Social Evolution in Human Relations Behavior of Utilizing Facebook

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ABSTRACT

A social networking site has created a lot of issues where individuals are spending so much time on it and they are replacing the traditional communication. We can observe that people are on their smartphones while having coffee with friends, having dinner with families, out on a date with spouse and many more. Due to social network sites, people seems to behave differently when they go online thus in reality they may be quiet and timid. This research is to examine the pattern of individuals' behavior and personality, the practice of self disclosure and addiction to Facebook. The researcher used a qualitative method and interview the selected informants. A purposive sampling is utilized in this study as the informants are an active user of Facebook. The researcher conducted an in-depth interview to find out the behavior from each informant. Five informants were evaluated and all of them have met the criteria of behavior and personality, self-disclosure and addiction. The researcher has applied the Five-Factor Model in the personality and behavior and the Five Factor internet addiction symptoms in the findings. The results of the findings showed that young adults commonly display consistent with personality and behavior, self-disclosure and addiction on Facebook, and the informants reacted to such behavior of self-disclosure because they are lonely, narcissism, emotional and low self-esteem. They also look up onto Facebook as a medium to express what they feel among friends for attention.

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1. INTRODUCTION

These days the societies rarely communicate with one and another like the old days when social network sites existed. We can observe family members were having breakfast together and they do not communicate with one and another. Why? Each of them is busy looking at their smartphones or mobile phones and iPad. There was no interaction between any of them. They had their breakfast quietly except for their fingers, clicking away on their smartphones and iPad. Families like this preferring communicate with their online friends rather than communicating with each other. There is no longer a personal touch in communicating.

Problems of the study does Facebook is turning good mannered young people into nasty young adults? Or are they having a split personality? You know a good friend and recognize her as a classmate during the day, an athlete after lectures, a best friend over dinner and a musician at her evening piano lesson. As soon as she gets on Facebook, she becomes someone else; a new identity. Her postings on her status are cruel, filled with sarcasms and vulgar language publicly. Her language is no longer polite and judging other people without any proof or strong evidence based on self-opinion. It was a mass destructive behavior. What has Facebook got anything to do with it? Facebook seems to create unnecessary behavior indirectly. This is due to the tools that Facebook has on it such as update status and click post. The social network has some kind of a powerful tool which human has the freedom to write anything as they please. Worse, is there a

danger that the users might lose control over the process of self selection and become schizoid, perhaps with multiple personalities in real life?

Does Facebook encourage young people to disclose their private lives publicly? Some scholars argue privacy is currently deceased and that individuals should learn to handle and embrace a more translucent culture. Privacy is seen like a transition as people try to make sense of how to negotiate the structural transformations resulting from networked media. However, social network sites challenge people's sense of control [1]. Most Facebook users seemed to expose private lives publicly such as breakups, relationships, marriage, children, parties, heavy party, alcohol and private photos.

Objectives: The research was conducted with a reason to investigating the online behavior pattern of utilizing Facebook. Also to detect the practice of self-disclosure of private life in public on Facebook, and investigate users' habit of addiction towards utilizing Facebook.

2. LITERATURE REVIEW

An organized literature review would give each sub topic a link to necessary topic. The flow of the review would sailing and well written by the researcher as bellow:

Uses and Gratification Theory: The most suitable theory to use in this study is the uses and gratification theory. This is because audience members actively seek out the mass media, fulfill expectations and actively select media and media content to satisfy individual needs. The approach is important to this study as audience is active and media use is goal-directed. It is recommended that some basic needs interact with personal characteristics and the social environment of the individual produces various motives and gratification behaviours from using the media or activities. Severin and Tankard [2] discussed that the uses and gratifications approach engrossed a movement that concentrate from the purpose of the communicator to the functions of the receiver and it tries to determine what works mass communication is serving for the individuals. This theory matches with the libertarian theory of the press and John Stuart Mill's thoughts of individual wisdom and both focus the likely of the person for self-realization.

Computer-Mediated Communication: Computer-mediated communication means communicating using the Internet and "mediated" points out a clear difference from interpersonal communication in which individuals connect in symbolic interaction directly, without the use of technologies while the features of the computer is the mediator were added to the concept and were assumed to form the messages and interpersonal relations that it achievable [3].

