

A Study On Social Media Usage Among Private University Students in Klang Valley

Kajian Mengenai Penggunaan Media Sosial Dalam Kalangan Pelajar Universiti Swasta di Lembah Klang

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ABSTRACT

The usage of social media has made everyone's life easier in connecting to the world. One can check Twitter, log onto Facebook or use Instagram anytime without limitation. The purpose of this study is to examine the usage and effects of social media daily; explain the perception on social media; and explain the importance of social media to self-esteem. The study employed a cross-sectional survey using self-administered questionnaire which was distributed online to a total of 240 respondents from Monash University, Taylor's University and Asia Pacific University (APU) who use social media via wired and mobile devices. In terms of the usage and effect of social media, results found that a significant number of university students owned more than three social media accounts and spent between three to five hours (37.1%) on social media daily. This shows that the university students have high usage on social media. The study further found that majority of the university students accessed and look through their peer's social media account for comparison. Majority of the respondents perceive social media as somewhat important and important in their lives. This indicates that the university students perceived the importance of social media to their social life. The findings for importance of social media to self-esteem showed the respondents agreed social media have helped them to boost self-esteem. The study demonstrated that the students have high self-esteem when they spend more time on social media due to high exposure to social media content and frequently exposed to favorable pictures of others. However the students who feel satisfied with themselves and declined to feel as a failure indicates of high self-esteem.

Key words: *social media usage, self-esteem, effects, self appearance.*

ABSTRAK

Penggunaan media sosial telah memudahkan kehidupan setiap orang untuk saling berhubungan. Seseorang individu boleh menyemak Twitter, log masuk ke Facebook atau mengunapakai Instagram pada bila-bila masa tanpa sekatan. Tujuan kajian ini adalah untuk mengkaji penggunaan media sosial secara harian dan kesannya; menerangkan persepsi mengenai media sosial; dan menjelaskan tentang kepentingan media sosial kepada

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tahap sendiri. Kajian ini adalah berasaskan kepada satu kaji selidik rentas dengan menggunakan soal selidik yang dibina sendiri dan diedarkan secara atas talian kepada sejumlah 240 orang responden di Universiti Monash, Universiti Taylor dan Universiti Asia Pasifik (APU) yang menggunakan media sosial melalui peranti berwayar dan telefon mudah alih. Dari segi penggunaan media sosial dan kesannya, hasil kajian mendapati bahawa terdapat sejumlah besar pelajar universiti memiliki lebih daripada tiga akaun media sosial dan menghabiskan masa di antara tiga hingga lima jam (37.1%) bagi penggunaan media sosial setiap hari. Ini menunjukkan bahawa pelajar universiti mempunyai tahap penggunaan media sosial yang tinggi. Dapatan kajian selanjutnya mendapati bahawa majoriti pelajar universiti juga mengakses dan melihat akaun sosial rakan sebaya mereka sebagai perbandingan. Majoriti responden menganggap media sosial sebagai sesuatu yang penting dalam hidup mereka. Ini menunjukkan bahawa pelajar universiti mengambilkira kepentingan media sosial dalam kehidupan sosial mereka. Penemuan mengenai kepentingan media sosial untuk tahap sendiri menunjukkan bahawa responden bersetuju media sosial telah membantu meningkatkan tahap sendiri mereka. Kajian menunjukkan bahawa pelajar mempunyai tahap sendiri yang tinggi apabila mereka menghabiskan lebih banyak masa di media sosial kerana pendedahan yang tinggi terhadap kandungan media sosial dan sering terdedah kepada tarikan gambar orang lain. Walau bagaimanapun, pelajar yang berpuas hati dengan tahap sendiri mereka dan menolak untuk gagal adalah memiliki tahap sendiri yang tinggi.

Kata kunci: Penggunaan media sosial, tahap sendiri, kesan, persembahan diri.

Introduction

Social media has changed the way people communicate and interact since Myspace was introduced in 2003. With almost 2 billion members, Facebook is the largest social network that has become a crucial part of many people's daily routines. Today, around seven-in-ten American adults use social media to engage with news content, communicate with one another, share information and entertain themselves (Zuo, 2014). According to research conducted by Pew Research Center (2017), 68% of American adults use Facebook, and among them, 88% belongs to adults and young adults. Social media didn't only change the way people communicate but also change the type and amount of information that is accessible. But not all available information online is necessarily needed.

