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## The Impact of Social Media among Undergraduate Students: Attitude

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### Abstract

On this paper aims to study the impact of social media on Art students' attitude from Art and Design Faculty in University Technology Mara, Perak campus. The study involves both qualitative and quantitative methods. The sample of 120 was drawn randomly from 5 departments (Fine Art, Graphic, Fashion, Ceramic, and Photography) to answer the questionnaire distributed and 5 selected students were interviewed. The finding was analyzed based on the data extracted from the questionnaire and oral interview responses. The results reveal that most of students are actively involved in social media and they realized the impact of social media in their daily life as well as their attitude.

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### 1. Introduction

The growth rate of internet specifically social media networks has extensively become popular among young adults. The term social media/social network has different connotations in the literature. Some researchers defined it as “socially interactive technologies” for example; instant messaging or text messaging, or other networks which offer fast-paced, inexpensive online communication which allows social interaction to start and evolve (Bryan et. al, 2006).

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Researchers have been discussing on the nature and quality of activities conducted on social media. A study conducted by Chang and Cheng (2004), found that there are significant differences between online and offline relationships. Online relationship is characterized as less depth however it provides extra connections to the existing participants of social networks. This means more relationships exists but less of the strong ones. Sheldon et. al (2009), found that social media is commonly used by people who are not willing to have face-to-face interactions.

The research on Impact of Social Media among youngsters (students') attitude requires researcher to employ network thinking to understand young people social experiences and how it influences their behavior as it provides ways to investigate and interpret the links among social networks and how it affects their attitude.

## 2. Literature Review

Children, teenagers and adults differ in their purpose of social media usage and how it influences them. Teenagers are given more independence to self-discover things around them. One of the great challenges that they face is to form an identity. There is growing evidence that teen today uses the internet to experiment with their identities. Teenagers nowadays are always away from their parents due to many reasons. They are mostly risk takers, facing tough decisions and willing to experiment such activities in a reckless way without thinking of the consequences later on. Another feature of youngsters is the importance of peers for them, as they spend most of the time with friends and place a high value on relationship (Strasburger et al, 2009). In this period youngsters learn to form and maintain intimate friendship and other essential social skills. Peer groups become the primary resource for emotional support (Allen et al., 2010).

### 2.1. Theory of Attitude

Attitude refers to manners, disposition, feeling, position with regard to a person or thing; tendency or orientation, especially of the mind. Attitudes are not stable, because of the communication and behavior of other people is subject to change by social influences. Attitudes are often the outcome of practice or upbringing. They can have a commanding pressure over behavior, while attitudes are enduring, they can also revolutionise. Attitudes have three main components, which are cognitive, affective and behavioral according to ABC model (Eagly & Chaiken 1998)(Van den Berg et al. 2006). Cognitive component concerns on one's beliefs, meanwhile the affective component involves with feelings and evaluations; and behavioral component consists of ways of acting toward the attitude object. Attitudes are formed in different ways. Most children acquire their attitudes by modelling their parent's attitudes. Attitudes can also be formed from direct experience. Sociologists have employed functional analysis to explain societal structures. Katz uses the same method to analyse attitude. Daniel Katz (1960) outlines four functions of attitudes towards individual:

- Knowledge. Attitude provides meaning for life. Knowing person's attitude helps us predict their behavior.
- Self/Ego-Expressive. Attitude expressed help to communicate who we are and make us feel good because we reveal our identity.
- Adaptive. By expressing socially acceptable attitudes, other people will reward with approval and social acceptance.
- Ego-defensive. Holding attitudes that protect our self esteem or justify actions that make us guilty.

### 2.2. Social Media and its Evolution

According to Boyd & Ellison (2007), the term 'social media' refers to the wide range of Internet based and mobile services that allow users to participate and engage in online exchanges, contribute to user created content or joining the online communities. Walter & Riviera (2004) defined social media as the relationship that exists between networks of people. In late 90's, as internet become more popular, websites which allow users to create and upload content began to appear. In 1997, the first social network sites named Sixdegrees.com appeared. From 2002 onwards, a large number of social networks site were launched such as Friendster and Myspace. In the late 2000s, social media had gained widespread acceptance from the global community. CBC News reported, in November 2012 Facebook

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