



Faculty of Cognitive Sciences and Human Development

**ASSESSING THE SOCIAL ANXIETY LEVEL CONCERNING
SOCIAL MEDIA AND LIFE SATISFACTION OF UNIMAS STUDENTS**

Jessica Loh Seh Min

Bachelor of Psychology (Honours)

2022

UNIVERSITI MALAYSIA SAWARAK

Grade: A

Please tick (✓)

Final Year Project Report

Masters

PhD

DECLARATION OF ORIGINAL WORK

This declaration is made on the 1st day of July 2022.

Student's Declaration:

I Jessica Loh Seh Min and Matric Number: 69977, Faculty of Cognitive Sciences and Human Development hereby declare that the work entitled, "ASSESSING THE SOCIAL ANXIETY LEVEL CONCERNING SOCIAL MEDIA AND LIFE SATISFACTION OF UNIMAS STUDENTS" is my original work. I have not copied from any other students' work or from any other sources except where due reference or acknowledgement is made explicitly in the text, nor has any part been written for me by another person.

1st July 2022

Date submitted

Jessica Loh Seh Min (69977)

Name of the student (Matric No.)

Supervisor's Declaration:

I DR. MUHAMMAD SOPHIAN NAZARUDDIN SUTAN SAIDI hereby certifies that the work entitled, "ASSESSING THE SOCIAL ANXIETY LEVEL CONCERNING SOCIAL MEDIA AND LIFE SATISFACTION OF UNIMAS STUDENTS" was prepared by the above named student, and was submitted to the "FACULTY" as a * partial/full fulfillment for the conferment of **BACHELOR OF PSYCHOLOGY(HONOURS)**, and the aforementioned work, to the best of my knowledge, is the said student's work



Received for examination by:

(DR. MUHAMMAD SOPHIAN NAZARUDDIN SUTAN SAIDI)

Date: July 2022

I declare this Project/Thesis is classified as (Please tick (√)):

- CONFIDENTIAL** (Contains confidential information under the Official Secret Act 1972)*
 RESTRICTED (Contains restricted information as specified by the organisation where research was done)*
 OPEN ACCESS

Validation of Project/Thesis

I therefore duly affirmed with free consent and willingness declared that this said Project/Thesis shall be placed officially in the PeTARY with the abide interest and rights as follows:

- This Project/Thesis is the sole legal property of Universiti Malaysia Sarawak (UNIMAS).
- The PeTARY has the lawful right to make copies for the purpose of academic and research only and not for other purpose.
- The PeTARY has the lawful right to digitise the content to for the Local Content Database.
- The PeTARY has the lawful right to make copies of the Project/Thesis for academic exchange between Higher Learning Institute.
- No dispute or any claim shall arise from the student itself neither third party on this Project/Thesis once it becomes sole property of UNIMAS.
- This Project/Thesis or any material, data and information related to it shall not be distributed, published or disclosed to any party by the student except with UNIMAS permission.

Student's signature



(1st July 2022)

Supervisor's signature: _____



(July 2022)

Current Address:
313, Jalan Desa 19,
Taman Desa,
84000, Muar,
Johor

Notes: * If the Project/Thesis is **CONFIDENTIAL** or **RESTRICTED**, please attach together as annexure a letter from the organisation with the period and reasons of confidentiality and restriction.

[The instrument was duly prepared by the PeTARY]

**ASSESSING THE SOCIAL ANXIETY LEVEL CONCERNING SOCIAL MEDIA AND LIFE
SATISFACTION OF UNIMAS STUDENTS**

JESSICA LOH SEH MIN

This project is submitted
in partial fulfilment of the requirements for a
Bachelor of Psychology with Honours

Faculty of Cognitive Sciences and Human Development
UNIVERSITI MALAYSIA SARAWAK
(2022)

The project entitled 'ASSESSING THE SOCIAL ANXIETY LEVEL CONCERNING SOCIAL MEDIA AND LIFE SATISFACTION OF UNIMAS STUDENTS' was prepared by **Jessica Loh Seh Min** and **Matric Number: 69977** and submitted to the Faculty of Cognitive Sciences and Human Development in partial fulfillment of the requirements for a Bachelor of Psychology with Honours

Received for examination by:



(DR. MUHAMMAD SOPHIAN NAZARUDDIN SUTAN SAIDI)

Date:

July 2022

Gred

A

ACKNOWLEDGEMENT

I would like to express my sincere thanks to those who guided, helped, and supported me in completing this project.

