

Abstract the bus and
between their daily



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Social media has been widely used nowadays around the globe. The evolution of the social media site can be seen when there are huge numbers of social media available online for the users. With over 1,870 million active users, Facebook is currently the ruling supreme in the social media world (Chaffey, 2017) followed by other popular social media such as WhatsApp, Instagram and Twitter. In Malaysia, Instagram nowadays not only being used for uploading pictures and connecting to one another, it also widely used as a platform for businesses, self-promoting and sharing ideas and creativity. According to the data gained by comScore, 58 per cent of Instagram users were female (Seligson, 2016).

Every day, it was reported that average person will spend two hours on checking their social media while doing their laundry, waiting for the bus and between their daily activities. When there was much time spent on social media, it will somehow affecting the users in any aspect and it includes both positive and negative way. The purpose of this study is to identify the effects of using the Instagram and the level of social development changes amongst women in Malaysia.

In this study, I will explain more on the effects of using the social media and will it left certain effects on the users. This research was limited to the women live in the Seksyen 7, Shah Alam by using the quantitative method.

Keywords: Instagram, self-esteem, social development, social media, soft skills, women

CHAPTER ONE 1.0 Introduction Social media is pervasive, especially popular social networking sites (SNSs) like Instagram, which has over millions users around the world (Vogel, Rose, & Roberts, 2014).

Social media basically allow users to construct electronic profiles for

themselves, provide details about their lives and experiences, post pictures, maintain relationships, plan social events, meet new people, make observations of others' lives, fulfil belongingness needs, and express their beliefs, preferences, and emotions. The rises of social media have changed our life without us even realizing it. It brings both positive and negative impacts toward us.

As for academic purposes, for students in instance, social media and internet can be use the media for good. Looking up for online journals, searching for new information, read newspaper from all over the world online and exchanging ideas on certain ideas with other people on the internet are the examples of using the media for good academic purposes (Siddiqui & Singh, 2016). Instead, the students usually use the media to surf the social media, messaging and texting while lecturers giving lectures in class. These lead to not focusing in class and make them left out in their studies. As for social and communication aspects, social media helps to make it easier for us to make friends and connect them from anywhere and anytime.

Just a decade ago it was tough to search for old friends or make a new one and tough to reach them and costly to communicate with them anytime, anywhere, unless one has to overly going type, able to make conversations with everyone at a party. Social sites connect everyone to anyone and let them stay friends with the easy approach at a very reasonable cost (Sinha, Yadav, & Kanodia, 2016). Besides, Social networking sites offer a chance to communicate in a speedy and well organized manner. Even voice media, visual media and word media, any methods can be used to commute with other in seconds. Social media, if we use it wrongly, it can lead to addiction.

We tend to spend immeasurable hours can deflect the focus and concentration from a particular task. It can lower the motivational level of the people, especially of the teenagers and students. Social networking mainly relies on technology and the internet instead of learning the practical knowledge and expertise of the everyday life.

When we are too focused on the social media, it can isolate people and truncate their relationship without the users realizing it. 1. 1 Problem statement Along a decade, a social media have evolved. One of the most famous mainstream social media used these days by youngsters is Instagram.

It is argued that social media has brings both positive and negative impacts towards the users. As mentioned above in the introduction, social media affected our daily life direct and indirectly. In previous researches, many studies have related the uses of social media and how it influences a person. Previous researches are more focusing on Facebook and general social media, in this study, I will narrow it down and re-angle it to Instagram due to less research done on this newly emerge social sources. Instagram is one of the rising social media nowadays used by the youngsters, especially young adult women. The Y generation are now leaning towards Instagram because it is more user-friendly and interesting.

We can get connected to everyone around the globe and posting pictures in easier way. As per discussed in previous research, many research has been discussing on other social media especially Facebook, therefore this study will help to discover whether Instagram will works exactly like what Facebook did

to their users. Besides that, the existing literature on social media usage and its effects on individuals' personality development in Malaysia are also limited. This study will have create another mile stone in academic field study of social media due to little attention paid to social media particularly Instagram in developing social development, soft skills and self-esteem amongst young adult women. 1. 2 Research objective To measure the users of Instagram amongst women in Malaysia. To study the relationship of the use of Instagram and women's social development in Malaysia.

To explore the effects of Instagram on soft skills amongst women in Malaysia. To investigate the use of Instagram in affecting the level of self-esteem across women in Malaysia. 1. 3 Significance of study Social media has becoming a trend nowadays and social media always being related to the negative impacts towards the user when they used it the wrong way such as it leads to procrastination, less face to face interaction and the zombie syndrome.

