



# The Effect of Use of Social Media on Prosocial Behavior

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## Abstract

This study aims to identify the impact of social media use on user's prosocial behavior. In today's development of technology, there is no doubt that internet needs is increasingly dominant in everyday life, both in socialization, education, business and others. Social media has a huge impact on one's life. For society, especially among adolescents, social media has become a necessity that makes it a consumer no day without opening social media. Does the use of social media affect the prosocial behavior of a user? Prosocial behavior refers to behavior that can benefit other people around it. Prosocial behavior is often regarded as the foundation of human relationships and has a positive value. The research used was a survey. The questionnaire used has 3 parts. Part A is demographic, part B is a social media usage pattern. While part C is prosocial behavior. The results showed that alpha chroma values were high at 0.915. The sample involved 350 active social media users. Statistical Package For Social Science (SPSS) version 21 for descriptive and inferential data analysis. Descriptive statistics of frequency and mean used for distribution analysis. While inferential statistics, the T-test analysis is used to examine the differences in social and prosocial behavior among the sexes. The findings show that the use of social media does not affect the prosocial behavior of social media user in Malaysia.

**Keywords:** Social Media, Users, Pro-social Behavior

## ARTICLE INFORMATION

Received: 10 December 2018  
Revised: 30 December 2018  
Accepted: 23 January 2019

DOI: 10.31580/ojst.v2i1.909

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## INTRODUCTION

Social media is a medium open to anyone who is interested to take part by giving feedback openly, review, and share information in a short time and is not limited. It is undeniable that social media has a great influence on one's life. A person can become great with social media, or vice versa. For the community, especially among adolescents, social media has become an addiction that makes users unable to leave a day without going to social media.

Social media normally used by the user to accommodate private events, status updates, and pictures with friends. In social media, anyone can comment freely and deliver its opinion without fear. This is so because on the internet, especially social media is very easy to falsify identity or commit crimes. It should at the current time relationship with the local community such as youth need to get along with her friends to form an identity. But nowadays, young people often assume that if they are more active in social media then they will be considered to be modern and trendy. While teens do not have social media is usually considered to be old-fashioned or outdated.

Social media is a form of advances in information technology and communications. Through social media is growing more easily build allows information to spread in the community. A variety of information can be transmitted with a simple and fast way to influence perspective, lifestyle and culture of a country. Through social media, people are invited to dialogue, sharpening an opinion and psychological nature that only appears on the screen, but it did not reflect the reality of human life. However, there is no denying that the order is served through electronic media can drive audiences, both toward prosocial or antisocial behavior, (Kamanto Jocelyn, 2000). Facebook and Twitter choice for the majority of social network users, especially teenagers because many of the features of the services

offered are very attractive. Approximately 53% of the total number of Facebook users in Indonesia are teenagers under 18 years old.

A study conducted by social networking site Yahoo in Indonesia reported that the largest internet users in Indonesia are teenagers aged 15-19 years, namely by 64%. Report of the Malaysian Youth Index 2015 shows the use of leisure among youth is at a very satisfied with a score of 94.96%, in which items are charging leisure activities category of the social (Facebook, Twitter, Instagram, and Youtube) on the score of the frequency of the highest of 84.3 %. This situation proves that the youth of this age are too dependent on the medium of social networking sites in their lives.

The medium social networking site has its own advantages and disadvantages depending on how the individual control of the medium. However, there are a small number of contaminating medium social networking site with a "keyboard warrior" in spreading false information or making statements that could potentially disrupt the harmony of the community at large (Nurul Hidayati Hamid, 2016). There are some cases or studies that show excessive use of social media can be invited to social or behavioral problems. Similarly, the social behavior of an individual.

Are social media users become antisocial when they only need a finger to type, exchanged greetings with the words 'Hi', or intimacy in social media when met with warmth. All this is closely related to prosocial behavior. Humans are social beings who can not live alone without the help of another person in your life. In everyday life can not be separated from helping. Therefore humans as social beings are expected to interact with others, have a sense of giving and take, have a sense of solidarity in society (Faturochman, 2006).

According to some scholars, prosocial skills refers to behavior that can be beneficial to others around him. Prosocial behavior is often regarded as a basic human relation. Studies show that



individuals with prosocial skills in her easy to adapt to the environment and have good relationships with their colleagues. Parenting style factors identified factors that influence prosocial behavior among individuals (Knafo and Plomin, 2006; Malti, Keller, Gummerum, and Buchmann, 2009). According to Babcock, Hartle, and Lamme (1995), prosocial behavior refers to a behavior that should be given attention in the formation of positive interpersonal relationships.

