everyone's life especially the university students as the trend of using social media among them seems to be increasing day by day (Hussain, 2012). In fact, social media represent a new facet of young people's environment. This is probably due to the Millennial generation growing up with an exposure of digital environment as they are armed with new technologies and gadgets (Mahadi, Jamaludin, Johari, & Muhammad Fuad, 2016).

Beside the purpose of social media, the most worried issue to be given importance is increasing number of users on social media despite the fact that it has been introduced only about less than a decade ago (Mahadi et al., 2016). Recent analysis shows that more than 180 million people started using social media between July and September 2020, equating to an average of almost 2 million new users every day ("Social Media Users — DataReportal – Global Digital Insights", 2020).

Speaking about Malaysia context, Malaysia was ranked forth with a social penetration rate of 81%, which was above the global rate of 49% ("Social media penetration worldwide 2019 | Statista", 2020) compared to the year of 2017; where social penetration rate in Malaysia was only 71% back then (Dahri & Mohd Yunus, 2017). This proves that social media is highly trending in Malaysia (Mahadi et al., 2016).

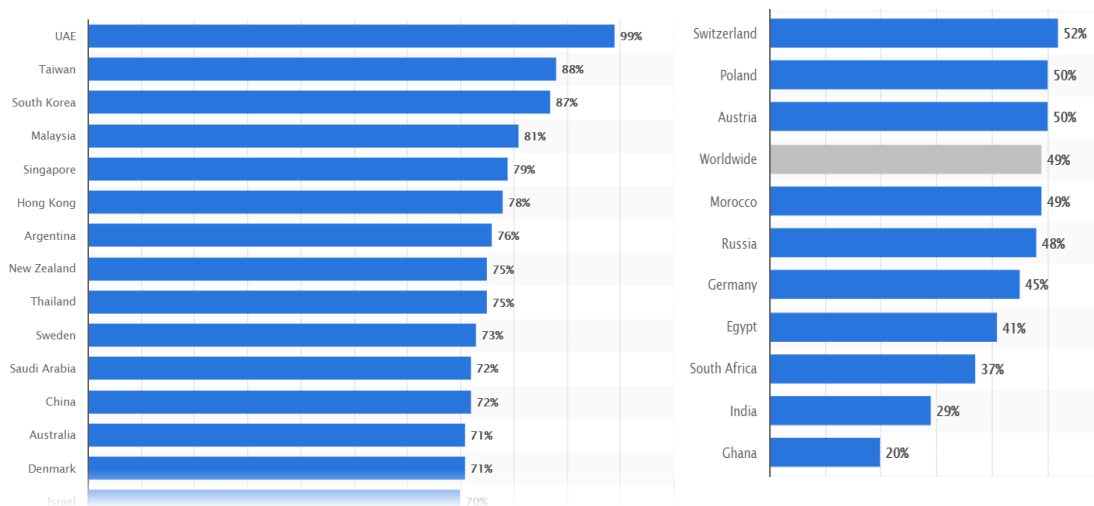


Figure 1.1 Statistics on social network penetration in selected county as of January 2020 ("Social media penetration worldwide 2019 | Statista", 2020)

As the usage of social media increases among university students, the quality and quantity of their social interactions are disturbed. Many university students are hopelessly addicted to the social media as they are unable to live for two to three hours without updating their profile on social media (Saaondo & Aondoakula Igbaakaa, 2018). They, even willing to spend a long day in different social media sites (Jamaluddin & Nathan, 2012).

Also, in a study, the university students agreed that Facebook was part of their daily routine and everyday activity which they cannot separate off. Meanwhile, the university students also prefer to communicate via social media instead of communicating face to face. (Blachnio, Przepiorka, Senol-Durak, Durak & Sherstyuk, 2017, Mahadi et al., 2016). It shows how much they are being dependent and addicted to the social media which disturbed everyday social functioning (Mahadi et al., 2016).

Those who are addicted to social media tend to worry too much about social media, feel an uncontrollable urge to log in and dedicate a lot of efforts to social media (Haand & Shuwang, 2020, Afacan & Ozbek, 2019) in order to get like, heart and thumbs-up from the online communities. For instance, one jumping on the bandwagon even if it is just a simple form of coffee making ("YouTube Culture & Trends - Watching The Pandemic", 2020).

Besides, issue on not protecting privacy issues in social media also something to be ponder about (Ming Thang et al., 2016, Richardson, 2017). Surprisingly, the university students are willing to reveal their personal information in social media despite being aware of the risk in it, just for the sake to get fame among their social friends (Ahmad et al., 2018, Brahma & Verma, 2018, Karl et al., 2010).

Usage of social media varies according to self-esteem of a student. Evaluating one's own positive and negative is known as self-esteem. According to Sheldon et. al (2009), those who are not willing to interact face-to-face are the one who use social media the most (Mahadi et al., 2016). It is likely, the low self-esteem students who could not voice out their opinion in real world will make use of the social media platform to register their opinion to the society (Mahadi et al., 2016, Ibili & Billingham, 2019). This method also helps them to build a relationship with others although it is not as strong as the offline relationship (Mahadi et al., 2016).