This study will provide a better understanding on how to see the social media in a better way instead. In this paper, we will see how the social media can lead to betterment such as in developing one's life, soft skills and self-esteem. To those who have lower self-esteem than others, this study can re-angle their way of thinking and can help them to use Instagram as the catalyst for them to develop themselves in certain angle. Besides that, this study will not just relevant to women, but also to men and business purposes. Men nowadays also own Instagram and can use this study to enhance their social development, soft skills and self-esteem. As for those who wish to start a new business, the study will help them to understand how

they can use Instagram to boost up their self-esteem to approach their potential customers and develop their soft skills to interact with others in promoting their products and services via Instagram. 1.

4 Scope and limitation of study In this study, there are some limitation and challenges that can be identified throughout the study. One of the limitations is time constraint. Due to the constraints of time, this research was conducted only amongst women in Shah Alam. The sample size has also been limited to xx participants. This research is narrow in scope and can be subject to limitation. Besides that, the respondents were not observed; they were given questionnaires to fill. The results of the study depend upon the truthfulness and integrity of the subjects.

Not all social media were included in the study, only Instagram was considered the representative of all social media site. 1.5 Conceptual definitions Young adults Young adult is generally a person ranging in age from their teens or early twenties to early thirties.

Young adult is a very challenging period of time in which during this period, young adults tend to exploring things, attached with commitments, starting new jobs, moving out from parents' home and most importantly figuring out life as an adult. Young adults according to United Nations (UN) are those between the ages of 18 to 32. In this study, young adults that we chose are those who ages between 18 to 30 years old. Our sets of participants that will answer the questionnaires are those between those ages. Social development Social development is about putting people at the centre of development.

This means a commitment that development processes need to benefit people, particularly but not only the poor, but also a recognition that people, and the way they interact in groups and society, and the norms that facilitate such interaction, shape development processes. In other words, social development refers on how people develop their social and emotional skills along with their lifespan in order for them to aim or achieve their objective and goals. Social development can be in many forms mentally and physically. In this study, social development that we are focusing on are in the form of seeking identity, developing intellectual manner and emotionally.

During the young adults' period, we tend to observe things and people around us and it will somehow affect our social development in any forms. The social development increase awareness leading to better way of life. When social development happens, people tend to prioritizing human need in the growth and progression of society. Social development is about improving the well-being of the individual in society so that they can reach their full potential. Soft skills enable us to communicate with others in easier and effective way. Besides soft skills also enable people to work well others, performing well in their tasks and achieving goals.

According to Alison Doyle (2017), soft skills are interpersonal (people) skills and is harder to define and evaluate. Soft skills include communication skills, listening skills, creative thinking, networking, motivation, positivity and empathy among others. She added, soft skills characterize how a person interacts in his or her relationships with others. In this research, soft skills that we are focusing to are interpersonal skills and communication skills.

We tend to communicate with one another via social media and gadgets and this will reduce the face to face and interpersonal skills that we already have.

In this study, I will not focus on other soft skills elements because I

personally think that other elements such as creativity, listening skills or positivity does not play an important role. CHAPTER TWO 2.0

Introduction This chapter will explain and provide an overview of previous research on knowledge sharing that the researcher has found on other journals and articles. Basically, this chapter introduces the framework for the case study that comprises the main focus of the research described in this study. 2.

1 Literature review
2. 1. 1 Social media (Instagram) Social media is the new media that has been widely used in today's world. There are numbers of social media that have millions of users worldwide such as Facebook, Instagram, Twitter and Snapchat. In this study, my focus is on Instagram. Social media are computer tools that allow people to share or exchange information, ideas, images, videos and any other files through a network that they desire (Siddiqui, 2016). Social media is pervasive, especially popular social networking sites like Facebook, which has over a billion of users around the world (Vogel, Rose, Roberts, & Eckles, 2014). There are several differences that can be found between the conventional mass media and the modern social media.

According to Richard M. Perloff, a key feature to distinguish between both of the media is interactivity (Perloff, 2014). Contemporary social media usually are more interactive in which the users can use it as a platform to communicate in one another by commenting and clicking like on the photos

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their friends posted. People use social media for various reasons; to communicate, interact, update/remind each other, socialize, share and search for information and knowledge, collaborate, and also for entertainment and leisure. It is a common situation in the public and also private venues to see people use a monopod to 'selfie' their own photos and instantly upload on their pages, or reading online newspaper, e-book and blogs, playing video games, watching movies, or chatting via instant messaging, by using laptops, tablets, smartphones or other devices (Norsiah, Sobhi, & Siti, 2016). 2. 1.