Several studies have shown the erosion of community life prosocial behavior such as helping, social care, welfare, concern for others (Green, 2013). In his study of development and modernity has led to the erosion of the spirit of collaboration, do not appreciate the performance and short cuts, tend to save yourself as well as social care for others and the environment around it recedes community.

Similarly, a study carried out by Hamida (2002) in seven areas of East Java showed a decline in social awareness and sensitivity to others prevalent in adolescents who seem more concerned with themselves without considering the condition of others in the vicinity. This causes teenagers to become selfish and prosocial attitudes had faded.

### Disclosure Problem

Studies related prosocial behavior in Malaysia too few and not widely compared with study abroad as one of Indonesia while the related study of social behavior in a country run by Fauziah Ibrahim et.al (2016) strongly agreed that in order to achieve unity among people of different ethnicities the efforts to improve the skills of prosocial behavior among the younger generation should be given attention by the youth development programs as appropriate. This is because to create a national identity and solidarity towards ethnic integration is a huge challenge to be faced by the country comprising various ethnic groups in Malaysia. But the study of this behavior has not expanded even if the effect is very good for the country.

Several phenomena have studied (Solopos, 2013) against the erosion of prosocial behavior in the daily lives of young adults, namely in case of a traffic accident on the road, some youths more to watch than to help them spontaneously, or tolerance to friends so it appears the scene of fights between teenagers. The above phenomena support the findings (Hamidah, 2002) in East Java that adolescents are more selfish and without much success considering the condition of others in the vicinity.

The same study carried out by (Valentina, 2007) about the poor behavior prosocial in adolescence can assess the quality of behavior in adolescents aids such as when a friend will borrow his notes but they were not close friends, they will not lend a note arguing that the note will be used to learn. Similarly, if you have a friend who asked to learn a particular subject that they do not understand, then ask for help less often students to help with a variety of reasons. This if left untreated can lead to poor attitude of indifference to others who can then bring them to develop into individuals with high individualism and unhelpful without reward.

More and more transmitted in lately is concerned with cyberbullying or cyber-bullying. Although cyberbullying in this country is not so serious in comparison with other developed countries, but it showed an increasing trend from year to year. According to a news article published in the newspaper The Star Online, titled "On the alert for cyberbullying" dated 11 April 2017, according to statistics released by CyberSecurity Malaysia, a total of 300 cases of cyberbullying recorded in 2012, 512 cases in 2013, 550 cases in 2014, 442 cases in 2015 and 529 cases in 2016.

According to the article the same news, CyberSecurity Malaysia said that the case of cyber-bullying among students is high and more serious. This is because statistics show that in 2012, 250 cases were recorded in 2012, 389 cases in 2013, 291 cases in 2014, 256 cases in 2015 and 338 cases in 2016. The number of cases of cyber-bullying involving students amounted to 1,524 cases for the last five years. This is a number that is very shocking and very disturbing. Effects of cyberbullying victim is more a psychological term such as low self-

esteem, become anti-social and in more extreme cases, victims have a tendency to commit suicide.

Thus the study of prosocial behavior is very necessary because the pace of globalization is certainly exposure using social media to a boil. Is the use of social media has eroded prosocial attitudes to fade caring attitude to others either from the physical and emotional aspects.

### Objectives Research

This reserach is a form of a survey to identify the extent to which the use of social media in influencing consumer prosocial behavior. Besides that this study also explored the differences in terms of the use of social media by gender.