Social media users are often exposed to details about other people's lives. This exposure can lead users to compare their lives with others that may cause negative effects (Zuo, 2014). Social media allow users to construct electronic profiles, provide details about themselves, post pictures, maintain relationships with distance peers, observe other's lives, express owns emotions and beliefs and fulfill the needs to belong in a society (Tosun, 2012). With the variety of social functions, we suggest that social media users (consciously or unconsciously) use social media platform as a basis for self-evaluation (Haferkamp & Kramer, 2011). Social media users may post photos and statuses that reflect the most favorable parts of their lives such as parties with friends, flattering depiction of themselves to glamorous vacations. Such practice is called positive self-presentation and might make individuals feel good about themselves (Kim & Lee, 2011). In social media, users are not only consumers of the content, but also producers (Toma, 2013). If it is used properly, social media may increase social contact and sometimes higher self-esteem (Lup, Trub, & Rosenthal, 2015). Even though researchers are concerned about the potential effects of social media on individual's self-esteem, little empirical evidence has directly tested this issue.

The use of social media is growing rapidly worldwide. Existing research showed a positive correlation between Facebook usage and body dissatisfaction (Fardouly & Vartanian, 2015). Given that 10 million new pictures are uploaded to Facebook every hour (Mayer-Schönberger & Cukier, 2013), Facebook provides people with a medium for engaging in social or appearance-related social comparison that may contribute to lower self-esteem. Young women may compare their online pictures with peers and not know their peers have altered the photographs to show only the attractive side of them that caused lower self-esteem. Self-esteem refers to a person's evaluation (positive or negative) of the self: the extent to which individuals view themselves as worthwhile and competence. In particular, self-esteem may be affected by frequent and long-term exposure to social media in everyday life. Some previous research has revealed that high-frequency of Facebook use is associated with decreased well-being and increased depression (lower self-esteem) (Vogel, Rose and Roberts, 2014).

There is a major issue on how social media pull down self-esteem by being exposed to peers lives. Individuals start to compare themselves with their peers in terms of appearance, wealth, social status, life accomplishment, and many others (Perloff, 2014). Thus, this study will look at the social media among university students in Malaysia. One important limitation in the existing literature on social media in Malaysia is a lack of understanding on its adoption and implications on self-esteem especially among the university students. Thus, it is important to highlight the implications of social media on university students' self-esteem. Given the issues and challenges faced by the country in profiling the adoption of social media and its implications in view of the perspective of self esteem, it is timely and significantly important to undertake this study in Malaysia. The main objective of study is to examine the usage of social media daily among university students in Malaysia; to explain the perception of university students on social media; and to explain the importance of social media to self esteem.

Literature Review

Social Media Usage and Effects

Sashittal et.al (2015) stated the individuals of the Millennials are strongly attached to their smartphones and engrossed in social media. They frequently post pictures and tweet about the products they like or have bought. However, World Wide Worx and Student Brands (2015) reported that over 50% of students felt that they were at least a little addicted to social networking sites, with a quarter stating that their smartphones and social media were given preferences to studying, and 20% were emotionally influenced by what they viewed on social media. Many teenagers are using social media, especially Facebook, to build relationships, connect with the world, share and gain knowledge and information, build stronger personalities and have better social lives (Boyd, 2007 cited in Jan, Soomro and Ahmad, 2017).

Nadkarni and Hofmann (2012) stated that there are two primary reasons as to why people are motivated to use Facebook i.e. needs of belonging and needs for self-presentation. In their research, Toma and Hancock (2013) found that Facebook profiles help individuals to satisfy their needs for self-integrity and self-worth. This evidence seems in line with Nadkarni and Hofmann's model. In general, people use Facebook to maintain social connections and at the time acquiring information about others' lives. Yang & Brown (2013)

elaborated that individuals may also use Facebook to organize events for groups and suggested that Facebook has become so integrated into people's lives that it is somewhat a continuation of offline activities.