2 Social media and social development For many people, social media are a regular part of their social lives, if not an ordinary part of their day. Image-based social media like Instagram is among one of the most popular websites and seem to prove the old saying that "Image is everything." Social media has an impact on human brain and human behaviour.

Due to the malleability of brains humans' forte is the ability to learn and adapt to changes since we are sensitive to outside influences (Zeitel-Bank, 2014). Development cannot happen in isolation neither in micro or macro level. In order for the development to be carried out, strong tools are needed as the catalyst to connect people instantly so that the knowledge transfer will become continuously, instantly and never ending (Akashraj & Pushpa, 2014). Adolescence is the period of transition of development between childhood and adulthood. It involves changes in personality, as well as in physical, intellectual and social development. During this transition time, individuals are faced with tons of issues and decisions (ClevelandClinic, 2014).

According to Cleveland Clinic Foundation, young adults developing in certain ways such as developing intellectually, developing socially and also emotionally in which it is differ than those who are at the childhood period. They also added that adolescent thinking is on a higher level than that of children. Children are only able to think logically about the concrete, the here and now. Adolescents move beyond these limits. Adolescents can think in terms of what might be true, rather than just in terms of what they see is true. They are able to deal with abstractions, test hypotheses, and see infinite possibilities. Despite all that, the most important thing that is faced by the adolescents is seeking for identity. With the help of social media, young adults are more exposed to people around the globe.

The users of the social media especially Instagram come in different background, culture and characters. When they are exposing to new things that might catch their attention, they can develop new social changes and have the high tendency to follow what they observe (Duarte, Ferreira, & Pinto-Gouveia, 2015). Social media users also are able and have the chances to join virtual groups based on common interests, share each other's hobbies, interests, musical tastes and romantic relationship status in their profile (Ellison, Steinfield, & Lampe, 2007). When the users observe others' interests, they might develop new social skills and venture into something new out of their curiosity. Besides that, social media like Instagram provides spaces for users to upload and share photos, update status and get themselves more visible and famous than before.

Thus, frequent usage of Instagram would also make people becoming more extroverts (Norsiah, Sobhi, & Siti, 2016).

esteem In any social media, in order to join in, the users have to set up their own profile by filling up details and uploading pictures in it. Besides that, we also can update status, share others posts, place comments and view others' posts. The profile that we have created before will then be available for friends or public to view. According to Boyd and Ellison (2007), when this happens, friends and other users are able to pass on their judgement and give their personal feedback on one's post through comments to ensure the user understands their opinion.

These opinions and the feedback from them might bring huge impact and strong effects on people's self-esteem (Nawaz, 2017). He added, negative comments lower the self-esteem degree of individuals and positive feedback and comments increase the self-esteem to another whole level. Since social media is becoming the new trends nowadays, our day to day life is woven by the social media (Siddiqui, 2016). Youngsters tend to communicate with their peers and other publics through social media and devices every day. This leads to the lack of face-to-face communications.

Amichai, Hamburger and Vinitzky (2010) argue that many introverts build relationships through social networking sites because they usually find difficulties during face-to-face dealings. People nowadays have a lack of confidence in dealing and communicating with one another in real life and prefer to do it online. 2.

2 Theory Guiding the Studies The main objective of this study is to find out the correlation between the use of Instagram and level of social development, soft skills and self-esteem amongst women. In this study, the theory

used that can be associated with is the Social Norm Theory. The Social Norm Theory was first used in 1986 by Perkins and Berkowitz to study the pattern of alcohol used by the student. This theory aims to understand the environment and interpersonal influences in order to change behaviour. Individual behaviour is influenced by perceptions of what other people accept and expect and how they behave. According to Berkowitz (2004), social norm theory posits that individual behaviour is influenced by oftentimes incorrect perceptions of how other members of our social groups think and act. This theory can be used in this study since the Instagram users tend to behave based on what they see others portrayed in their social media.

The social media users tend to believe that they have to act and behave according to what other people did, accept and expect they have to behave. Without realizing it, we slowly change our character and behaviour based on what we believe others are doing and think. Research methodology is a systematic way to solve a problem. It is a science of studying how research is to be carried out. Essentially, the procedures by which the researchers go about their work of describing, explaining and predicting phenomena are called research methodology.