### Research Conceptual Framework

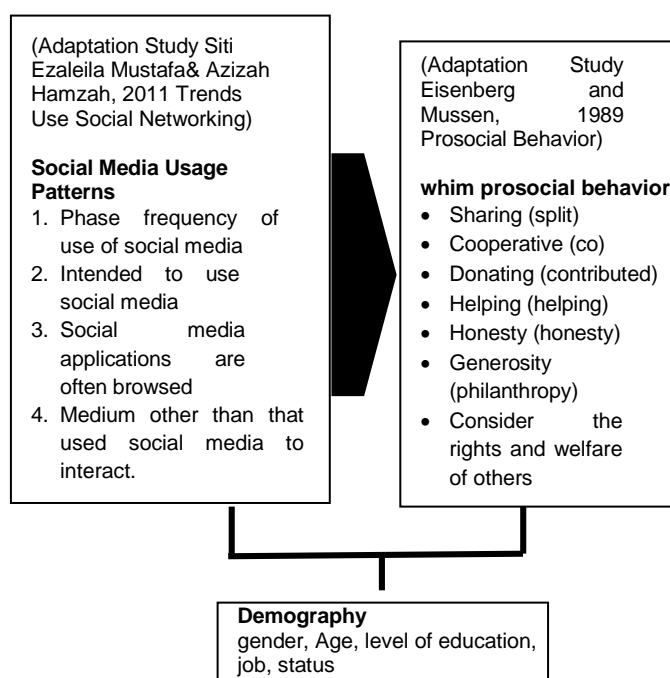


Fig 1. Framework Model Study of Social Media Influence on Consumer Prosocial Behavior

Framework conceptually this study contains two main constructs. The first construct is related to the use of social media in Malaysia while piled to construct two more prosocial behavior of users.

Based on the conceptual framework above, to see the use of social media in Malaysia has been using four sub-questions, namely the frequency of use of social media, the purpose of the use of social media, social media applications are studied and other medium used in addition to social media to interact. These questions have been adapted from a study conducted by Siti Ezaleila Mustafa & Azizah Hamzah (2011) about the trend of using social media in Malaysia. This construct was to evaluate the frequency and purpose of using social media among consumers in Malaysia.

The second constructs is to see how far prosocial behavior adopted by users of social media. Is the frequency of use of social media will affect other people's attitudes and prosocial attitudes have increased individualism? All these will be answered in this construct which has been adapted from the study Eisenberg and Mussen (1989) on Prosocial Behavior which outlines 7 aspects of prosocial behavior, namely sharing (split), cooperative (joint), donating (contribute), helping (assisting), honesty (honesty), generosity (philanthropy) and consider the rights and welfare of others.

### LITERATURE REVIEW

#### Social Media

Social media (Social Networking) is an online media where consumers can easily participate, share and create content such as blogs, social networks or social networks, wikis, forums and virtual worlds. Blogs, social networks and wikis may be a form of social media most commonly used by people around the world. Andreas Kaplan and Michael Haenlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content".

While addition, the social network is a site where everyone can create a personal web page, then connect with friends to share information and communicate. Social networking site such as Facebook, Myspace, and Twitter. If using the traditional media and print media, the internet and social media use.

New media is medium that offers digitization, convergence, interaction, and the development of network-related messages and delivery of messages. Its ability to offer this interactivity allows users of new media have the option of what information is received and also when controlling the output of information that has been generated. The ability to offer interactivity is the key concept of the understanding of the new media (Flew, 2002).

## Prosocial Behaviour

Adolescence is a transition period between the development of children and adults which includes changes in the biological, cognitive and socio-emotional (Santrock, 2003). This study found that in adolescence they prefer to make friends and form a group and they tend to choose friends who have the same characteristics with it. Faturochman (2006) defines prosocial behavior as behavior affect positive on the other. Prosocial behavior is usually obtained through the learning process. Teens learn this behavior from the norms of their parents or other adults.

The psychology use social learning theory in the study of prosocial behavior, through the principles of modeling and reinforcement. Prosocial behavior of both the favorable action to help others without having to provide a direct benefit to the person who performed the action and even involves a risk for those who help (Baron and Byrne, 2005).

Prosocial behavior also refers to the voluntary will benefit others or show a harmonious relationship with others (Bergin & Bergin, 2012). Therefore, prosocial behavior is an important indicator of social and emotional competence and thus influence the development of a person for a long time (Lu Chung Chin & Effandi Zakaria, 2015).

## RESEARCH METHODOLOGY

The Research survey uses a questionnaire involving 350 samples using purposive sampling intended or among users of social media in Malaysia. The questionnaire has three parts, namely, Part A contains 5 questions related to personal information and socio-demographic research. This section contains items related to demographic factors like gender, age, education, occupation and status. Respondents must answer by ticking (✓) in the space provided appropriate information available and stating the necessary information.

SectionBreakfast includes a questionnaire about social media usage patterns. There are 4 sub-section developed in this section. The first sub-section includes the frequency of use of social media in a day, measure the frequency of youth in the use of social media in the last 24 hours. For the second sub-section is a social media application that is often visited. In this sub-section could look at the number of social media applications are very frequently browsed by users. The third sub-section to see the purpose or motive for the use of social media in Malaysia using a 5-1 scale (strongly agree, strongly disagree). Sub-fourth of the medium used in addition to other social media to interact. It has a 5-item scale 5-1 (very often, never).