One major feature of Facebook is to make the personal profiles of users available for public or friends to view and scrutinize and allow them to pass on their judgments and give feedback through comments to make sure the user understands their opinion on his personal life (Muise et al., 2009; Boyd & Ellison, 2007 cited in Jan, Soomro & Ahmad, 2017). The use of social media has been linked with a number of negative effects. Kittinger et al. (2012) found that excessive use and strong attachment to Facebook had caused individuals to be late and had caused them trouble, and it would be difficult to stop using Facebook (internet addiction). Another study focuses the frequency of Facebook uses and subjective well-being and found that the level of Facebook use predicted a decrease in subjective well-being (Kross et al., 2013). However, other studies have found that Facebook can be beneficial for individuals with low self-esteem by helping them to bridge social capital, adapt to a new culture, gain acceptance and even enhance subjective well-being (Kim and Lee, 2011). It is supported by Liu and Yu (2013), they suggested that individuals who use Facebook may experience a sense of belonging and social support from their friends.

Social media is a platform where individuals from different places can connect and interact; it requires individuals to build an online profile to represent themselves to others in cyberspace. Statistic indicates that the majority of college students use social media, particularly Facebook. According to Kalpidou et al. (2011), college students spend at least thirty minutes on Facebook per day. In recent years the use of social media accounts such as Facebook, Snapchat, Instagram etc. has increased dramatically (Andreassen, Pallesen, & Griffiths, 2017; Sanfilippo, 2015). It has been stated that one third of the world's population is active on social media (Hawi & Samaha, 2016). Social media use and its increase have created a new research platform and it has become more evident that there is a need to further examine how social media can influence various aspects of life, including adolescents' self-esteem. Up to date, studies on the relationship between social media and self-esteem have revealed that those who spend more time on social media report lower levels of self-esteem (Vogel, Rose, Okdie, Eckles, & Franz, 2015).

It has been reported that social media use is rapidly increasing, in particular spending more time on YouTube, Facebook and Twitter (Seo, Houston, Knight, Kennedy, & Inghish, 2014). With this increase in social media use adolescents tend to evaluate their own self-worth and popularity based on how many friends they have or how many likes they get on their profile pictures on Facebook (Cookingham & Ryan, 2015). Facebook was found to be one of the most popular social media sites (Seo et al., 2014). When looking at Facebook posts the first thing most individuals look to is how many likes a profile picture gets. A positive feedback on Facebook should boost levels of self-esteem (Burrow & Rainone, 2016).

Social Media and Self-esteem

Self-esteem is the experience of being competent to cope with the basic challenges of life and being worthy of happiness (Branden, 1969 cited in Gorman, 2015). It is the sum of self-confidence and self-respect. (DeBord, 1997 cited in Davis, 2013) also proposes that self-esteem refers to how positively or negatively individuals feel about the subjective image of themselves that they have constructed. If one does not take a positive attitude towards their physical appearance or body, it can lead to feelings of worthlessness and confidence levels

can be lowered. In today's society, images of unattainable body ideals fill magazines, TV advertisements, movies and social media sites, and these images generally reflect those of the thin idealized women (Cory and Burns, 2007 cited in Gorman, 2015). Advertising and media as a whole clearly portrays a certain type of image known as this "thin ideal" that contributes to women's low self-esteem and skewed perception of the ideal image to which they should compare themselves (Sheehan, 2013).

By placing photo-shopped and computer-enhanced models in advertisements, society has built up impossible standards of beauty, which has led to feelings of inadequacy among women (Britton, 2012). More recently with the development of advanced graphics editing programs like Photoshop, images can be changed, manipulated, and altered resulting in an image that may be unlike the original model, which increases the unrealistic standard set by some advertising images (Waller, 2015).

The usage of social media has been linked to increased social comparison and low self-esteem and self-image. Tiggemann and Slater (2013) found that high consumption of internet was related to internalization of a thin ideal that drives for thinness among female teenagers. This relation is partially driven by social comparison, particularly upward comparison. Haferkamp et al. (2012) investigated and explored self-presentation on social media and found that women are more likely to use social media to compare themselves with others and gather information, while man uses social media to find friends. Chou and Edge (2012) conducted a survey of undergraduates about their Facebook use. Their findings indicated that individuals who had been using Facebook for a longer period of time perceived life was not fair and see others were happier and living a better life than themselves. In addition, Kalpidou et al. (2011) examined the relation between well-being and Facebook use in college students. Their study found that older undergraduates were more likely to benefit from using Facebook compare to younger undergraduates. Older undergraduates are reported to use Facebook more effectively to socialize with their peers.