Besides, self-esteem also can be co-related with social comparison (Ahmad, Hassan, Mohd Tajuddin & Tan Wimpi, 2018) where one may make upward comparison with others whereby they compare themselves with other individual who are better than they are (Guyer & Johnston, 2018). For example, comparing with other's post on luxury goods, on other's achievements or physical appearance. This

situation may have ended up feeling negatives about themselves or make others to feel inadequate (Wai & Osman, 2019).

Self-esteem also plays a role in social media addiction (Ibili & Billingham, 2019). The differences in the usage and the addiction of social media depends on the level of self-esteem of a person. Studies shows that, participation of a low self-esteem students will be more intense in social media compared to the high-self-esteem students (Balakrishnan & Shamim, 2013, Busalim et al., 2019, Bahrainian & Gorji, 2014). For instance, Facebook addicts who shared more posts in their account are shy and had low level of self-esteem and satisfaction in life compared to the non-addict person (Ahmad et al., 2018, Hawi & Samaha, 2017, Karl et al., 2010).

Besides, the level of a student's self-esteem has a potential influence in portraying their desirable traits and identities in social media. The students have the entire privileges to show their ideal images in social media such as choosing the information to share on their wall, portraying their life styles and posting their pictures or selfies (Samat et al., 2020). For instance, low self-esteem students may post an idealized image of their physical appearance with a hope that many thumbs-up and positive comments will be received from their online friends.

Those students will be posting only their favourable, posed photos which were edited using multiple filters (Kircaburun, 2016, Ahadzadeh, Sharif & Ong, 2017, Hui Chua & Chang, 2016, Hassim, Hasmadi & Sharipudin). According to them, by posting edited pictures or selfies, they feel more confident and gained self-worth which are lack in their real life (Hui Chua & Chang, 2016).

At the same time, it can be said that, individual's both online and offline attitudes have potential to predict the use of social media and its addiction. Fenichel (2009) stated that social networking sites such as Facebook can subconsciously be on the user's mind to the point where they do not even realise their behaviour or the amount of times they spend on Facebook (Balakrishnan & Shamim, 2013). For instance, attitude of posting multiple messages about heart break or about motivation, or even spending a long hour on social media are known as addiction behaviour. It entirely depends on the attitude of the students on how they have decided to use the social media (Shukla & Yashaswi Singh, 2017).

The question to be raised here is the level of attitude of the undergraduate student since it has potential to influence social media addiction. Studies show that most of this young generation has a different and unique attitude compared to the previous generations where this generation is known with an attitude of hypersensitive, immoral, ignorant, confident, ambitious, and also, they strongly influenced by their peers (Mahadi et al., 2016). Which of these attitudes is most dominant among the undergraduate students will be frequently projected via social media account no matter positively or negatively. Besides, in an investigation, Viveiro, Marques, Passadouro & Moleiro (2014) suggested that the participants portray high risk of online behaviours (Costa, Matos, Telxelra Salvador, Vale-Dlas, 2016).

No doubt that the attitude of the social media users has strong influence on others in a positive way. However, undergraduate's attitude towards the use of social media addiction is largely conceived in a negative way rather than using it in a positive direction such as cyberbullying, exposure to illegal content, insulting leaders or politicians instead of education purpose (Saaondo & Aondoakula Igbaakaa, 2018). A few tertiary education managements also have suspended students who have posted racial issues or sexually inappropriate information on their social media (W. O' Connor et al., 2016, Peluchette & Karl, 2008, abcactionnews, 2019).

Rebelious and daring attitude of the university students are the reason for them to post sensitive issues despite the presence of Printing Presses and Publication Act (PPPA) or Communication and Multimedia Act (CMA) which restrict the freedom of speech and press (Wok & Mohamed, 2017). Moreover, in a study, students claimed that social media is an essential tool for them to get exposure on pornography (Ushari, Ahmad, Hadi Ashara, 2014). Another frightening situation is as mentioned above, where the student's attitude to bear the negative consequences of social media addiction rather than giving up social media use (Ming Thang et al., 2016). Such attitude will definitely cause negative impact on the students and their future.

Based on the numerous studies mentioned above, it shows that many researches has been conducted on attitude, self-esteem and social media. Hamade (2013) mentioned that there is a need to educate students on the benefits of social media and quality of information found as many students neglecting their studies and time consumed while Hanifa and Sumitha (2011) mentioned that there is a lack of security and privacy among the social media users despite the presence of awareness on risk by the social media users (Brahma & Verma, 2018). In order to find out the reasons for such issues, a further survey on attitude need to be done.

At the same time, another issue that needed to be pointed out here is issue on various findings from the previous research. There are some studies resulted in positive co-relation and negative co-relation between self-esteem or attitudes towards social media addiction (Bahrainian, Alizadeh, Raeisoon, Gorji, Khazae, 2014). For instance, a study conducted among undergraduates in University of Nsukka, Nigeria shows that there was a positive relationship between attitude and social media addiction. It explains that attitude of a undergraduate students will influence their actions in social media and social media addiction.

However, studies conducted among undergraduates in Benua State University shows that student's attitude has no relationship or influence on the use of social media (Saaondo & Aondoakula Igbaakaa, 2018). The differences in results shows that more studies may be needed to explain on relationship between attitude and self-esteem of undergraduate students towards social media addiction (Kircaburun, 2016).