First and foremost, I would like to express my immense gratitude my supervisor, Dr. Muhamad Sophian, who guided me throughout the whole process of my research. With his guidance and support, I am able to overcome the obstacles and challenges that I have faced during the process of completion of this project. His suggestions and opinions in improving my research and writing helped me a lot and provide me new knowledge related to psychological research. Without his guidance and support, my research would not have been done effectively and on time.

Furthermore, I would like to express my special thanks and gratitude to all the lecturers in the Programme of Psychology, Faculty of Cognitive Sciences and Human Development who provided me sufficient knowledge and information as well as valuable advice that are vital for me to complete this project.

Besides, I would like to thank all of my friends for their support and encouragement. They are also willing to share their knowledge and information when I have doubts. Without them, I would not be able to complete this project successfully.

Last but not least, I would like to express my deep sense of gratitude and love to my family members who are always there to provide me endless support and encouragement.

Table of Contents

LIST OF TABLES	i
LIST OF FIGURES	ii
ABSTRACT.....	iii
ABSTRAK.....	iv
CHAPTER ONE	1
INTRODUCTION	1
1.0 Introduction	1
1.1 Background of Study.....	2
1.2 Problem Statement	3
1.3 Research Objectives	4
1.3.1 General Objective.....	4
1.3.2 Specific Objectives	4
1.4 Research Questions	4
1.5 Research Hypotheses.....	5
1.6 Conceptual Framework	5
1.7 Significance of Study	6
1.8 Definition of Terms	7
1.8.1 Social Media.....	7
1.8.2 Social Anxiety	7
1.8.3 Life Satisfaction.....	7

1.9 Summary	8
CHAPTER TWO	9
LITERATURE REVIEW	9
2.0 Introduction	9
2.1 Social Media.....	10
2.1.1 Theory Related to Social Media	11
2.1.1.1 Honeycomb Framework of Social Media Functionality	11
2.2 Social Anxiety	12
2.2.1 Theory Related to Social Anxiety	12
2.2.1.1 Social Anxiety Disorder in Diagnostic and Statistical Manual of Mental Disorders Fifth Edition (DSM-5)	12
2.2.1.2 Cognitive-Behavioral Model of Social Anxiety	13
2.2.1.3 Neurobiological Approach to Social Anxiety Disorder.....	13
2.3 Life Satisfaction	14
2.3.1 Theory Related to Life Satisfaction.....	14
2.3.1.1 Bottom-Up Theory versus Top-Down Theory	14
2.3.1.2 Cognitive Whole Life Satisfaction Theory (CWLS)	14
2.4 Previous Findings.....	15
2.4.1 Social Anxiety and Social Media	15
2.4.2 Social Anxiety and Life Satisfaction.....	15
2.4.3 Social Media and Life Satisfaction.....	16
2.5 Improvement in Present Study	16

2.6 Summary	17
CHAPTER THREE	18
METHODOLOGY	18
3.0 Introduction	18
3.1 Research Design	18
3.2 Population and Sample	18
3.3 Instruments	19
3.3.1 Instrument Structure	19
3.3.1.1 Section A: Demographics	19
3.3.1.2 Section B: Social Anxiety Scale for Social Media Users (SAS-SMU)	19
3.3.1.3 Section C: Satisfaction with Life Scale (SWLS)	19
3.3.2 Procedures	19
3.4 Pilot Study	20
3.5 Data Collection Procedures	21
3.6 Data Analysis Procedures	21
3.6.1 Descriptive Data Analysis	21
3.6.2 Inferential Data Analysis	22
3.7 Summary	22
CHAPTER FOUR	23
FINDINGS AND DISCUSSION	23
4.0 Introduction	23