With a large amount of information presented on social media, sometimes it is hard for individuals to avoid evaluating themselves negatively (Tandoc et al., 2015). Therefore, viewing information passively on social media may lead to more upward social comparison. Recent studies have shown that passive social media users (mostly just viewing others profile) were more likely to practice upwards social comparison (Chen et al., 2016), while active users (posting regularly) showed no relation to negative social comparison and its effects (Appel et al., 2015). These findings suggest that both passive and active social media users are significant to understand the influence of social media usage on self-esteem.

Many researchers have concluded that high usage of Facebook causes depression and decreases prosperity in individuals (Feinstein et al., 2013). As most people do not use Facebook for their emotions or moods; they use Facebook to overcome their loneliness but only end up being less satisfied with their lives (Kross et al., 2013). Chou and Edge (2012) concluded that people who use Facebook frequently have a very firm belief than other users, who they do not know very well offline, are living a very healthy, happy and prosperous life than them. These assumptions about other people's lives cause depression amongst individuals. According to Pantic (2014) anxiety, depression, psychotic disorders and low self-esteem are all the likely results of social networking sites, especially Facebook. Chen & Lee (2013) argue that Facebook usage is directly related to psychological distress of individuals which as a result reduces the self-esteem of people. Facebook has also caused cyber bullying to increase as through Facebook rumours could be spread easily and indecent pictures of

individuals without their consent could be uploaded. Anxiety, depression and low self-esteem are all symptoms and results of cyber bullying (Moreno & Kolb, 2012). Some researchers disagree with this and claim that generally it is just the internet which affects the self-esteem of individuals not the social networking sites specifically (Valkenburg, Peter and Schouten, 2006). Ellison et al (2007) found out that youngsters with low self-esteem find Facebook more beneficial as compared to the ones with high self-esteem. Due to the use of Facebook people with low self-esteem possess more social capital than the ones with high self-esteems (Tazghini & Siedlecki, 2013). Studies have found that individuals with low self-esteem try to compensate by becoming active in on-line activities, such as spending more time on Facebook, increasing the frequency of logging on to Facebook, and having more friends on Facebook. On the Internet, it seems, “the poor can get richer,” meaning that introverts can compensate for the difficulties they experience in face-to-face interactions through on-line social networks (Amichai-Hamburger & Vinitzky, 2010). Those with lower self-esteem attempt to compensate by seeking more friends on social media in order to establish a sense of belonging and increase perception of popularity.

However, research indicates that those with low self-esteem tend to accept more friend requests from people they do not know very well (Tazghini & Siedlecki, 2013). For those with lower self-esteem, it is easier to connect with new friends and communicate through Facebook than having direct contact with peers. This can be to their benefit, though, as it helps new college students build social capital, as Facebook lowers the barriers of participation and allows users who may initially shy away from initiating communication to respond to others and forge ties with others online (Ellison, Steinfield, & Lampe, 2007). Research has shown that individuals with high self-esteem show more downward social comparison compared to those with low self-esteem (Cramer, Song, & Drent, 2016). With the emergence of social media sites social comparison has become a lot easier for adolescents, with approximately 90% of them active online day and night (Woods & Scott, 2016).

According to Lee, Moore, Park, and Park the association between people with low self-esteem and the number of Facebook friends was presented only among people with higher levels of public self-consciousness. Those who tend to be more concerned with their public self-image may engage more in the act of friending other Facebook users to fulfil their need for social compensation. They may also view the number of Facebook friends as an indication of popularity and attempt to expand their Facebook connections to compensate for their lack of self-esteem (Lee, Moore, Park, & Park, 2012).

Methodology

This study employs quantitative research method using self-administered questionnaire through online survey which was distributed among 240 university students who use social media. Items were adapted from Wang et al. (2017) and Vogel et al. (2015). Pilot test was conducted to measure reliability of the items. Pilot test revealed a reliability score of .732 which suggested that the questionnaire is valid to be used. Convenience sampling method was used to targeted diploma, undergraduate and master students from three selected universities in Malaysia; Monash University, Taylor’s University and Asia Pacific University (APU).

The questionnaire consists of four parts. Part A pertains to the demographic profiles of the respondents while Part B on the usage and effects of social media daily. Respondents

were asked on number of social media accounts and duration spent on social media. Part C focuses on the perception of university students on social media and Part D describes on the importance of social media to self-esteem. Data were gathered and the Statistical Package for the Social Sciences (SPSS) was used to get frequencies, percentages, tabulations and other statistical measures.