Internet: One of the primary reasons people use the Internet is to communicate with others. With e-mail, instant messaging, social network sites, and blogs, the Internet offers a plethora of ways to communicate with a big number of peers and strangers [4]. The Internet evolves slowly and clearly we can see the changes. The change is that the Internet will change how people communicate, for example interpersonal communication and also social utility. Due to the Internet, all print and electronic media content are distributed mainly. The Internet is currently an important channel of mass communication. For example, movies, newspaper, books, journals are distributed over the Internet.

Social Network Site – Facebook: Who is the man behind Facebook? He is Mark Zuckerberg who is a computer science major in Harvard. Zuckerberg first launched The Facebook on February 4 [5]. Earlier, Mark Zuckerberg was focusing on a project called Facemash which he invited users to compare two different faces of the same sex and say which one was hotter which means prettier. His Facemash project was accomplished in an eight-hour stretch that ended at 4 A.M. Facebook is the number-one social network in Brunei, Cambodia, Malaysia and Singapore among other countries.

Behavior Pattern: The Five-Factor Model (FFM) divides personality by a cycle of five dimensional traits [6]. The first trait is Neuroticism reveals an individual's probability to receive mental agony and high stages of the trait are linked with a sensitivity to treat. The second trait is Extraversion reveals an individual's tendency to be friendly and able to receive positive emotions. The third factor is Openness to Experience, stands for a person's keenness to mull over substitute ways, be mentally curious and benefit from creative quests. The fourth factor is Agreeableness is other feature of interpersonal behavior, revealing a tendency to be innocent, kind and supportive. The fifth dimension is conscientiousness reveals the degree to which a person is prepared, meticulous and scrupulous.

Besides personality, another complicated part of human beings is emotions. Online emotional openness refers to the psychological trait of an individual who is confident and assertive in the expression of his or her feelings and does not try to hide emotion or discussion [7]. Emotions can play an important role in human decision making and can shape collective phenomena that appear in social networking setting [8]. Emotions are a dominant set of social rules despite its complicated domain and English has almost one thousand words that describe emotions each with its own nuances [9]. It is not easy to summarize how you feel in one go. Emotional responses can differ from person to person whereby some people are extremely

expressive and literally beam with happiness from every pore of their body, while others might just crack a tiny smile or show a little twinkle in their eyes when experiencing the same amount of delight.

Disclosure on Facebook: Findings suggested by Christofides, Muise & Desmarais [10] that increased time spent on Facebook increased likelihood of disclosure; trust and self-esteem at a low level are the result of disclosure, information exposure, and friend collecting for popularity despite people they do not like or do not know personally. Also research shows that higher levels of narcissism and extraversion have higher use of social networking sites. It has been argued that Facebook is an environment that encourages people to share regardless of their privacy views and an environment that encourages disclosure as a necessary feature of identity construction.

Online Addiction: According to Amichai-Hamburger and Ben-Artzi [11], they found a relationship between the excessive Internet use and type of personality and people use the Internet to relieve their lonesomeness and communicate with other individual without having a traditional contact, the face-to-face contact. Researchers found in their study that lonely people have complexity to talk with other people even though they want to communicate with them so bad since they are down with low esteem and as a result, they hardly go out, speak less and rather to be isolated from various communal stages [12].

3. METHODOLOGY

Informants were to classify themselves as male and female. The age of the informants in this study limited were limited to 24 – 30 year old university students. The sample used is a purposive sampling because the need to have certain characteristics in common in order to be selected for an interview as well as the likelihood in this demographic utilizes the social network site.

3.1 Location and Data Analysis

The interviews have been conducted at Shah Alam on the 13th May 2013 and 15th May 2013, at Petaling Jaya on the 14th May 2013 and at Bangsar on the 20th May 2013. Each informant was conducted on a different day except for the 15th May 2013 as two informants were interviewed at the same day. The interviews were each run between 45 minutes to one and half hours. Interviews were run using English language. The transcribed data are put into word documents. The coding then is used in Nvivo software.

3.2 Protocol and Ethics

The protocol and ethics are one of the crucial methods before proceeding into an in depth interview. First, the researcher goes to the office to request a formal letter to meet and interview the informant. The purpose of the letter is to ensure that the in depth interview is essential and in the letter their anonymity and interview data will not be published by the researcher for any reasons.