4.1 Demographic Data.....	23
4.1.1 Gender of Participants	24
4.1.2 Age of Participants	25
4.1.3 Race of Participants	26
4.1.4 Faculty of Participants	27
4.2 Normality Test.....	28
4.3 Reliability Analysis	29
4.4 Descriptive Data Analysis	30
4.5 Inferential Data Analysis.....	30
4.5.1 Relationship between SAS-SMU score and SWLS score.....	31
4.5.1.1 Discussion.....	32
4.5.2 Gender Difference in the SAS-SMU mean score.....	32
4.5.2.1 Discussion.....	33
4.5.3 Gender Difference in the SWLS sum score	34
4.5.3.1 Discussion.....	36
4.6 Summary	36
CHAPTER FIVE	37
LIMITATION, IMPLICATION, RECOMMENDATION AND CONCLUSION	37
5.0 Introduction	37
5.1 Limitations of Study.....	37
5.2 Implications	38

5.3 Recommendations	39
5.4 Conclusion.....	40
5.5 Summary	40
REFERENCES	41
APPENDIX A.....	48
APPENDIX B	56

LIST OF TABLES

Table 3.4	Cronbach's Alpha Value for Each Inventories in the Questionnaire	20
Table 4.1.1	Gender of Participants	24
Table 4.1.2	Age of Participants	25
Table 4.1.3	Race of Participants	26
Table 4.1.4	Faculty of Participants	27
Table 4.2	Normality Test Result	28
Table 4.3	Cronbach's Alpha Value for Each Inventories in the Questionnaire	29
Table 4.4	Mean and Standard Deviation value for SAS-SMU and SWLS	30
Table 4.5.1	Relationship between SAS-SMU score and SWLS score	31
Table 4.5.2 (a)	Mean and Standard Deviation of SAS-SMU score for male and female	32
Table 4.5.2 (b)	Independent T-test results between male and female participants for SAS-SMU mean score	33
Table 4.5.3 (a)	Mean and Standard Deviation of SWLS score for male and female	34
Table 4.5.3 (b)	Independent T-test results between male and female participants for SWLS sum score	35

LIST OF FIGURES

Figure 1.6	Conceptual Framework of the Study	5
Figure 4.1.1	Pie Chart of Participants' Gender	24
Figure 4.1.2	Bar Chart of Participants' Age	25
Figure 4.1.3	Pie Chart of Participants' Race	26
Figure 4.1.4	Bar Chart of Participants' Faculty	27

ABSTRACT

Humans are now living in a digital era where most of the human activities such as exchanging information, building relationships, and communicating happen in the digital world. Therefore, human wellbeing in the physical world may be affected by their conditions in the virtual world. Therefore, this study aimed to examine the relationship of social anxiety concerning social media with life satisfaction among University Malaysia Sarawak (UNIMAS) students. A quantitative method was used in this research by distributing an online questionnaire to the target population, the UNIMAS students through social media platforms. The data collected was analyzed using the Pearson Correlation analysis and Independent Sample t-test. The results of the analysis showed that there was no correlation between the social anxiety level concerning social media and life satisfaction level among the UNIMAS students. Besides, there were no gender differences in the social anxiety level concerning social media and the life satisfaction level of the UNIMAS students. The results indicated that the usage of social media will not affect the students' psychological wellbeing and life satisfaction negatively.

Keywords: Social media, Social anxiety, Life satisfaction

ABSTRAK

Manusia tinggal dalam zaman digital pada marcapada ini. Kebanyakan aktiviti manusia seperti pertukaran maklumat, pembinaan hubungan, dan komunikasi berlaku dalam dunia digital. Oleh itu, kesihatan dan kesejahteraan manusia dalam dunia fizikal akan dipengaruhi oleh keadaan mereka dalam dunia maya. Kajian ini bertujuan untuk mengkaji korelasi antara kebimbangan sosial mengenai media sosial dan kepuasan hidup dalam kalangan pelajar Universiti Malaysia Sarawak (UNIMAS). Kajian ini menggunakan cara penyelidikan kuantitatif dengan membahagikan borang soal selidik kepada populasi sasaran kajian ini iaitu pelajar UNIMAS secara atas talian melalui pelbagai platform sosial media. Data yang dikumpulkan telah dianalisa dengan menggunakan *Pearson Correlation analysis* dan *Independent Sample T-test*. Keputusan analisis menunjukkan bahawa tidak ada korelasi antara kebimbangan sosial mengenai media sosial dan kepuasan hidup dalam kalangan pelajar UNIMAS. Selain itu, hasil kajian menunjukkan bahawa tidak ada perbezaan jantina dalam tahap kebimbangan sosial mengenai media sosial dan tahap kepuasan hidup dalam kalangan pelajar UNIMAS. Hasil kajian ini menandakan bahawa penggunaan media sosial tidak akan membawa kesan negatif kepada kesejahteraan psikologi dan kepuasan hidup para pelajar UNIMAS.