Besides, many studies were conducted on self-esteem towards loneliness, social comparison, communication skills or even self-presentation (Ibili & Billingham, 2019, Chua & Chang, 2016, Ikachoi et al., 2015), while research on attitude was co-related with perception and social media addiction. Nevertheless, there are not many studies were done to investigate the correlation between self-esteem and attitude towards social media addiction (Abdul Hamid, Ismail, Ishak & Mohamad Yazam, 2013).

In conclusion, this study is an attempt to examine and scrutinize on attitude and self-esteem towards social media addiction. Most of the researches done were on influence of social media on the school student's attitude and self-esteem which concluded that social media has a very strong impact on the self-esteem and attitude of an individual's (Jan, Soomro & Ahmad, 2017). However, less is known about the influence of attitude and self-esteem of an undergraduate students towards social media especially in Malaysian context.

1.3 Problem Statement

In Malaysia, the graph of social media usage has been increasing over the past a few years (Abdul Hamid, Ismail, Ishak & Mohmad Yazam, 2013) since many efforts has been taken by Malaysian Government to accelerate the penetration among Malaysian users. Even, social media also was incorporated with online learning in many tertiary educations (Azizi, Soroush & Khatony, 2019, Esteves, 2012, Al-Rahmi, Othman, Mi Yusuf, 2015) especially during the recent pandemic. Usage of social media among university students was encouraged as it helps to enhance learning and student's engagement (Azizi et al., 2019, Esteves, 2012). There is also an opinion by Siemens (2004) that social media helps the students to improve their learning in an informal way (Lim, Agostinho, Harper & Chicharo, 2014).

However, in reality, instead of benefiting from social media usage, the university student is suffering addiction towards social media (Murugesan & Mohd Hamzaht, 2018, Shukla & Yashaswi Singh, 2017). No doubts that the advancement of social media is useful for many, but it will turn as a poison in the event of excessive usage (Duradoni, Innocenti & Guazzini, 2020, Mohd Nawi & Hamzah, 2020, Hj. Ahmad, Ismail & Nasir, n.d.). According to walker (2011), spending a lot of time in social media is called as social media addiction (Mohd Faudzi, 2019). The studies show that most of the university students are getting carried away by showing excessive involvement in social media (Hong & Klive Oh, 2020, Mohd Nawi & Hamzah, 2020, Murugesan & Mohd Hamzaht, 2018, Can & Kaya, 2016).

The same scenario occurs in Malaysia where most of the Malaysians are more interested in spending time online instead of watching television or listening to the radio (Wok & Mohamed, 2017). Beside in a survey done, 60% of Malaysians are not willing to delete their social media account permanently, even for money (Ho, 2020).

In university, despite them present physically in the campus events, many students are constantly on their phones instead of participating in classes, events or activities (Richardson, 2017, Mahadi et al., 2016).

Addiction of social media among undergraduate students has a potential to be determined through the student's self-esteem (Ahmad et al., 2018). The low self-esteem students are probably choosing to expose their ideal images in social media. Such effort is in order for them to be equally accepted in the society. However, low self-esteem students who are addicted to social media might be facing problems in communication skills, social skills and also self-confidence level in future (Samat et al., 2020, Ikachoi et al., 2015). If one fails to scrutinize this issue, there is a potential for university students to suffer social isolation and loneliness issues (Ibili & Billinghamurst, 2019, Samat et al., 2020).

Attitude also has a potential to influence on the addiction of social media among undergraduate students (Mahadi et al., 2016). An undergraduate student's attitude on social media can be projected via how social media has been used. Apart from that, attitude of the students which portray in social media has a strong influence on the other users either directly or indirectly (Saaondo & Aondoakula Igbaakaa, 2018). Some of them are even misusing social media platform for an inappropriate activity (Ahmad, Hassan, Tajuddin et al., 2018, Lanier, 2018, Richardson, 2017, (Mahadi et al., 2016). Such act from the university students is something to be shame off, as they represent our future generation.

As the usage of social media and social media addiction is increasing, it is necessary to carry out this study. However, the studies on self-esteem and attitude towards social media addiction were mostly conducted among high school students (Mohd Faudzi, 2019, Abdul Aziz, Wan Ismail, Bahar, Mahadevan & Azhar Shah,

2018, Ming Thang et al., 2016). Although there are some studies on undergraduate students were done, but it was mostly done outside of the Malaysia jurisdiction (Jan et al., 2017, A Rahman & Hj. Hassan, 2015). Besides, studies on self-esteem or attitude towards social media addiction among undergraduate students usually will be linked together with online learning or academic performance context (Lim et al., 2013). A very little studies has been done on the relationship between these variables and social media addiction itself.

Thus, the aim of this study is to identify the relationship between self-esteem and attitude towards social media addiction among undergraduate students in Universiti Teknologi Malaysia (UTM), Skudai, Johor. Addressing this issue would benefit the undergraduate students to identify on how self-esteem and attitude influence social media addiction and helps to overcome this issue.

1.4 Research Objectives

The main objective of this study is to investigate the relationship between self-esteem and attitude of the undergraduate students in Universiti Teknologi Malaysia (UTM), Skudai, Johor. Based on the problem statement, the research objectives of this study are as below;

- i. To measure the level of self-esteem in using social media among undergraduate students in Universiti Teknologi Malaysia (UTM), Skudai, Johor.