The last part is part C that is the question based on prosocial behavior. Referring Eisenberg and Mussen (in Dayakisni, 2009) implies prosocial behavior accounts for the actions: sharing (split), cooperative (joint), donating (contribute), helping (assisting), honesty

(honesty), generosity (philanthropy), and consider the rights and welfare of other people who have 13 items with a 5-1 (strongly agree, strongly disagree). Sample items are 'I can share a meal together with others unknown'. Part B of the fourth sub using Likert Scale rating of Five Points. Any items containing five options than ever to scale a very frequent until the scale of five.

**Table 1. Scale Question Investor Survey Instruments other Medium Used in addition to Social Media to Engage**

Stage	Abbreviation	Scale
Not ever	TP	1
Rarely (Ever once)	J	2
Sometimes	KK	3
Frequent	K	4
Very Frequent	SK	5

SectionB (third sub-division) and part C using the rating of five points Likert scale. Any items containing five options from strongly disagree to strongly agree to a scale of one to five scale. Table 2 shows the measurement of the items in the questionnaire. Through this five-point scale of answers were provided and respondents simply choose the most appropriate answer for himself.

**Table 2. Scale Investor Survey Instrument Question Purpose of Use Media Social and Prosocial Behavior**

Stage	Abbreviation	Scale
Very do not agree	STS	1
Not agree	TS	2
Disagree	KS	3
Agree	S	4
Very agree	SS	5

To test the reliability and assess the suitability of the questionnaire to respondents, the pilot study was conducted. A total of 50 respondents participated in this study and the reliability of the study was tested as shown in Table 3 below:

**Table 3. The reliability of the instruments Research (Cronbach's Alpha)**

Constructs	$\alpha$
Entertainment motives	.929
Social motives	.897
Partnership motives	.876
Features motives	.902
Identity motives	.897
Prosocial Behavior	.889

Based on the findings of this research, generally the reliability of the tests used are acceptable and good with Cronbach alpha values exceed 0.87- 0.92 are shown in Table 3. Thus, the questionnaire used in this study is reliable and used in the actual study. Random sampling method was used in this study. The sample consisted of 50 active social media users.

## FINDINGS AND DISCUSSION

The statistics used in this study is descriptive statistics. All data were analyzed using Microsoft Excel and the data were also analyzed using 'Statistical Package for the Social Science (SPSS) version 21.0. This questionnaire has three parts, A respondent background, part B on the use of social media, which has been divided into several sub-sections, namely B1: Frequency of use of social media, B2: Application of social media often navigable, B3: The purpose of media social, B4: medium used to interact other than social media, and in section C of prosocial behavior.

According to Mohd. Najib (2003), a descriptive analysis describes the characteristics of samples using basic statistics such as frequency, percentage, distribution and distribution and central tendency and often described as the findings at an early stage. Therefore, it is used for demographic data and respondents' answers to a questionnaire. The data can be analyzed accurately and save time. The mean is the average obtained by adding all the scores and divide by the number of respondents or item. This value describes the tendency of each



variable on average (Mohd. Najib, 2003). The level of interpretation is shown in Table 4.

**Table 4. Table Interpretation of Mean Score (Nunnally, 1994)**

Scale interval	Sun.	interpretation
1:00 to 2:00		Low
2:01 to 3:00		Medium Low
3:01 to 4:00		Medium-high
4:01 to 5:00		High

### Socio-Demographic Users Social Media

**Table 5. Background rear Socio-Demographics of Respondents (n = 350)**

Enablers change	Number	Percent
Gender:		
man	105	30
woman	245	70
17 and under	0	0
18-25	245	70
26-30	0	0
31-35	21	6
36-40	28	8
41 years and over	56	16
Extent Education:		
Low	0	0
secondary	0	0
High	350	100
Status:		
single	189	54
married	161	46
Occupation:		
Working	350	100
not Working	0	0
student	0	0

Descriptive statistics were used to describe the characteristics of sociodemographic active social media users. Demographic profile of respondents in Table 5 shows the number of respondents was women more than men. All have a career and have a good standard of education at the same time showed that the respondents have income and can afford. The majority (70%) aged 18-25 years in which age and identity are looking for are people who are very active in the use of social media.

