Put Your Title Here (Title Case, Times New Roman, Bold, 14)

Mohamad Hafifi Jamri, Rosilawati Sultan Muhidin & Abdul Rauf Ridzuan (Times New Roman, 12)
Universiti Teknologi MARA, University of Pakistan & Media Prima Sdn Bhd (Times New Roman, 12)

Corresponding email: hafifijamri@uitm.edu.my

ABSTRACT *(150-200 words, Times New Roman, Bold, 12)*
This study is done in order to find the level of social networking sites among multi-ethnic users in Malaysia. Social networking sites are chosen as they bring many benefits to the users. This study used social capital theory as foundations theories for model development. The minimum sample size was determined through Raosoft Calculator software. The study involved 482 respondents, selected through a cluster sampling technique involving three main ethnics in Malaysia. A cross sectional survey and structured questionnaire were used for data collection. All variables were measured through scales previously used by other researchers. SPSSS ver. 20 software was used in the analysis. Results of the SPSS indicated that the level of SNS, three out of four factors namely quality, intimacy, and interaction in SNS show very high level. *(Times New Roman, 12)*

Keywords: keywords01, keywords02, keywords03, two term04, two term05 *(5 keywords)*

_____

INTRODUCTION *(Times New Roman, Bold, 12)*
Social Network Sites are where Malaysians spend the largest share of their time online. In Malaysia, social networking sites such as Facebook has 12 948 320 users which involve of 49.50 percent of population. The figure also displays that the biggest group of users is presently 18 – 24, followed by the users in the age of 25 – 34. In term of gender, there are 54 percent male users and 46 percent female users (Malaysia Facebook Statistics, 2012). Many people in Malaysia are very friendly on Facebook. Murray and Waller (2007) have recognized social networking sites as virtual societies which let people to link and communicate with each other on a particular matter or to just hang out together online. Social networking sites generally offer users a profile and allow them to share and upload photos, music and several types of messages they would prefer to share with other public. Moreover, these social networking sites offer social and emotional support, information resources and bonds to other users (Wellman and Gulia, 1999; Eyadat, & Eyadat, 2010). As mentioned by Rosen (2011), people who spend more time on social networking sites are better at showing empathy to their online friends and learn how to socialize. *(Times New Roman, 12)*

Interaction *(Times New Roman, Bold, 12) (Sub topic of literature review)*
This factor refers to an occasion when two or more people or things communicate with or react to each other. Through interaction by multiethnic in SNS, they can discover their similar attitude, opinions and values (Edelmann, 1993). The social networking sites today is the only accepted network that allows people to globally keep in touch with each other (Kushairi, 1997). As stated by Cheong (2011), SNS can increase access and interaction where clergy and congrefation can connect in new ways. Solidarity society contains a high degree of social interaction within communities (Kearns and Forrest, 2000).

Involvement refers to the act or process of taking part in something. At the involvement stage, a sense of mutuality of being connected develops in SNS. During this stage, people experiment and try to learn more about the other person (Devito, 2009). As stated by Devito (2009), during this stage a sense of mutuality of being connected develops. SNS can be seen when people link up with friends and family, either by adding them as a friend, following them or tagging them in photos.

Quality factor refers to the level of enjoyment, comfort, and health in someone's life. The quality in SNS that makes a relationship interpersonal is interdependency; that is the actions of one person have an impact on the other (Devito, 2009). Contact quality and frequency of contact with friends enhance group attitude (Tropp and Pettigew, 2005). According to Sabbagh (2003), people who characterized by a good or highly positive climate friends, respectively, to situations of strong solidarity. Hargie et al. (2003) suggested, the more similar the values and common interest of friends in SNS are, the more likely they are to become friends. SNS can be used as a form of social and prayer support as they provide an avenue for connections (Cheong, 2011).

Finally, intimacy refers to things that are said or done only by people who have a close relationship with each other. It is a feeling that you can be honest and open when talking about yourself, that you can express thoughts and feelings you wouldn't reveal in

_____

other relationships (Devito, 2009). Exchange of essentials resources in SNS such as love, respect, unselfish attitude will contribute to strong solidarity (Sabbagh, 2003). As stated by Wellman and Gulia, (1999) and Eyadat and Eyadat (2010), SNS can provide social and emotional support, information resources and ties to other people. Through this stage, communication becomes more personalized and easier (Gudykunst and Nishida, 1984). *(Times New Roman, 12)*

METHODOLOGY *(Times New Roman, Bold, 12)*
This study employed the quantitative study approach (explanatory study) to identify the level of social networking sites among SNS multiethnic users in Malaysia. For sampling, by referring to Raosoft Calculator Software, 30 million population in Malaysia or 12 million SNS users can be equal to 377 sample of respondents with 95% confidence (The Research Advisors, 2006). The study involving 482 respondents, selected through a multistage sampling techniques which are cluster sampling and purposive sampling. A cross sectional survey and structured questionnaire were used for data collection. The data were keyed in and analyzed by SPSS (Abdul Rauf Ridzuan et al., 2015.) *(Times New Roman, 12)*