- ii. To measure the level of attitude in using social media among undergraduate students in Universiti Teknologi Malaysia (UTM), Skudai, Johor.

- iii. To measure the level of social media addiction among undergraduate students in Universiti Teknologi Malaysia (UTM), Skudai, Johor.

- iv. To investigate the relationship between self-esteem and social media addiction among undergraduate students in Universiti Teknologi Malaysia (UTM), Skudai, Johor.

- v. To investigate the relationship between attitude and social media addiction among undergraduate students in Universiti Teknologi Malaysia (UTM), Skudai, Johor.

- vi. To investigate the influence of self-esteem and attitude towards social media addiction among undergraduate students in Universiti Teknologi Malaysia (UTM), Skudai, Johor.

1.5 Research Questions

The study aims to answer the following research question:

- i. What is the level of self-esteem in using social media among undergraduate students in Universiti Teknologi Malaysia (UTM), Skudai, Johor?
- ii. What is the level of attitude in using social media among undergraduate students in Universiti Teknologi Malaysia (UTM), Skudai, Johor?
- iii. What is the level of social media addiction among undergraduate students in Universiti Teknologi Malaysia (UTM), Skudai, Johor?
- iv. Is there any relationship between self-esteem and social media addiction among undergraduate students in Universiti Teknologi Malaysia (UTM), Skudai, Johor?
- v. Is there any relationship between attitude and social media addiction among undergraduate students in Universiti Teknologi Malaysia (UTM), Skudai, Johor?
- vi. Is there any influence of self-esteem and attitude towards social media addiction among undergraduate students in Universiti Teknologi Malaysia (UTM), Skudai, Johor?

1.6 Research Hypotheses

Based on the research question above, the hypothesis formulated were as below;

- Ho1: There is no significant relationship between self-esteem and social media addiction among undergraduate students in Universiti Teknologi Malaysia (UTM), Skudai, Johor
- Ho2: There is no significant relationship between attitude and social media addiction among undergraduate students in Universiti Teknologi Malaysia (UTM), Skudai, Johor
- Ho3: There is no significant influence of self-esteem and attitude towards social media addiction among undergraduate students in Universiti Teknologi Malaysia (UTM), Skudai, Johor

1.7 Theoretical Framework

Figure 1.2 below illustrates the theoretical framework of this study and based on the figure above, it can be seen that three main theories serve as the basis of this study are Rosenberg's self-esteem theory, ABC Model theory, and also Uses and Gratification (U&G) theory.

Rosenberg's self-esteem theory viewed self-esteem in terms of sociocultural approach in which he defined it as the attitude that can be either negative or positive which one form towards themselves and includes culture, society, family and interpersonal relationships as influencing factors which produces self-esteem (Wai &

Osman, 2019, Reasoner, 2000). Rosenberg (1956a) believed that self-esteem is composed by two factors which are feelings of self-worth or worthiness where a person feels that they are valuable, and feelings of efficacy or competency which reflects in the degree to which one sees them as capable (Park & Park, 2019, Cast & Burke, 2002, Reasoner, 2000).