### Patterns of Use Social Media

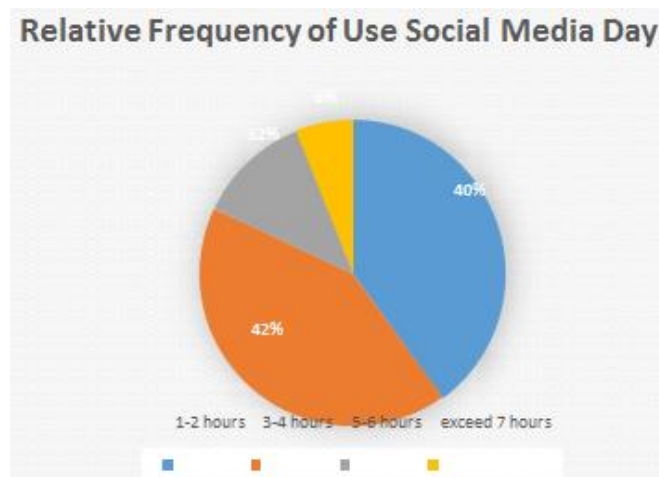
By using purposive sampling or purposive, a questionnaire survey was conducted on 350 active users of social networks in Malaysia, comprising 105 male respondents and 145 female respondents. The majority of respondents from the working population aged between 18 and 25 years (70%), unmarried (54%), and educated university / college (100%), most of which have more than three types of social media applications because it may be driven by the desire to know or to try something new and keep abreast.

Chart 1 shows that most consumers use social media in the last 3-4 hours per day (42%) followed by 1-2 hours (40%). This suggests the majority of users use at least 1/6 time in the next 24 hours a day, to use social media only. But there are also people who use social media more than 7 hours in a day, by 6% and allocate 5-6 hours (12%) to use social media. Overall shows the users are active in using social media in their daily lives. It is also certainly driven by the ability and level of education.

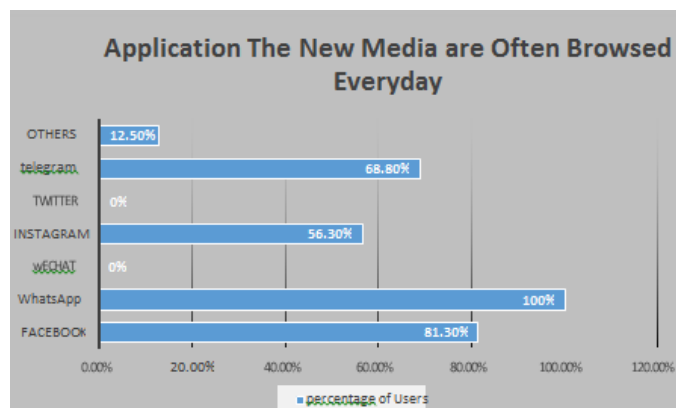
Chart 2 show that most users use 3-4 types of applications in a day. All users have WhatsApp (100%), followed by Facebook (81.30%), Telegram (68.80%), Instagram (56.30%) and others (12.50%). There are two applications that use the app WeChat less and Twitter. Possible applications are more widely used by students or users are more comfortable using applications such as those listed above. It can be said that each has at least 3-4 types of social media applications on their mobile phones.

In the trend of consumers using social media, they certainly have a motive or purpose. Factor analysis conducted on the 23 items contained in the questionnaire indicates that the item could be placed

under five main factors. By examining the items under each factor (see Table 6) and refers to previous studies such as Papacharissi and Rubin (2000), McQuail (2001), and Lin and Atkin (2014), these factors can be categorized as follows: "identity formation ", " sharing information ", " social interaction ", " entertainment ", and " Whatever "(convenience)



**Chart 1. Young1 shows the percentage frequency of use of social media in a day**



**Chart 2. Young2 shows the percentage use of new media applications within 24 hours**

Based on Table 6 of the five factors, two of which can be considered a major factor for the motive to use online social media among respondents when referring to the mean values reach a value of 4.0, which is "agree". It involves social interaction factor (communication) and information sharing. For the entertainment factor and the convenience factor of both is also a strong factor as seen on the mean value which is close to the value of 4.0. Factors identity formation is a factor of the weakest. In contrast to the findings Siti Ezaleila Mustafa.

Clearly, in this study the social interaction is the main motive of the use of this medium among respondents with each item or variable lower mean value is high, namely all above 4.0, ie 4:10 (Easy to manage and maintain relationships) to 4:24 (for others with friends and to keep in touch with family and relatives). This was followed by the sharing of information with a mean of five variables contained therein is between 3.92 to 4.28. In all of these variables indicate that items have the highest mean was below average for the purpose of sharing information and educational work (4:28).