Findings and Discussions

Demographic

With total respondents of 240, majority of the respondents came from age group 20 to 25 years old (47.1%), followed by age group less than 20 years (28.8%), age group 25 to 30 years (3.8%) and only 1 participant is aged above 30 years. The majority of the respondents are male that contributes 56.7% of the total respondents while female only contribute 43.3% with 104 respondents. The majority of the respondents were undergraduate students, their number have reached 198 respondents (82.5%). 37 students were studying diploma (15%) while Masters has received 3.8% of the total respondents, which equal to 6 respondents. The number of respondents is equally divided among 3 selected private universities; each university contributes 80 respondents that made up the total of 240 respondents. The percentage rate was respectively the same for all with 33.3%. Table 1 shows the demographic information of all the respondents.

Table 1: Demographic Information of sample (N= 240)

Items	Information	%
Gender	Male	56.7
	Female	43.3
Age	Less than 20	28.8
	20-25	47.1
	25-30	3.8
	Above 30	20.3
Level of Education	Master	3.8
	Undergraduate	82.5
	Diploma	15

University students and usage of social media

Majority of the participants have more than three social media accounts (76.3%), while the other 20% stated that they have two to three social media accounts. Unsurprisingly, there is only 1 out of 240 respondents stated that he/she doesn't have any social media account. This might correlate with frequent social media use, the more social media account a person has, the more time he or she is likely to spend on accessing each account. The majority of the respondents would spend three to four hours (37.1%) daily accessing their social media account, while the other 30% stated that they spend more than 5 hours daily. This means that the respondents have high exposure to social media content. The usage of social media among university students can be seen in Table 2 below.

Table 2: Usage of social media among university students (N= 240)

Items	Information	%
Number of Social Media Accounts	1	3.3
	2 to 3	20
	More than 3	76.3
	None	0.4
Duration Spent on Social Media	Less than 1 hour	7.1
	1 to 2 hours	25.8
	3 to 4 hours	37.1
	More than 5 hours	30

There seems to be a growing reliance on social media due to the new media way to involve oneself socially. The students even feel that social media is replacing text messaging and talking on the phone. Hence, the social media serves the purpose of entertainment as well as communication since many of the university students look at their sites even when they were not prompted by notifications or any desire to post for themselves. It appears that these students are relatively aware of their social media usage. This study demonstrates that age and gender does not influence the behavior towards social media usage. This finding differs from studies conducted by Junco (2012) and Tufecki (2008) who found that the amount of time spent using social media directly correlated to offline participation rates in university communities. This finding supports the attempts being placed on social media as a tool to strengthen university communities and their social capital (Clark, Fine & Scheue 2017).

Perception of university students on social media

Table 3: Descriptive of university students' Perceived of Social Media (N= 240)

No.	Items	Mean	Std. Dev	Range
1	Social media's profile and posts are an idealized version of who we really are.	2.916	1.278	0 – 5.0
2	I only post good pictures of me on Social Media.	3.366	1.325	0 – 5.0
3	I think people post things on Social Media to create a certain image.	3.846	.984	0 – 5.0
4	I don't care if my social life is less exciting.	2.571	1.259	0 – 5.0
5	I feel pressure from social media to have an exciting life.	2.487	1.161	0 – 5.0
6	I compare my social life on social media.	2.458	1.219	0 – 5.0

Table 3 showed the respondents' perceived of social media. Findings indicated that majority of the respondents agreed that they only post favorable pictures of themselves on social media. This high level of self-presentation on social media indirectly shows that most people care how others look at owns lives on social media. 67 percent of the respondents agreed that people post things on social media to create a certain image. This indicates a strong correlation with social media usage where people's perception of others self-presentation is formed when individuals spend time on social media and look through others profile.

As people spend more time on the social media, they visit other people's profiles and they start envying certain people who they think are superior or better-off than them. Most individuals use social media to know the other people's current lives and make judgment on the basis of their profiles (Walther, Van Der Heide, Kim, Westerman & Tong 2008). As a result they start feeling inferior, ungrateful and less privileged which would lead a direct impact on self-esteem of individuals. Sometimes people would feel worse about their lives

and promotes negative well-being of individuals (Steere, Wickham & Acitelli 2014) which then end up with having low-self evaluations.