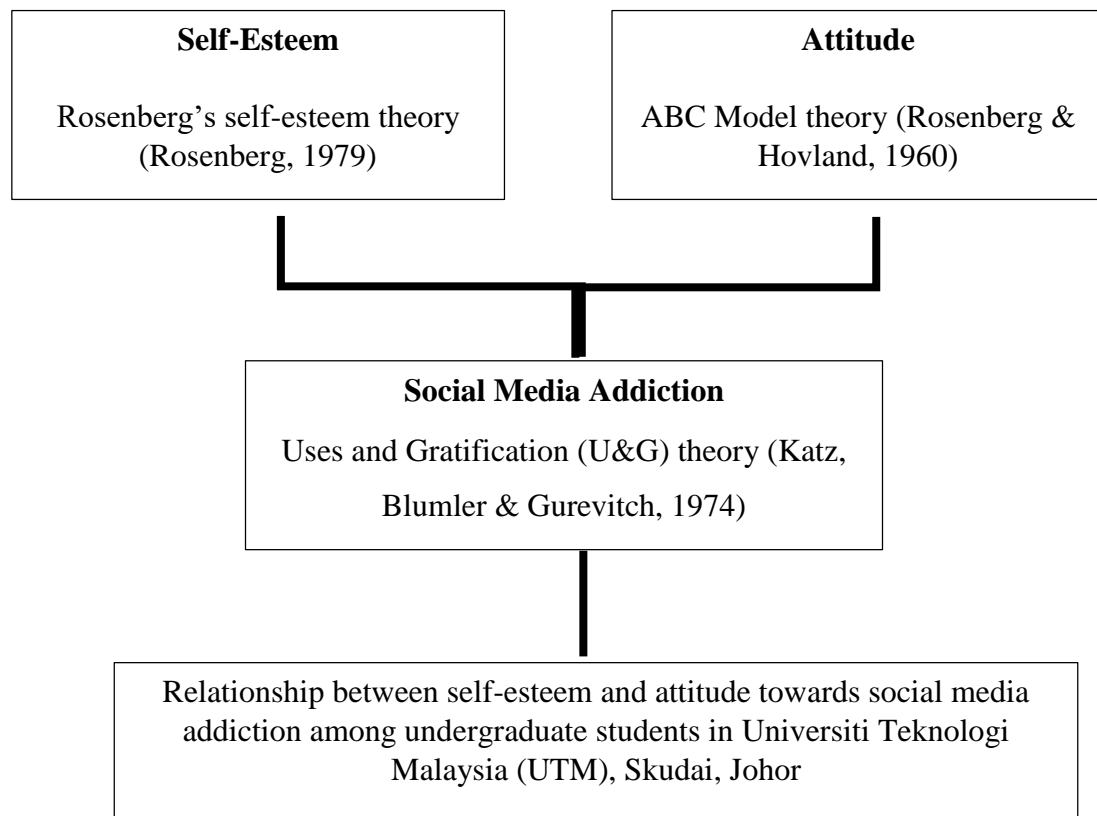


Figure 1.2 Theoretical Framework of this study

Rosenberg's self-esteem theory was used to measure the undergraduate student's self-esteem towards social media addiction. According to this theory, those who were with high self-esteem were labelled as more motivated to seek personal growth, development and improvement by forcing themselves to exercise their capability. They also referred as having self-respect and appreciation yet recognizing

own faults as well as do not have feeling of superior neither inferior to others (Emler, 2001). Contrast to that, people who possess low self-esteem was labelled as shy, conspicuous, inability to express thoughts confidently, hypersensitive and hyper-alert towards signs of rejection, and avoid situations which reflect negatively on their self-worth (Emler, 2001).

The main reasons for choosing this theory as one of the variables in this study is, it helps to explain why a university student gets addicted to social media. Based on the characteristics of Rosenberg theory's mentioned above, it helps to determine an individual's addiction level towards social media. This is because, according to Brockner (1989), a low self-esteem individual may undergo external influences more as they are less confident compared to others and those influences will be projected via their behaviour (Wai & Osman, 2019). One must remember that only a healthy self-esteem may help to reduce the addiction towards social media (Cherry, 2020).

The concept of 'attitude' is not something new among psychologist. According to Eagly and Chaiken (1993), attitude is an expression of favour or disfavour towards a particular entity. For instance, a person may like or dislike about some objects, or a person, a behaviour, an idea or even an action. Usually, attitude of a person is unstable due to social influence (Mahadi et al., 2016, Baron & Branscombe, 2012). It entirely depends on the environment, education, experiences, group of people or outcome of practices or fostering (Mahadi et al., 2016, Amin, n.d.). Many models of attitude have been proposed by different scholars (Ming Thang et al., 2016, Jain, 2014). However, in this study, 'ABC Model' by Rosenberg & Hovland (1960) will be used to explain on the concept of attitude.

Rosenberg and Hovland (1960) states that attitude comprises of affect, behaviour and cognition (Mahadi et al., 2016, Can & Kaya, 2016, Jain, 2014). These three components which is also known as 'ABC Model' are the base of an attitude (Can & Kaya, 2016). Affect is known as emotional reaction where a person may hold

positive or negative feelings towards an attitude object. Behaviour can be defined as a tendency to act or behave in a definite way towards something which may influence from the past experiences of that particular person while cognitive is bringing up to our thoughts, beliefs, and ideas about something (Can & Kaya, 2016, Jain, 2014). Attitude of a person helps to influence a person's social thought, decision making and also a person's behaviour ((Mahadi et al., 2016, Jain, 2014).

According to psychologist, attitude is important since they do affect one's behaviour (Baron & Branscombe, 2012). For instance, most of our views or attitudes are based on the observance or influence from the others' behaviour. If a student is posting a controversial issue on their wall, it may be likely due to the influence of the political party which he or she is supporting. Usually, attitude also will be adjusted in order to fit in the group or people that they like, value or wanted to be part of it. For instance, Terry and Hogg (1996) discovered that attitude of wearing sunscreen depends on the group who advocating this change. As a result of observing others attitude who we respect and adore, new attitudes will be formed (Baron & Branscombe, 2012). In a nutshell, behaviour of a person is based on what a person does while attitude of a person explains why such action was done. Hence, in order for a behaviour to be change, attitude will be the first to change (Chaiklin, 2011).

Alongside, Uses and Gratification (U&G) theory are not tested in this study. However, this theory was used in order to understand the social media addiction among undergraduate students and to explain the findings. This theory was introduced by Katz, Blumler and Gurevitch in 1974 and has been used for decades to explain what a person does with media instead of what media do to a person (Musa, Azmi & Ismail, 2015, Mehrad & Tajer, 2016). This theory mainly discusses on how an individual using media for their own needs and satisfactions. The more the needs are met, the more satisfied a person will be (Mehrad & Tajer, 2016).

Although social media is quite newly introduced, several studies on social media based on this theory has been made (Karimi, Khodabandelou, Ehsani & Ahmad, 2014, Musa et al., 2015, Tengku Siti Aisha, Wok, Manaf & Ismail, 2015). Even Maxwell (2012) used the U&G theory to study about Twitter during EF-4 tornado which occurred in Alabama (Tengku Siti Aisha et al., 2015). According to Asemah (2011), Gallion (2010) and Whiting and Williams (2013), social media has been used by most of the individual for the purpose of interaction, time pass, entertainment, obtaining and sharing information, socialisation, self-expression, education, surveillance and communication (Musa et al., 2015). Thus, this theory helps to identify the purpose of the usage and why are they addicted as any individuals who are using social media in their daily life will fall under these categories. This theory is an apt theory to study on social media addiction among undergraduate students as it helps to examine and explain on the usage of media and the benefits or gratifications they obtain upon the usage.