It is aim to give the work plan of research. In this chapter will discuss about the methodology used to carry out this study. It included the description of the data and method that used in this study. This chapter is more focus on the aspects of how the research design and how to carry out the research.

3.1 Research Design

Research design can be define as strategy for conducting research or an outline of the research method.

The research design for this study was quantitative method. I chose the survey method to carry out the study include the questionnaires design and data analysis. I decided to conduct quantitative research method because we are not just focusing on finding numerical terms but also to study and identify the effectiveness of this approach to get accurate data and findings in the research.

3. 2 Data Collection Method

The primary data collection method for this study is by doing research, reviews and collecting findings by other researchers that study about the similar thing with this study.

The information collected via journals, books and also articles from websites, not only researches in Malaysia but also around the globe. This to ensure that we have enough information to carry out this research. This also can help us understand other researchers' point of view about the issue of this research. The secondary data collection method for this study is via survey by using set of questionnaires. The questionnaires were distributed to women young adults aged 18 years old up to 30 years old in Section 7 and section 13, Shah Alam. The respondents are chosen randomly based on their age.

Women were the focus of this study because women can be classified as the most affected by the social media rather than men. The questionnaires consist of four parts which are Part A, B, C and D. Each part represents variables, subjects and also objectives for this study. For each question, there are answers provided by using five point Likert Scale method. The questions will answer overall assessment of the Use of Instagram in Affecting the Level of Social Development, Soft Skills and Self Esteem Amongst Women in Malaysia.

3.3 Location of Research The location chosen for this research is in Section 7 and Section 13, Shah Alam. Shah Alam is a state capital of Selangor. I decided to choose Shah Alam because it is an urban area and young adults in urban area are more exposed to social media rather than those who live in sub-urban or rural area. The participants also seem to easily understand about the concept of the social media.

There are many women young adults live around Section 7 and Section 13 since there are many families and students live here and as we all aware, most of the students are young adults and so it is easier to randomly pick respondents to answer the questionnaires. It is one of the reasons why Section 7 is the appropriate location to conduct this research. 3.4 Population and Sampling Techniques of Research In order to achieve excellent data, we need to widen the coverage area for the study. But due to limited time provided to conduct the study, it is impossible to study the entire public. For example, to gain the exact data, the set of questionnaire need to be distributed to each and every women young adults in the area I conducted the study.

In this case, Section 7 and Section 13, Shah Alam but yet it is unmanageable for me to do that because of the limited time to get them and analyse each of their response towards the questions. By decreasing the number of respondents, it helps me to get this study completed on time. Total of 384 respondents participate in answering the questionnaires. They are randomly picked and involving only one gender; female. It involves those women young adults who lived here in Section 7 and Section 13, Shah Alam. Due to the limited time and sources, 384 respondents are enough to collect the

data. 3. 5 Research Instruments Research Instrument is a testing device for measuring a given phenomenon, such as a paper and pencil test, a questionnaire, an interview, a research tool or a set of guidelines for observation (Mosby's Medical Dictionary, 2009).

In this study, since I am using the quantitative method to collect the data, I used the survey methods as the research instruments. A set of questionnaires randomly distributed to 384 respondents in the selected area. The questions provided in the questionnaires are regarding the topic of the study which is the Use of Instagram in Affecting the Level of Social Development, Soft Skills and Self-Esteem amongst Women in Malaysia. I have undergone several steps in confirming the set of questionnaires are equivalent and suitable to be answered by the selected respondents. The research questions are divided into four sections which are Section A, Section B, Section C and Section D. In Section A, the questions are regarding the respondent's demographic details which are age, status and education background and the respondents will be provided with the multiple choice answer.

Section B consist of 6 questions from B1 to B6. The questions are covering my independent variables which is the usage of social media in affecting their social development which includes their feelings and interest towards social media (Instagram) and time spent on the social media. Section C contains sets of questions regarding their soft skills and lastly Section D is sets of questions regarding the social media effects on their self-esteem. To answer the questions, the respondents required to answer each questions by using ordinal scale score of Likert Scale (5 rankings) from Strongly Disagree

(ranking no 1) to Strongly Agree (ranking no 5). All the data and answers are recorded and key in the computer by using the Statistical Package for the Social Science (SPSS) version 22. The results of the analysing process will be presented in the result section later.