This shows that media use is driven by a motive to maintain contact through "social search" and "social browsing" as stated by Lampe, Ellison, and Steinfeld (2006). Even for Joinson (2008), "to maintain the relationship" has two main functions, namely monitoring function, to find out anything about your contacts and old friends, and as the construction of social capital refers to the construction and maintenance of ties with friends or acquaintances being away (in terms of location).

**Table 6. Analysis The purpose or motive Consumer Using Social Media**

Item	Average	Standard Deviation	Interpretation
<b>GET ENTERTAINMENT</b>	<b>3.7350</b>	<b>.73147</b>	<b>Medium-high</b>
To reduce the tedium	3.8000	.91783	Medium-high
To search for pleasure	3.3600	.99661	Medium-high
To entertain themselves	3.8400	.73207	Medium-high
To pass the time	3.9400	.88240	Medium-high
<b>INETRAKSI SOCIAL</b>	<b>4.1800</b>	<b>.93020</b>	<b>High</b>
To connect with friends	4.2400	.95131	High
To keep up with current friends	4.1600	.92566	High
To connect with family and relatives	4.2400	.95131	High
In order to keep in touch despite being away from residence	4.1600	.92566	High
Easy to manage and maintain relationships	4.1000	.96575	High
<b>SHARING INFORMATION</b>	<b>4.0520</b>	<b>.92202</b>	<b>High</b>
For information on an errand	4.1400	1.02146	High
For help and moral support	3.9200	.99822	Medium-high
To inform and share the latest information	4.0800	1.01812	High
For the purposes of employment/education	4.2800	1.02205	High
To form a group that shares your interests/needs the same	3.8400	.96803	Medium-high
<b>ESTABLISHMENT OF iDENTITY</b>	<b>3.1800</b>	<b>.82020</b>	<b>Medium-high</b>
To increase the popularity and known	2.8600	1.18508	Medium Low
To get to know a new person with more depth	3.2800	1.00223	Medium-high
To recognize an individual who attracts attention	2.9600	1.09628	Medium Low
To find companions to his existing	3.1800	1.09133	Medium-high
To make friends with anyone	3.6200	.93707	Medium-high
<b>FACILITIES</b>	<b>3.7900</b>	<b>.91421</b>	<b>Medium-high</b>
To save money	3.8400	.96803	Medium-high
To save time	4.0400	1.07783	High
To expand a network of friends who have the same interests	3.9600	.98038	Medium-high
To promote products	3.3200	1.14075	Medium-high

### Behavior Prosocial

Factor analysis conducted on the 13 items contained in the questionnaire showed that the respective item which includes seven aspects of behavior. By examining the items under each aspect (see Table 7) and refers to previous studies of Eisenberg and Mussen (in Dayakisni, 2009) implies prosocial behavior accounts for the actions: sharing (split), cooperative (joint), donating (contribute), helping (assisting), honesty (honesty), generosity (philanthropy), and consider the rights and welfare of others.

Based on Table 7 shows the level of prosocial behavior among social media users as a whole is in a medium-high level of the overall mean score of 3.72 and a standard deviation of 0.77429. This shows the level of prosocial behavior among social media users is satisfactory, especially for the show helping behavior (help) and consider the rights and welfare of others. But the act of sharing (share) ie 'I can share a meal together with others unknown' and 'I can share things with others unknown' is the variable that most low compared to other variables.

It shows the social media users are more comfortable sharing something with someone or thing that is known is probably due to worry if a stranger has no good or evil. Overall prosocial behavior, social media users are still at a good level because there are four variables to achieve a mean value of 4.0 and 3 variable nearing the agreed value of 4.0. This is in line with the findings Fauziah Ibrahim et.al, (2016) which stated that most of the young people of various ethnic groups in Malaysia still exhibit prosocial behavior is good and gives confidence to the parties concerned in order to pursue the

agenda of unity and the formation of a generation young prosperous future.