1.8 Conceptual Framework

A conceptual framework is a structure which helps to explain and define the concept within the problem of study (Adom, Hussein & Agyem, 2018). It also helps in picturing on how ideas in a study relates to one another.

Figure 1.3 above illustrates the conceptual framework of this study. There are three variables involved in this study namely self-esteem, attitude and social media addiction. The study was conducted among undergraduate students from the Faculty of Science, Faculty of Engineering and Faculty of Social Sciences and Humanities in UTM, Skudai, Johor. There are two independent variables in this study which are self-esteem of the undergraduate students in UTM, Skudai Johor and attitude of the

undergraduate students in UTM, Skudai, Johor while social media addiction among undergraduate students would be dependent variables.

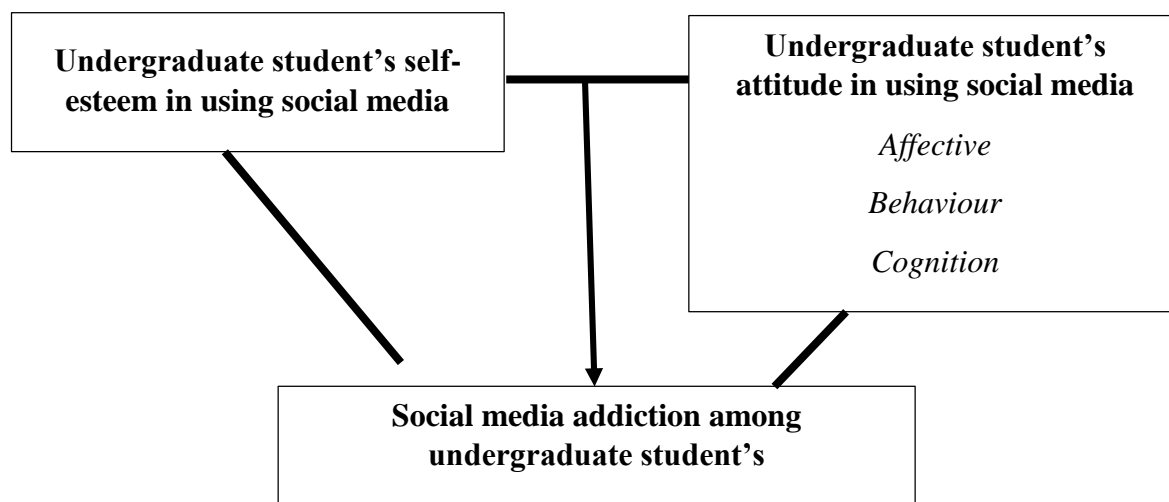


Figure 1.3 Conceptual Framework of this study

Self-esteem can be explained as self-evaluation and opinion about ourselves, our own ability and the confidence that we have (Busalim et.al, 2019; Balakrishnan & Shamim, 2013). In this study, self-esteem explains how it is co-related with social media addiction among undergraduate students. As self-esteem is associated with reflected appraisals and social comparison, the conscious and unconscious decision and behaviour in getting addicted to social media is depends on the student's level of self-esteem. The arrow shows on Figure 1.3 explains that there is a relationship between self-esteem and social media addiction whereby a student's self-esteem level will predict their usage and addiction towards social media.

Attitude can be defined as feelings regardless positive or negative which a person holds towards an attitude object (Mahadi et al., 2016). There are three sub-constructs under the variables of 'Attitude' which will be focused on this study namely affective, behaviour and cognition. Affect can be defined as our emotions and feeling

towards attitude object while behaviour is our action or reaction towards an attitude object. As for the cognition, it defined and explains about a person's belief and opinion towards an attitude object (Saaondo & Aondoakula Igbaakaa, 2018; Mahadi et al., 2016; Can & Kaya, 2016). This variable helps to explain how social media addiction among undergraduate students occurs. The arrow shows on Figure 1.3 explains that there is a relationship between attitude and social media addiction whereby a student's attitude will predict their usage and addiction towards social media.

Last but not least, social media addiction can be defined as a continuous behaviour of a person which is quite difficult to reduce it (Can & Kaya, 2016). Social media addiction is a dependable variable whereby it depends on the variables of self-esteem and attitude of undergraduate students in UTM, Skudai. A student's low level of self-esteem, a good perception, knowledge and belief about social media will encourage them to use social media frequently which ended up in addiction towards social media. The arrow in figure above clearly explains how it is dependable towards the other two variables. Thus, there is a significant relationship between social media addiction and attitude and self-esteem.

In conclusion, Figure 1.3 describes that are a few relationships occurred between these variables. Firstly, there is a relationship between self-esteem of the undergraduate students in UTM, Skudai Johor with social media addiction. whereby self-esteem of the undergraduate students has a potential to influence them to get addicted to social media. Secondly, there is a significance relationship between attitude of undergraduate students in UTM, Skudai Johor with social media addiction.

The attitude of the undergraduate students also may influence social media addiction whereby only if they have a good perception and attitude towards social media may cause them to get addicted to it. At the same time, there is also a

relationship between self-esteem and attitude towards social media addiction among undergraduate students in UTM, Skudai Johor.

