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MUSLIM'S AWARENESS AND PRACTICE IN USING FACEBOOK WISELY AND ISLAMICALLY

BY

NURUL A'TIYAH AHMAD LOTFI

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Kulliyyah Information and Communication Technology
International Islamic University Malaysia

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ABSTRACT

The emergence of information and communication technology (ICT) nowadays had increased the number of internet users in Malaysia. Social media become an important tool for teenagers, youths, and adults to distribute information around the globe. Furthermore, social media also could influence people's perception in the society. There are lots of advantages of social media advancement. On the other hands, many misuses of social media issues are reported. There are many social media campaigns had been conducted by government and non government agencies to give awareness to the society. '*Klik Dengan Bijak'* is one of the campaigns that aim to educate people in surfing the internet safe and secure. Thus, this study aims to evaluate Muslim's awareness and practice in using Facebook wisely and Islamic way. In addition, this study will incorporate the Islamic principles and discuss possible suggestion in social media. From the findings, majority of the respondents are aware on how to surf social media wisely, but only half of the respondents are using the Facebook wisely and in Islamic manner in their daily life.

خلصة البحث

إن تطور تكنولوجيا المعلومات والاتصالات مؤخرا أدى إلى زيادة عدد مستخدم بالإنترنت في ماليزيا. فأصبحت وسائل التواصل الاجتماعي أدوات مهمة للمراهقين والشباب وحتى الكبار للمشاركة في المعلومات. علاوة على ذلك ، فإن وسائل التواصل الاجتماعي أثرت على إدراك الناس في المجتمع. رغم أن الكثير من مزايا وسائل الإعلام الاجتماعية، إلا أنها من ناحية أخرى، هناك العديد من الاستخدامات الخاطئة لوسائل الإعلام الاجتماعية . وضعت الحكومة الماليزية والوكالات غير الحكومة حملة لزيادة الوعي في المجتمع لوسائل الإعلام الاجتماعية. " كليك دغن بيجق" بعد إحدى أهم الحمالات التي تهدف إلى تثقيف الناس في تصفح الإنترنت بشكل أمن. يهدف هذا البحث إلى معرفة الوعي في الممارسات الناس في استخدام الفيسبوك بشكل صحيح وبطريقة إسلامية. وبالإضافة، لذلك فإن هذا البحث يتضمن بعض المبادئ الإسلامية في مجال الاتصالات. من نتائج هذه الدراسة، فإن غالبية المستطلعين يدركون كيفية تصفح وسائل الإعلام الاجتماعية بطريقة صحيحة ولكن يستخدم نصف المستطلعين فقط موقع الفيسبوك بشكل صحيح وبطريقة إسلامية في حياتهم اليومية.

APPROVAL PAGE

I certify that I have supervised and read this study and that in my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a dissertation for the degree of Master of Information Technology.

…..……

Mohamad Fauzan Noordin
Supervisor

I certify that I have read this study and that in my opinion it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a dissertation for the degree of Master of Information Technology.

…..……

Akram M. Zeki
Examiner

This dissertation was submitted to the Department of Information System and is accepted as a partial fulfillment of the requirements for the degree of Master of Information Technology.

…...……

Asadullah Shah
Head, Department of Information System

This dissertation was submitted to the Kulliyyah of Information and Communication Technology and is accepted as a partial fulfillment of the requirements for the degree of Master of Information Technology.