Kata kunci: Media sosial, Kebimbangan sosial, Kepuasan hidup

CHAPTER 1

INTRODUCTION

1.0 Introduction

The foundation of this research was developed from my interest in investigating the struggles and anxiety faced by social media users in current society. As the world changes and grows rapidly, advanced science and technology move the world into a digital era. Therefore, digital literacy has become the most imperative skill for people to keep in touch with the outside world. However, this emerging trend can be more challenging than traditional print literacy and can cause distress to people's psychological wellbeing or the other way around helping people to overcome their social anxiety symptoms. Therefore, this research was intended to find out the social anxiety experienced by social media users when using social media.

1.1 Background of Study

Social media or sometimes known as “Web 2.0” is a type of electronic communication that allows users to interact with others and exchange information, ideas, and resources such as videos and images (Dewing, 2010). There are various social media including blogs, wikis, social bookmarking, social network sites, status-update services, virtual world content, and media-sharing sites. Social media has become a trend in current society and the use of social media is increasing drastically among internet users because it allows people to interact with others more easily and faster. According to Greenwood et al. (2016), Facebook is the most popular social media platform in which 79% of the internet users use Facebook with 55% of them visiting several times per day. Even though social media brings a lot of benefits to the community, it also causes detrimental effects on mental health. Various studies have shown that social media use is positively associated with psychological distress such as anxiety and depression (Dhir et al., 2018; Shensa, 1996; Vannucci et al., 2017). According to Primack et al. (2017), the number of social media platforms used is independently associated with anxiety symptoms in which participants who used 0-2 social media platforms have 3 times less odd of reporting anxiety symptoms than participants who used 7-11 social media platforms.

Life satisfaction is a personal judgement on one’s quality of life (Sousa, & Lyubomirsky, 2001). A myriad of studies examined the relationship between life satisfaction with anxiety (Duong, 2021; Ghazwin et al., 2016; Rogowska et al., 2020; Serin et al., 2010). Most of the studies reported that anxiety is negatively associated with life satisfaction (Duong, 2021; Ghazwin et al., 2016; Serin et al., 2010). Eng et al. (2005) examined the level of life satisfaction among people who are suffered from a social anxiety disorder. Based on Eng et al. (2005) study, life satisfaction especially satisfaction with Achievement, and Social Functioning has strong, negative associations with social anxiety and depressive symptoms.

1.2 Problem Statement

The central problem studied in this research was the social anxiety level derived from social media among university students at University Malaysia Sarawak (UNIMAS). As the world is moving into a digital era, social media has become the current trend in communication compared to traditional communication channels such as letters, and newspapers. The effect of the increasing use of social media on one's well-being specifically to the social anxiety symptoms experienced must not be neglected.

Besides, there is a growing interest or attention on the term quality of life or the satisfaction of life among the researchers nowadays as people in current modern society are experiencing intense stress and burdens in their daily life, so one's satisfaction with life is concerned in order to create a happy and healthy society. Therefore, in this research, the association between social anxiety due to social media and life satisfaction among UNIMAS students were examined. Lower anxiety symptoms are often associated with higher life satisfaction which then correlates with higher performance in life and better health conditions.

A methodological gap existed between the past research and current research topic as most of the studies focused more on the problematic use or addiction of social media such as Facebook and Instagram (Foroughi et al., 2019; Foroughi et al., 2021). However, in this study, the researcher focused solely on the effect of the usage of social media on social anxiety.

A practical gap also exists between the previous studies and current research as there are fewer similar studies conducted among the Malaysian population. The relationship between social anxiety caused by social media and life satisfaction was neglected among the Malaysian population.

1.3 Research Objectives

1.3.1 General Objective

To examine the relationship of social anxiety concerning social media with life satisfaction among University Malaysia Sarawak (UNIMAS) students.