3.3 Reliability

The researcher's reliability is by doing member's check or peers checker. Two educated lecturers from the same field were the researcher's checkers. Each of the checkers read the unit and the theme to find any similarities with one another. If they find similarities', they would agree and mark "yes" or else it would be a "no". A calculation on the member's check was the final procedure to receive the accuracy of the reliability. A formula was adopted from Kappa coefficient of Cohen [13]. Total value from both checkers is 0.85 with mean almost perfect.

3.4 Validity

The validity of the researcher's data collection is interviewee as an instrument. According to Merriam[14], human beings are the primary instrument of data collection and analysis in qualitative research; interpretations of reality are accessed directly through their observations and interviews. Also, the researcher's interview transcribed data were signed by the informants are part of her validity as the informants agreed to what they have spoken during the in depth interview. A letter of verification of information was shown and it required their signatory, name and date.

4. RESULTS AND ANALYSIS

According to the data and finding, some analysis answering the research questions as below:

a. How Has Utilizing Facebook Affect Users' Behaviour Online?

Under the category of behaviour has its sub category which are narcissism, emotional, and condemn without mentioning names. There will be explanation on each category as below:

Behaviour - the behaviour represents the human characteristics of employing Facebook. Facebook keeps changing from its layout, games, applications and so many more to serve the need of the users so that

users won't feel bored of it. If Facebook produced an attractive game for example, the behaviour of an individual tends to follow the trail. If Facebook produce more transparency, the behaviour of an individual follows the trail as well. In live, people enjoy following what others do. If an individual is playing an interactive game on Facebook called Candy Crush, everyone tends to play the same game and competes with one another. Not being part of the trend seems to make an individual losing out from the group or being outdated. Everyone is talking about the similar topic and someone from the group is just not responding because he or she is not doing what other people are doing. Some individual may experiment different behaviour where he or she is being quiet as a person whereas online, he or she became a keyboard warrior or otherwise. These individuals are called internet vigilantes. Here, the researcher has found how users employ Facebook and what has affected them in such way.

> *I am a person who likes to talk, friendly and I like to make friends at the same time..but on Facebook I am not like who I am because when I'm on Facebook I don't really say hi to everyone and every time I use Facebook it is a way of me to communicate 100%...i only use it to communicate with others when I need it and my personality is different (Informant 1)*

Narcissism - is about self-promote by an individual. If narcissism is looked in a positive way, it boosts an individual's self-esteem and confidence. However, their over confidence may make others feel annoyed. They are pictured as exciting people, and enjoy very much to allow everyone alert with his or her daily routines for example what he or she is wearing, eating, and such. A simple example is American Idol where those rejected contestant cried out loud by saying to the world the judges are blind not to accept them, thus in reality they don't have that golden voice. They sang stupidly and out of tune. Only they couldn't accept rejections. Narcissism can lead to a risky behaviour too.

> *I got Instagram I will upload my photos... photos on food... photos on quotes to show to others what you're having (Informant 2)*

Condemn Without Mentioning Names - this is also called unmentioned. This is very much used among users in the social network site. A user is angry at someone; he or she would condemn the person indirectly by calling off names and curse in public. Or sometimes a user may say he or she is missing someone without telling who that person he or she referring to. For some reason, these users are afraid to mention names to avoid confrontations or fights between one another. Facebook is a place for them to express their dissatisfying feelings towards an individual or something. When users unmentioned something, other users may interpret it wrongly assumed he/she is referring to this person whereas it is not.

> *Sometimes I want express my dissatisfaction but not directly to the person (Informant 4)*

b. **Why Is Self-Disclosure Of Users' Life In Public On Facebook Has Become A Practice Among Users?**

The main theme is self-disclosure while attention seeker, freedom, and lonely falls under the sub category of it as below:

Attention Seeker - is a person who does it on purpose to get the attention among friends or anyone. It can obviously be seen that he/she posted attractive status to captures the attention. For example he/she posted that he/she is making pizza in Rome. Somehow attention seekers feel very content or happy with what is posted on his/her status. Even photos which seemed to be happy photos made them thrilled. These attention seekers are thrilled to share much private information to others without the hesitation. Recently bought a new item like a new handbag and posted it on Facebook to allow everyone knows about it is consider an attention seeker so that other users will LIKE the photo and status. Attention seekers love it when their photos or status are commented by friends because they love the response from friends.

