The Perception and Use of Social Media by the Parent of Student at University Malaysia Perlis

Aida Shakila Ishak, Nurul Naimah Rose, Nor’izah Ahmad, M. Taufiqqurahman, Mohd Yusri Mustafa
School of Human Development & Technocommunication
Universiti Malaysia Perlis, Perlis, Malaysia

aidashakila@unimap.edu.my

Abstract. Communication is very important in an organization as a means of communication with one another. The role of communication is emphasized in an organization as a channel and partnership between partners, lecturers, family members and others. Communication is also important as a tool of socialization and education experienced by an individual to bring him to a person having knowledge of the intricacies of social media. This study was conducted to find out the use and usage pattern of social media among parents of University Malaysia Perlis (UniMAP). The research method used in this study was a “semi-structural” interview. The data were analysed using thematic method. The results of the analysis found that some categories of social site use among parents are for the purpose of keeping up with current developments; connect with family members, to get information, entertainment, motivation and others. The finding found that Facebook’s good and bad. In the context of relationship with children, some respondent admit that social media has the potential to be platform to monitor children activities.

1. Introduction

Facebook was first introduced in 2004 by Mark Zuckerberg, a Harvard University student. At the beginning of Facebook introduction, only Harvard University students with student email (edu.email address). Asian countries, including Malaysia, have also been affected by the program, and students from elementary school have their own Facebook. This shows students in our country according to current trends including the Malaysian community such as individuals, families, organizations or groups. Rapid social media development has led to family relationships becoming intimately or sparse (Antonucci, Ajrouch & Manalel, 2017). Rapid social media development has led to family relationships becoming intimately or rarely. As such, family-centered monitoring and responsibilities ensure the safety of the children (Berger & Font, 2015). Television often presents negative news such as announcements via social media that an individual can be exposed to a drug scene through an online communication connection to an unidentified person, (Sussman & Moran, 2013). However parents can educate children online as questions are provided by a person on Facebook and access them online through their opponents. According to Biletchi, Macintosh & McIsaac, (2013). Informal education of parents can also use social media to educate children remotely.
like sending remarkable words, journals, updates and more. Therefore, parents’ perceptions
and use of social media through their children have been positive or negative through various
studies conducted by researchers, (Sanders, Parent, Forehand, Sullivan & Jones, 2016)

2. Objective of the Study
The present study was comprehensively assessing the use of social media among parents and
to study the pattern of social media use among parent of University Malaysia Perlis student.
Nowadays, parents have accessed website, online discussion forums and blogs for advice,
information and support since the early days of the World Wide Web. In this century, the
advent of mobile media such as smartphones and tablet computers and Wi-Fi has allowed
parent to access the web from almost any location, (Deborah, Sarah & Gareth, 2016).

3. Material and Method

3.1. Research Design
The study was qualitative and used an interview method to determine parents perception and
use of social media. Qualitative data is descriptive either verbal or written about observable
human behavior (z). Qualitative data is derived from three types of data as cited by Patton,
(1990) and Burns (1999) which is the result of a detailed description of observable situation,
event, interactions and behaviors. Next, is the result of conservation: a direct quotes from
people’s statement about their experiences, attitudes, beliefs and thought in an in-depth
interview as well as written material or excerpts of documents, correspondence, recordings
and historical cases. Therefore, the researcher used the interview method for each respondent
to easily obtain feedback.

3.2. Participant
The respondent consisted of six respondents among parent of student at University Malaysia Perlis.
Respondent were interviewed online on perception and use of social media. According to Najib
(1999), determining the number of samples in a study is important so that the sample can represent
the population studied. In this study sampling method used was purposive sampling involving Malay,
Chinese and India.

3.3. Instrumentation
In this study, the researcher used the interview method as an instrument for gathering information.
Interview method conducted for parent of Universiti Malaysia Perlis student will be analyzed to gain
their perception and views on the use of social media namely Facebook.

3.4. Procedures of Data Collection
As respondents stay away from campus, the researcher uses a qualitative approach through an online
interview method. Fontana and Frey (1994) Merriam (1998) state that there are three types of
interviews namely structured interview, semi-structured interview and unstructured interviews.
Researchers used semi-structured interview technique because there are more flexible and allow
respondents to describe what the researcher think. Data collection via online interviews is conducted
for two weeks. Interview techniques in this study involved the parent of University Malaysia Perlis
student.