1.9 Scope and Delimitation of Study

Scope of the study is a process of identifying variables which are being analysed while delimitation helps to describes and explains about the scope of study (Scope, 2020, Bruno Eze, 2018). It is important to conduct a study based on the scope and delimitation as it helps to narrow down the subject of the researcher's study and also achieve the aim of the project.

The study has been carried out among undergraduate students in UTM, Skudai Johor. They are the population targeted in this study and the respondents from all the programmes under Faculty of Science (FS), Faculty of Engineering (FE) and Faculty of Social Science and Humanities (FSSH) are the samples of this population. Generally, the undergraduate students are in between the age range of 19 to 24 years old and it is the main reason for these undergraduate to be selected as a sample in this study. As they are freshly out from high schools or from their home or even their comfort zones, there is a high tendency for them to get influenced or addicted to social media. Thus, opting these populations has a potential to contribute in the findings of current study.

A part from that, this study adopted the method of quantitative whereby the objective of this approach is to make an effort to replicate a study and increase the objectivity which involves certain key elements such as instruments, statistical

hypothesis testing as well as generalizing the finding to the population (Harwell, 2011). Since there are reliable and established instruments to measure self-esteem, attitude and social media addiction, quantitative method will be an apt to conduct this study. This method also allows the researcher to conduct the study within a short span where survey can be distributed via online to the undergraduate students.

As for the variables, the study was done based on two independent variables and one dependent variables. The aim of this research is to study on the relationship between self-esteem and attitude among undergraduate students in UTM, Skudai Johor towards social media addiction. Thus, self-esteem and attitude of an undergraduate students are categorised as independent variables while social media addiction is called as dependent variables. By conducting this study, it helps to investigate on how self-esteem and attitude of a person influence them in getting addicted directly or indirectly to social media.

However, there are several limitations in conducting this study. As mentioned above, the study was only done based on three variables. Other variables such as demographic factors i.e. gender and socioeconomic status, or self-perception or trait personality were not taken into account despite knowing that these factors may have a potential to influence in getting a person addicted to social media. Secondly the scope of the population was one of the limitation in this study. This study was carried out among undergraduate students and only in one public university called UTM, Skudai Johor despite having many public and private universities in the state of Johor. Thus, this study does not generalize to other populations. It is suggested to conduct a further study by other researcher considering these limitations.

1.10 Significance of Study

The significance of this study is to create awareness among the undergraduate students on the issues of social media addiction and its impact towards a person's life especially among undergraduate students. It is important for the undergraduate students to understand and realise the seriousness of social media addiction as it is one of the best ways for them to control social media usage willingly without implementing any force on them by the others.

1.10.1 Significance of Study to Students

Many undergraduate students are attached to the social media and their gadgets like a leech and eventually failed to balance their time spend in their personal life or social media. As a result, one gets addicted to social media and started misusing it for the negative purposes (Saaondo & Aondoakula Igbaakaa, 2018). We tend to hear many cases among undergraduate students which are related to social media (Ghazali, 2019; Alias & Parzi, 2015 & VK Team, 2015; “Graduan UiTM Langgar Protokol Majlis Konvo”, 2015). However, we failed to realize and identify what are the causes for them to get addicted to social media and why are they misusing or over using the social media tool. Hence, this study will help to clarify and answer the questions above.

Studies shows that low self-esteem students tend to use and gets addicted to social media more compared to the low self-esteem students since it helps to build their confidence (Balakrishnan & Shamim, 2013, Busalim et al., 2019, Bahrainian & Gorji, 2014). Putting aside the benefit of social media to the students, they tend to

project a new identity in social media which they loved to show in their real life and slowly starts to dominate the social media platform. The problems occur when they start to create social pressure and social comparison to others or even to themselves while portraying the reel identity to their virtual friends.

This situation may or may not influence the students' attitude in using social media. Besides, their attitude in liking or disliking social media, posting a positive or negative post is also entirely based on the student's attitude (Ming Thang et al., 2016). Sadly, many undergraduate students are projecting their attitude towards social media and falls for the addiction without being aware of it (Balakrishnan & Shamim, 2013). Thus, realising the chain and relationship between self-esteem and attitude towards social media, it is significant to conduct this research as it may help to boost their confidence, shape their attitude and reduce the issue of social media addiction among undergraduate students.

At the same time, mental health due to social media addiction among undergraduate students are also at a worrying level (Abd Rahim, 2016). Many undergraduate students are suffering from psychological health issues such as depression and anxiety yet they are willing to face the consequences (Mohd Nawi & Hamzah, 2020, Duradoni et al., 2020, Murugesan & Mohd Hamzaht, 2018, Shukla & Yashaswi Singh, 2017, Ahmad et al., n.d). Since the issues are increasing drastically, it is important to create awareness on social media addiction so that pre-emptive measures can be taken by many parties. As a conclusion, this study is significance as it may provide information that would help in nurturing a better life for the law students.

1.10.2 Significant to the Current Body of Knowledge

As mentioned above, most of the previous studies conducted by the researchers are based on high school students and western countries context. In fact, there are not many studies on self-esteem, attitude and social media addiction which is based on Asian countries especially in Malaysia. Besides, the previous researches also shows that there is an inconsistent in the previous findings. For instance, some of the studies shows that there is no significance relationship between self-esteem and social media addiction while some of the study proofed that there is a significant relationship between the two variables.