Importance of social media to university students' self-esteem

The majority of the respondents considered having a lot of friends on social media as somewhat important to very important. 79 respondents (32.9%) stated that it is unimportant to have a lot of friends on social media. The majority of the respondents agreed that they access peer's social media account when they are curious or when they have extra time to do so that made up 47.5% (N=114) out of 240 respondents . 90 (37.5%) respondents agreed that they will look through peer's profile almost every time when they are online. The majority of the respondents stated that they will look through peer's profile followed by peer's photo album and peer's posts. Only 9 respondents stated that they will look at how many friends peer's had. A total majority of the respondents (70%) have agreed and strongly agreed that they are satisfied with their overall self. Whilst a total of only 17 (7%) respondents stated that they disagreed and strongly disagreed with the statement. As illustrated from the figure, it can be concluded that most respondents are satisfied with themselves and this indicates of high self-esteem. A total majority of the respondents (53%) agreed and strongly agreed that they are not a failure. Whilst a total of 48 (20%) respondents said they disagreed and strongly disagreed with the statement. As illustrated from the above figure, it can be concluded that most populations declined to feel themselves as a failure and this indicates of high self-esteem. The importance of social media to university students is explained in Table 4.

Table 4: Importance of social media to university students (N= 240)

Items	Information	%
Importance of Having Friends on Social Media	Unimportant	32.9
	Somewhat important	31.7
	Important	30.8
	Very important	4.6
Looking at Friend's Account	Never	9.6
	Occasionally when I have time to kill or am curious	47.5
	Often. Almost every time I get online	37.5
	Only when they post something relevant to me or my interest	5.4

There is a wide range of what people will post but it appears that all these things are about profiling oneself among others and staying connected to others via forwarding or sharing things that other people will like. In this way, university students maintain their friendships, “staying connected with old friends and making new ones”.

Conclusion

Social media platforms are widely used by the university students. Social media provides a digital platform for people across the world. It creates awareness amongst people to participate and share information online. This is due to the globalization and advancement of

digital technology. The growth of social media in changing behaviors, perceptions, and attitudes of people and growth of online social technologies induce audiences to become digital friendly; changing user behavior from passive to active, non-participatory to participatory, and enabling users that was otherwise unknown or untapped. Therefore social media affect almost everyone in the universe whether individuals, businesses, and society and also provide an equal opportunity to share thoughts, opinions, and information. While social media is a great modern communication tool, offering access to information and allowing unlimited networking opportunities, there is also a potential negative impact to frequent social media use. As people use social media daily, there will be a cumulative negative effect on people well-being. Forest & Wood (2012) stated that people with low self-esteem may use social media to express themselves in what seems like a safe environment and receive some social support.

Social media has a very significant impact on the self-esteem of the individuals. Based on this study, university students in Malaysia are considered as heavy social media users that spend an average of 3 to 4 hours daily and have more than 3 social media accounts. The university students use the social media for information, communication and maintain relationship. Self-esteem on the other hand was not always mentioned as being affected negatively, while using social media. Considerable importance was given to the amount of 'likes' they get on pictures they post online. The images on social media need to engage with more realistic portrayals of beauty with less photo shop and more use of 'real bodies'. In addition, social media is growing very drastically in almost every country in the world. So it is impossible to keep all individuals particularly the university students who rely on social media on their daily basis, away from social media for a very long time. Society should play an active role by guiding the university students regarding self-esteem and self-confidence. Parents should also limit the access of their children on social media as well as raise awareness in their children regarding the negative repercussions of social media.

To conclude, social media develops the social stability in people however sharing personal information is risky on social media. Overall, this study provides interesting insights into the social media use patterns of university students. Social media users are driven to develop social connections to gratify the need to increase self-esteem by increasing social capital. A number of university students spent on social media daily and perceived the importance of social media to their social life which is correlated with greater amounts of self-esteem. This study demonstrates that the students have lower self-esteem when they spend more time on social media because they are frequently exposed to favorable pictures of others. Hence, a relationship exists between social media and self-esteem.

This study can benefit the future of social media and how it is designed to work for university students as well as educators. Currently, the researchers are discussing issues with social media use (i.e. social media addiction). Perhaps there can be a merger of university students' social media use and educational potential. The research on social media could help students interact in the new media world by integrating social media into academia and steering conversations online. This discussion gives one contemporary perspective on social media and how it can be used for liberating controlled peoples. For this purposes, the study gives valuable information regarding Malaysian's government and its future interests in social media.

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