3.5. Analysis of Data
Content analysis approach as suggested by Miles & Huberman (1994) and Merriam (1998) was used
to analyzed interview data. According to Burn (1995) content analysis is a widely used method of
analysis in qualitative study.
### 4. Result

Once all of the data has been collected through the coding process, there are nine purposes of using Facebook that are as a place of source of information, entertainment, to connect with old friends, to communicate with others, child monitoring, to get a motivation, wish birthday, for status update and comment as shown in figure 4.1

| No. | Facebook Usage Frequency                        |
|-----|-------------------------------------------------|
| 1   | At Night                                        |
| 2   | Free Time                                       |
| 3   | Rarely Open                                     |
| 4   | Remembering of old friend                      |

![The Purpose of Using Facebook](image)

**Figure 1.** The Purpose of Using Facebook

The researcher also conducted an analysis of the frequency of Facebook usage. The table 4.1 shows that there are four dimensions for measuring the frequency of use of Facebook; at night, free time, rarely open and remembering of old friend.

### 5. Discussion

From the finding, we can conclude that communication is important in family life. However there are various problems that occur among teenagers. Online social network such as Facebook has changed the pattern of communication of a family, (Baruah, 2012). A study conducted on parents of students at University Malaysia Perlis in connection with parents’ views of technology found that their children were far from their control via Facebook. There are also parent who think Facebook can help children with stress problems. The second finding is related to the disadvantages and goodness of Facebook. In terms of the weakness and goodness of Facebook in the results of this study shows that there are also parents who voice that Facebook has goodness and badness. This is because social media can be accessed through mobile phones, (Bhartholomew, Schoppe-Sullivan, Glassman, Kamp-Dush &
Sullivan, (2012). The results of the analysis show that Facebook’s infiltration is particularly the receipt of new information which is obtained unlimited and less legitimate. Gossip or too many bad words affect others users. The use of excessive facebook becomes a waste of time for users who are not able to manage time well (Abdulahi, Samadi & Gharlegi, 2014). Unauthorized dissemination of information can jeopardize children away from parents if they are in contact with strangers. Meanwhile, in term of the advantages of using facebook, its shows that Facebook is a medium of contact with old friends, a place of emotion. Facebook is also a medium to get information easily as well as a place that can let go of boredom. Parents often use Facebook in the spare time after returning from work. Through Facebook children activities can be monitored so as not to be stuck with unhealthy activities. Rapid technology changes also transform the way parents get information in cyberspace compared to print media such as newspapers and magazines. Parents also argued that with social media such as Facebook a lot of teaching and learning activities for children where teaching materials can be uploaded or shared by their lecturer.

6. Conclusion
This study found that activity of using Facebook is actually in the hands of the user through some important term such as uploading “status” as well as relevant “tag” information. Based on the result of qualitative analysis there are several themes that are explicit and have a function of consumption that is encouraging to influence the student as children to the parents. There are several of advantages and disadvantages that affect family relationship through Facebook. The Facebook advantages is we can connecting with friend who have been out of school for a long time, Facebook can be unlimited access to a variety of information and medium to let go of the benefit of face book. While Facebook disadvantages, include gossip-related remark, unlimited information disseminated and authenticity, and cause a lot of work delayed. This came from respondent saying there was a consensus on Facebook being able to change the children behavior that stay away from them. In addition, the purpose of parents’ use of social media is that Facebook is a communication tools that has become the latest trend for their children. Their main purpose is to connect with long-term friend in order to maintain long-term friendship. The purpose of using Facebook is also a way of keeping track of kids away, wishing them a happy birthday by communicating in cyberspace and finding resources to share with family members. Therefore, Facebook is a monitoring tool for children who are attending university by their parents. Finally, this study discusses the frequency with which parent use Facebook. Five themes identified in Facebook use frequently such as bedtime, free time, and leisure time at home and even remind friends and send messages to invite chat. This can serve as a role model for the children who are closest to them in influencing family life.

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