The same scenario applied for the attitude variables and social media addiction. The findings of the study have a potential to vary since the cultures, upbringings and lifestyles of the western countries' university students are different from the students in Malaysian university. Hence, it is significant to carry out this research among undergraduate students in Malaysia as it helps to eliminate the research gap.

1.11 Definition of Terms

In this study, there are a few important concepts discussed by the researcher such as self-esteem, attitude, social media addiction and undergraduate students. The definition for the respected concepts were explained below;

1.11.1 Self-esteem

Self-esteem is known as one of the self-related personality traits which helps to influence a person's behaviour and motivation (Wai & Osman, 2019). According to Rosenberg (1979), self-esteem is the measurement of sense of personal worth or worthiness (Rosenberg, 1979). In other word, it is the extent to which what we think or how we value about ourselves or our own ability and the confidence that we have (Acun, 2020, Huffman, 2006).

Practically, self-esteem is important in order to get satisfied with our life and our own personality. Failure to meet the expectations of self-esteem may lead to various psychological problems (Wai & Osman, 2019). The level of self-esteem of a person is based on how an individual value him or herself based on self-evaluative thoughts and feelings (Wai & Osman, 2019). Despite the level of a person's self-esteem, it will influence one's attitude and feelings towards the events (Ibili & Billinghamurst, 2019).

In the context of this study, self-esteem of the undergraduate students was analysed in order to identify the level of self-esteem among undergraduate students in UTM Skudai, Johor and also to determine the relationship between self-esteem and social media addiction among the students. The main instrument used to assess the student's self-esteem is 'Rosenberg self-esteem scale' (1965) which was developed by Dr. Morris Rosenberg (Park & Park, 2019). This instrument helps to measure the undergraduate students of UTM, Skudai, Johor's, both positive and negative feelings about themselves.

1.11.2 Attitude

Attitude can be defined as an emotion, impression and behaviours towards a specific object, an individual, thing or event (Cherry, 2020, Saaondo & Aondoakula Igbaakaa, 2018). Attitude is also known as a habit (Bain, n.d.). The positive or negative attitude can be formed based on the person's past and present as well. The psychological definitions of attitude acknowledge verbal expression as a behaviour while sociological definition of attitude explains attitude as an intention to act (Chaiklin, 2011). Although there is no particular definition in literature for the term attitude, there are some researchers who explains on attitude (Altmann, 2008).

In this study, attitude of the undergraduate students in UTM Skudai, Johor was observed and analysed in order to find out on their attitude in using social media and also to determine the relationship between attitude and social media addictions among undergraduate students. The instrument used to measure attitude and attitude towards social media addiction is 'Media and Technology Usage and Attitude Scale' (2013) developed by Larry Rosen, Kelly Whaling, Mark Carrier and Nancy A. Cheever (Rosen, Whaling, Carrier, Cheever & Rokkum, 2013).

1.11.3 Social Media Addiction

Addiction can be defined as repetitive behaviour or actions that continue to occur despite trying to refrain or moderate use (Can & Kaya, 2016). The term of addiction has closely correlate with social media addiction. Sashittal et.al (2015)

mentioned that the young generations are strongly connected to their smart phones and social media. Social media addiction has been defined in many ways.

In the context of this study, social media addiction, a dependent variable was analysed and findings were interpreted to identify the addiction level in using social media by the undergraduate students in UTM Skudai, Johor and how the independent variables in this study influence social media addiction. Measurement of social media addiction can be done via number of frequencies a person uses social media or how long it has been used, or even via their behaviour in using social media. The instrument used in this study to measure this variable is Bergan Social Media Addiction Scale (BSMAS) (2016) which is an adaptation of Bergan Facebook Addiction Scale (BFAS) (Shahnawaz & Rehman, 2020).

1.11.4 Undergraduate Students

Student is a person who seeks knowledge of a specific subject at schools, colleges, universities, academies or even other authorised education facility (Hong & Jo, 2017). Undergraduate defines as a student who is pursuing their first higher level degree in either university or college and they can be at any age but usually, the majority of the undergraduate students falls in between their late teens and early twenties where they entered their courses right after high school. These students are known as traditional university undergraduates (Bye, Pushkar & Conway, 2007; "What Is an Undergraduate Student? A Definition | Postgrad.com", n.d.).

In this study, the researcher opts for undergraduate students from the Faculty of Science, Faculty of Engineering and Faculty of Social Science and Humanities in UTM, Skudai Johor as a population in investigating the relationship between self-esteem and attitude towards social media addiction. There are no restrictions on the year of study of the undergraduate students in UTM, Skudai.

1.12 Summary

This chapter gives an overall picture on social media addiction among undergraduate students. Besides, this study also explains on how self-esteem and attitude of the undergraduate students influence them to get addicted to social media. The researcher has highlighted the problem that needs to be addressed followed by justifications on why this research needs to be conducted. Taking the problem as a rationale and the theories as a guide, this research intends to find out ways in which it could benefit the immediate population. Thus, the researcher intends to identify if there is a significant relationship between self-esteem and attitude among undergraduate students in UTM, Skudai Johor towards social media addiction.

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