1.3.2 Specific Objectives

1. To investigate the association of social anxiety due to social media use and life satisfaction among UNIMAS students.
2. To examine the gender differences in the social anxiety arising from social media use among UNIMAS students.
3. To investigate the gender differences in the life satisfaction level among UNIMAS students.

1.4 Research Questions

1. Do social anxiety concerning social media correlates with satisfaction with life among UNIMAS students?
2. Does gender affect the social anxiety concerning social media scores among UNIMAS students?
3. Does gender affect the satisfaction with life score among UNIMAS students?

1.5 Research Hypotheses

H₁: There is no significant relationship between social anxiety concerning social media and satisfaction with life among UNIMAS students.

H₂: There is no significant difference in the social anxiety concerning social media scores between males and females.

H₃: There is no significant difference in the satisfaction with life scores between males and females.

1.6 Conceptual Framework

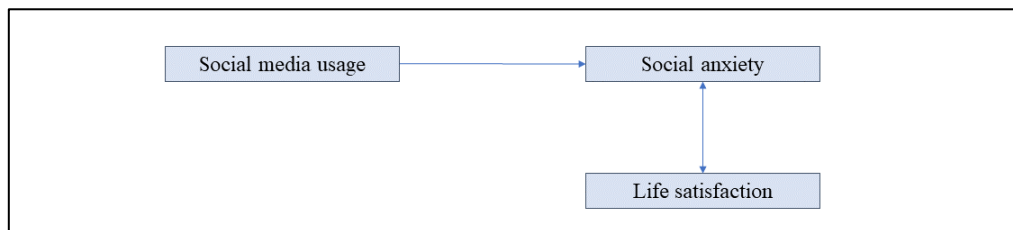


Figure 1.6. Conceptual framework of the study

The conceptual framework of this research is shown above in *Figure 1.6*. In this research, the independent variable was the social media usage, and the dependent variable was the social anxiety. There is a correlation between the social anxiety and life satisfaction.

1.7 Significance of Study

This study's findings provided a new understanding of the social anxiety level concerning social media and life satisfaction specifically among students at the University Malaysia Sarawak (UNIMAS). Studies and research with the purpose to help university students are crucial due to the increasing use of social media in current society. Thus, by exploring the social anxiety level concerning social media and life satisfaction among university students from a local perspective, this study not only adds new knowledge to the research area but also increases social awareness of struggles faced by university students when using social media. Besides, the results of this study can increase the awareness among university students about their anxiety levels toward social media. According to the Anxiety and Depression Association of America (n.d.), approximately 36% of people with social anxiety disorder experience symptoms for 10 or more years without receiving treatment. Therefore, this study is intended to help university students to attend to their possible social anxiety symptoms due to social media usage.

1.8 Definition of Terms

1.8.1 Social Media

Conceptual Definition: Social media is defined as the internet-based platforms that provide opportunities for people to interact or self-present synchronously or asynchronously with others in a wide range or narrow range of audiences, deriving value from user-generated content and perceptions of human interaction (Carr & Hayes, 2015).

Operational Definition: Social media is operationally defined as the platforms used the students to exchange and share information with others.

1.8.2 Social Anxiety

Conceptual Definition: Social anxiety can be defined as the extreme fear of people's evaluation on themselves in social situations (Morrison, & Heimberg, 2013).

Operational Definition: Social anxiety is operationally defined as the score obtained from the Social Anxiety Scale for Social Media Users (SAS-SMU). Higher scores indicate that the participants are more likely to have social anxiety.

1.8.3 Life Satisfaction

Operational Definition: Life satisfaction can be defined as the extent to which one evaluates one's own quality of life (Veenhoven, 1996).

Operational Definition: Life satisfaction is operationally defined as the score obtained from the Satisfaction with Life Scale (SWLS) from a range of 5 to 35 where 5 is extremely dissatisfied with life while 35 is extremely satisfied with life.

1.9 Summary

In this chapter, the researcher was aimed to provide the reader with an overall framework for the study. With the information provided, the reader has clear information of the researcher purpose and the issues that will be examined in this research.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

In this chapter, the researcher wants to reveal the literature related to the study to give an overview of the current knowledge about the topic of the study. There are five main parts covered in this chapter that are the introduction, the discussion of issues related to the topic, the discussion of related theory or model, the discussion of past similar findings, and the improvement in the present study.