> *Earlier points yes. I really wanted the attention it makes me happy. At that time really like what people notice who I am people know who I am especially friend part I really added anyone and everyone until now I don't really know this person (Informant 3)*

Freedom - being on social network site, Facebook is a medium for users to let out their thoughts and feelings. Facebook is a gateway to transparency whereby it is a place to do anything as deemed. The only people know what a user has been up to is among friends. Some of them do not accept family members because they might not have the freedom to post as wished. Some family members just don't really care what they posted on Facebook. Somehow Facebook encourage users to do things freely. Being on Facebook, it allows users to have the power to decide what he/she is sharing. Users can decide whether to not private his/her Facebook from being viewed. The power is in one's users hand.

Got, I got parents sibling cousins uncles and aunts also on Facebook. so I always type things everyone can accept one and also take pictures of my daughter and everything everone like to see (Informant 5)

Lonely - people on Facebook are actually lonely. Users who keep updating their status, photos, and comments are lonely. They don't the attention from real life so they get it from Facebook. Sometimes users portray themselves as very hip, fun and outgoing but in reality they are lonely. Users want to talk to someone however they let it out on Facebook.

I seem to like to share a lot of ideas because I'm alone so I find all this thinking my brain so goes to Facebook (Informant 3)

c. Why Is Users' Habit Towards Utilizing Facebook Becomes An Addiction?

The main theme is addiction while constant checking Facebook, and victim to Facebook has better features fall under its sub category as below:

Addiction - addicts are people who cannot constrain themselves from viewing Facebook. Checking Facebook is a must-do activity and constantly update and checks for further news and current information to be trendy among what friends are doing. Facebook is a compulsory thing to do and it seems to be everywhere especially in their mobile smartphone. Addicts with smartphone will make sure he/she has the Facebook application in his/her smartphone. To add it makes a person even addicted because a person has a way of checking Facebook anytime and anywhere. Even if they don't have a smartphone, each time they turn on the computer, Facebook page is a compulsory task to browse. Addicts prioritize Facebook as number one in their to-do list. Even if they cannot get online, they will make sure they'll do something to be online because they believe not checking Facebook in a day is equivalent to losing out so much information and news. Addicts consider Facebook as their newspaper. Addicts' Facebook friends are also another reason to be part of Facebook.

Memories yea..in a way I find Facebook is the way to keep your photos..its reliable anywhere anytime. I find it Facebook available for my photos (Informant 3)

Constant Checking Facebook - addicts cannot help it but wanting to check Facebook at all times without fail. Addicts have such a drastic habit of constant checking Facebook. Probably they feel lonely or bored and the only entertainment in addicts' life is Facebook. Facebook is a replacement of their favourite television show. On Facebook the more friends addicts obtain the more news they receive from each friend. Every friend has their own story to tell so it will not bore an addict.

Firstly I don't but little by little I feel like every day I will check Facebook..if I don't check Facebook I feel something is not perfect not complete..everyday I will have to check no matter where I am whether im out or back in village, I will at least check the News Feed (Informant 1)

Victim to Facebook - addicts however are victims to Facebook because they are constantly glued to Facebook despite hanging out with friends, with families, feeling down, feeling bored, feeling lonely and many more. They feel like they cannot live without Facebook. Even when they are about to start work or assignment, the first thing would be Facebook. They browse Facebook and it's a pattern before starting any task. Also if everyone is on Facebook, people need to be on Facebook or else people are seen left out.

Yes I am a victim. Its all about Facebook, got online and Facebook is my first visit site..homepage is also Facebook (Informant 4)

4. CONCLUSION

Young adults commonly display their Internet symptoms are consistent of Facebook. The bottom line is to think before an individual post. Commenting insensitive joke may sour the relationship with the circle of friends as online communication doesn't have the emotional signals such blush, frown and many more. Certain individual enjoy the virtual world more than real life because they find peaceful. However, everything requires balance in life. An individual needs to balance the good and bad.

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