**Table 7. Behavioral level Prosocial behavior in Circle Social Media Users**

	N (350)	Average	Standard deviation	Interpretation
I can share a meal together with others unknown	3.0400	.84880	Medium-high	
I can share things with others unknown	3.1800	.97484	Medium-high	
I can work together to do things with others to achieve the same goal	3.9000	.85562	Medium-high	
I will consider and respect the opinions of others in a discussion	4.0200	.92847	High	
I will contribute their time and energy to charitable activities regardless of the time	3.9600	.91695	Medium-high	
I would help a stranger in need of money without prejudice	3.3600	.91257	Medium-high	
I will help those who ask for help/need help immediately	3.9200	.86934	Medium-high	
I love to help without expecting anything in return	4.0000	.91783	High	
I will give my seat to pregnant women / elderly	4.3600	.97628	High	
I easily feel sorry for the people and continue to help	4.3600	.97628	High	
I will continue to help even if I can get the ugliness of my actions	3.4200	.96242	Medium-high	
I reach out to people I know and believe only	3.6600	1.08986	Medium-high	
I will help although I have experienced trauma or those with severe cases	3.1800	1.16252	Medium-high	
MIN SCORE OVERALL	350	3.7200	.77429	Medium-high

Perhaps the findings of previous studies on prosocial behavior are increasingly outdated in a society like (Solopos, 2013; Hamida, 2002; Vallentina, 2007) different aspects of the local culture or the countries studied. But if based on statistics released by CyberSecurity Malaysia (2017) with respect to the increase in cases of cyberbullying or cyberbullying in Malaysia, the public should be more aware of this behavior because it is a factor contributing to the erosion of prosocial behavior. Perhaps social media users adopt prosocial behavior in the real world but it may be a reverse in cyberspace.

**Table 8. Mean and Standard Deviation Difference Frequency Ratio Using Media**

	Gender	N	Average	Standard Deviation
The Use of Social Media	Man	105	1.4000	.49225
	Woman	245	2.0286	.91167
	Number	350	1.8400	.85820
Behavior Prosocial	Man	105	3.4308	1.24399
	Woman	245	3.8440	.38274
	Number	345	3.7200	.77429

Table 8 shows the terms mean and standard deviation, the use of social media users in Malaysia by gender shows the women (mean = 2.02 and SP = .91167) more often and always use social media compared to the male (mean = 1.40 and sp. 49 225). From the aspect of prosocial behavior also shows the women (mean = 3.84 and SP = .38274) have an awareness of prosocial behavior were higher than male users (mean = 3.43, sd = 1.24399).

### CONCLUSION

This chapter is the last chapter of this study. In this chapter, the researcher briefly summarizes the discussions and findings that have been made in previous chapters. Next to last, researchers put forward

some reasonable proposals put forward as a reflection of the overall study.

## Review Summary

Results from the analysis showed that the majority of respondents were female respondents and most respondents consist of groups of young adolescents aged 18 -25 years. The study also found that the majority of respondents in this age group are looking for life and identity are among those who are very active in the use of social media. Therefore, efforts should be made to maintain positive social behavior in society despite being flooded with a variety of social media applications.

The findings of the questionnaire distributed to respondents in respect of the use of social media, the majority of users have and use 3-4 applications per day, available applications to the user's favorite is 'WhatsApp' and up'. As for motive use of social media, every item produced has a mean of more than 3.18 as shown in Table 6. There are two main items that have more than 4:05 min ie for social interaction and sharing of information. It can be concluded that most respondents use social media applications to share and get information and socialize. If you look at the level of prosocial behavior contained in the questionnaire, there are four items that have exceeded the mean of 4.00 in Table 7. This shows the level of prosocial behavior of people in our country are still in good condition, especially in terms of share, help one another, and consider the rights and welfare of others. In conclusion, this study showed that although the use of social media among consumers in Malaysia is so high that sometimes caused the dissatisfaction of the community itself but prosocial behavior among consumers is still in a high state. The level of public awareness on each other deeply entrenched in self Malaysian citizens even to interact face to face time is very limited. This study shows that despite the use of social media among consumers in Malaysia are so high that sometimes caused the dissatisfaction of the community itself but prosocial behavior among consumers is still in a high state. The level of public awareness on each other deeply entrenched in self Malaysian citizens even to interact face to face time is very limited. This study shows that despite the use of social media among consumers in Malaysia are so high that sometimes caused the dissatisfaction of the community itself but prosocial behavior among consumers is still in a high state. The level of public awareness on each other deeply entrenched in self Malaysian citizens even to interact face to face time is very limited.