FINDINGS AND DISCUSSIONS *(Times New Roman, Bold, 12)*
The descriptive statistics for the respondents' interaction with other ethnics in SNS are shown in Table 3 below. All 482 respondents answered these questions. The mean scores, and standard deviations are reflected in table 4.8 and discussed in the subsequent section. The results showed that respondents who have good personality tend to interact with other ethnics in SNS (M=2.84). The result also indicated that the respondents believe that their group identity play the major role in order for them to communicate with other ethnics (M=2.71). The respondents also interact to find the similarity in opinion (M=2.69). The findings showed the same results with Hargie et al. (2003). Their research found that interaction is shaped partly by their individual personal characteristics. The more similar the quality values and common interests of colleagues are, the more likely they are to become friends. Interaction on SNS with all ethnics is the lowest mean (M=2.60). *(Times New Roman, 12)*

_____

Table 1: Interaction on SNS

Interactions	Mean
Interaction based on own personality	2.84
Based on group identity	2.71
To find the similarity in opinion	2.69
To maintain the relationship	2.67
To strengthen the relationship	2.64
To find the similarity in attitude	2.60
Interact with all ethnics	2.60
Overall	2.68

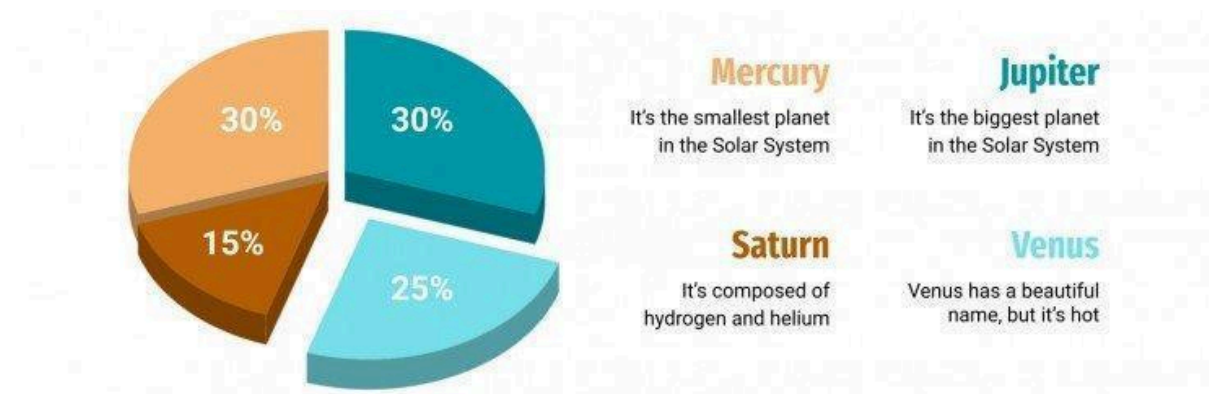*(Times New Roman, Bold, 10, single spacing, auto fit to window)*

Figure 1: Pie Chart Infographics

CONCLUSION *(Times New Roman, Bold, 12)*

Based from table 6, the mean score achieved for all respondents on this dimension is 2.67. The highest mean for SNS factors is quality (M=2.77), followed by intimacy (M=2.76) and interaction (M=2.68). It shows that quality in SNS is the main factor people use social networking sites. According to social capital theory, social networks and quality sociability on SNS will help to develop solidarity among multiethnic in Malaysia. Previous researches also have demonstrated that both contacts quality with multi ethnic members enhance intergroup attitudes (Tropp and Pettigrew, 2005). *(Times New Roman, 12)*

*Corresponding Author
Name with title, affiliation, and email address.

ACKNOWLEDGMENT

_____

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut faucibus tristique ligula eu efficitur. Vestibulum vel velit congue justo porta tincidunt. Morbi vestibulum rhoncus sollicitudin. Etiam quam justo, mollis at nisi id, interdum vestibulum nibh. Proin elementum vitae erat at scelerisque. Curabitur blandit quam arcu, non consequat nisi imperdiet sit amet. Suspendisse finibus, diam eget vulputate efficitur, nunc felis sagittis tellus, quis facilisis lorem nunc vitae elit. Suspendisse in molestie tortor. Vivamus egestas nunc mauris, vel fringilla augue scelerisque et.

REFERENCES *(Times New Roman, Bold, 12, Align Justify, APA style version 7)*
Rafique, G.M., Mahmood, K., Warraich, N.F. & Rehman, S.U. (2021). Readiness For Online Learning During Covid-19 Pandemic: A Survey of Pakistani LIS Students. *Journal of Academic Librarianship 47*(3): 1–10

Ridzuan, A. R., Bolong, J., Suyurno, S. S., Mohamad Kamal, R., Jafri, F. (2015). Developing SNS, Factors Structures Towards Constructing SNS Survey Questions, *Journal of Human Capital Development*, 8(2), 25-35.

Sah Allam, S. N., Hassan, M. S., Mohideen, R. S., Ramlan, A. F. & Kamal, R. M. (2020). Online Distance Learning Readiness During Covid-19 Outbreak among Undergraduate Students. *International Journal of Academic Research In Business and Social Sciences 10*(5): 642–657.

Talib, A. T., Sarjit Gill, Jawan, J., Ahmad. A., & Mohd Isa, N. A. (2012). Gagasan 1Malaysia dan implikasinya Terhadap, Perhubungan Antara Etnik. *Malaysian Journal of Youth Studies*, 7, 23 – 30.