## Research Questions

Research This is a form of a survey to identify the extent to which the use of social media in influencing consumer prosocial behavior. Besides that this study also explored the differences in terms of the use of social media by gender

**RESEARCH QUESTION 1: IDENTIFY THE EXTENT TO WHICH THE USE OF SOCIAL MEDIA IN INFLUENCING CONSUMER PROSOCIAL BEHAVIOR**

Based on the findings indicate that the use of social media is high among consumers does not affect their prosocial behavior. This can be concluded that awareness of prosocial behavior and the level of consumer awareness to the community is still in good shape even though shackled modernization.

**RESEARCH QUESTION 2: THE LEVEL OF DIFFERENCE IN TERMS OF THE USE OF SOCIAL MEDIA BY GENDER**

Based on the findings indicate the use of social media users in Malaysia by gender show users more often and always use social media compared to male users. From the aspect of prosocial behavior showed that female consumers have awareness of prosocial behavior were higher than male users.

## IMPLICATIONS AND RECOMMENDATIONS REVIEW

Based on the overall study found that although social media usage among Malaysians very high prosocial behavior but also at a good level. Although technological advances have led to a lack of interaction occurs in a society because according to (Faturochman, 2006) humans as social beings are expected to interact with others, have a sense of give and take, have a sense of solidarity in the society but the people in Malaysia still have the level of high concern to the people around them. But certainly, this situation should be maintained so that future values and prosocial behavior is not faded.

1. ministryMedia and Communication should monitor on unhealthy is often done by users of social media such as fraud, keyboard warriors, and cyberbullying
2. Ministry of Youth and sports Malaysia should further promote a healthy lifestyle with more enterprising youths by organizing programs in the form of charity or service program every weekend in each country or region on a regular basis in order to create a culture of mutual help and care to be part of the youths,
3. Awareness campaignCyber-bullying can be enhanced using the mass media and electronic media so that these symptoms do not continue to spread to dampen the spirit of unity
4. other parents should always monitor social media use among adolescents or children in order not to fall victim to the symptoms of an unhealthy through social media.
5. Ministry of Women, Family and Community Development with the Ministry of Education are working together to design a program to foster positive social environment because according to Zakaria Stapa et.al (2012), the media, parents, peers and teachers is a major social factor and plays a role important in the formation of individual identity. This also shows that the growth potential, talent and education not only within the context of education alone, but even all parties also plays a big role in a variety of social learning approach as advice and feedback directly, modeling and reinforcement to encourage learning positive social in line with the 21st century Learning (K21).

## Proposal for Advanced Study

This study is a study of the level of concern forage or prosocial behavior among social media users. Nevertheless, there are still many aspects that have not been explored by researchers. Therefore, some recommendations for further research are recommended for this field of research

1. This study is general in nature, the researchers suggested that a study be made of experimental form in order to be able to see the level of prosocial behavior is observed also to strengthen the findings.
2. Increase the number of respondents to a survey of more accurate results. This is because this study only used 350 respondents only while users of social media have a large community. So to get a more precise finding of the study can proceed with getting as many people as possible.
3. This study can be continued and funded by any agency or NGO related community to be created and administered a large scale because social behavior is very important to establish national identity towards integration and unity, which is a huge challenge that must be faced by country comprising various ethnic groups in Malaysia.
4. Although these findings indicate that the level of prosocial behavior is still in good condition but to maintain it is proposed that a study be conducted to see if the other factors that can influence prosocial behavior such as family, education or the like.
5. Special studies can also be conducted to find the reasons that caused the Malaysian society still maintain harmony and caring practices that are still high that is not influenced by modernization. For example, does the noble family upbringing of children has led to this caring attitude to thicken within society in order to strengthen it from the grassroots.

All of the above recommendations are related to prosocial behavior. This attitude is very important in ensuring the harmony of the State can be maintained. Our country can not reject progress and





modernity, but the application of values and upbringing were able to prevent positive social attitudes within society eroded. Hopefully, there are bodies that can pursue this research.

## Summary

Social media can provide positive and negative impact on users. If the correct way social media can certainly help in promoting themselves, develop talent, platform add friends and so on. But everyone must play a role in ensuring that the use of social media does not violate the norms of our society. Studies from other countries have shown that prosocial behavior can be faded in if it is not nourished by the surrounding communities. This situation does not necessarily want to happen in our country.

According to Eissenberg and Mussen (1989), moral cultivation is an important factor that influences a person's susceptibility to act prosocially because of prosocial behavior is influenced by many factors, like the situation, and one's desire. According to Farid (2011) teens who have moral reasoning prosocial behavior higher than teens who do not have experience prosocial. Fertilization moral values to guide behavior prosocial youth as an element of creating social responsibility.

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