…...……

Abdul Wahab Abdul Rahman
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DECLARATION

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LIST OF ABBREVIATIONS

ICT	Information and Communication Technology
IIUM	International Islamic University Malaysia
MCMC	Malaysian Communications and Multimedia Commission
No.	Number
N.A.	Not Available
r.a.	Radiahu Anhu
s.w.t	Subhanahu Wa Taala
s.a.w.	Sollallahu Alaihi Wassallam
U.S	United State

CHAPTER ONE

INTRODUCTION

1.0 INTRODUCTION

The emergence of Information and Communication Technology (ICT) makes the digital world becomes more advance from day to day. As we compare to the previous era, people take a long period to broadcast a message. Years back, television was the most powerful and famous media to spread information at that time. The main source of knowledge and value of American citizen in 1971 was the television (Srygley, 1978). Now, internet becomes an important technology in daily activities. People around the world can share information regardless of the geographic boundaries and time. With internet everything is just by a click. Many businesses transaction can be done in the internet such as meeting, banking, shopping, billing, marketing, monitoring, teaching and many more. Sir Tim Berners Lee said, the prior vision of web is to allow people to meet, create and share information in virtual communities.

The basic web is Web 1.0 where people can access documents via hyperlink. While Web 2.0 allows the users to experience more interactive compared to Web 1.0. Example of Web 2.0 is social media. Users can interact with the web dynamically. Later, internet users were experienced Web 3.0. Web 3.0 is a semantic web. It allows the information in various webs to be connected (Semantic web). Next, website will have 4.0 versions. It will be more intelligent, where web can understand the demand of the users. They call it as symbiotic web, where people can interact with the web in symbiosis. For example, human mind can control the web interface (Aghaei, Nematbakhsh, & Farsani, 2012).

Social media is a platform where people can create, share or exchange information in virtual communities. People use social media as an alternative medium for communication instead of face to face communication in various fields such as education, broadcast and business. Some examples of social media are Facebook, Twitter, YouTube, Instagram, Flickr and many more.

It becomes a trend for an organization to have a social media account because it offer lots of benefit for their business. For example, social media technologies have power in sharing information and connect the citizens regardless of the place and time. Social media also support people in the decision making as it is full of information. Plus, social media is a dynamic medium of communication and it has a major influence in controlling people lifestyle, perception and thinking. In fact, social media is known as a powerful platform in disseminating information and communication. Bill Kirtz quote Al-Jazeera host and producer, he said the teenagers can be influence just by sending continuous text in two and three weeks to them and youth can recruit a group of people for ISIS, defending their culture (Kirtz, 2015). While, in United State (U.S.) there are many cities using social media as part of their tools in facing their nation crisis (Greenberg, 2014). The statistic show there are about 3.5 billion of content had shared on Facebook in a week and social media are one third of the web traffic in Malaysia (Kevin & Nicholas, 2014). Besides the advantages of social media, there are also some disadvantages need to be put into consideration because the social media is a virtual community that has power to influence the citizen of the nation. Technology itself is no harm. The way on how people use and benefit from the social media will direct it to be good or bad to the society.

1.1 BACKGROUND OF PROBLEM

In The Star Online, Zara Kahan, the Digital Strategist stated that we can reflect the society through social media. There are huge content of social media nowadays, some of the information is not true and people not aware with authentic issue. When they receive information, they like to share it with other people before check the source of the information (Tam, 2013). People will be excited to share the new things without checking the source and authentication of the statement. Plus, the weird and new fact can be viral so fast through social media nowadays. People are less aware about the authenticity and correctness of the fact. Nowadays, there are many social media issues have been reported. For example false information, irritate and offensive statement, fishing attack, picture manipulation and etcetera.

1.1.1 Spam and Phishing Attack

Sometimes, there are some people who like to take advantage in a certain situation to do counter attack in the cyber world. For example, during Malaysia Airlines Flight MH17 tragedy, there were occurred some spam campaign and phishing attacks right after the incident. The cyber criminals behind the incident were collected MH17 victim's personal information and served malware to the internet users. The internet users are being trick to visit compromised website. They also used the twitter application. The hash tag of MH17 has been shared by other twitter users enormously; they are unconsciously spreading the malicious links (Paganini, 2014).

1.1.2 Fake Account

There are some other social media issues have been reported. In Kuala Lumpur a female teacher lost RM 130,000 after be in love with a guy she met in Facebook. The guy is actually a Nigerian pretends to be a Caucasian man (Bernama, 2015).

Besides, according to (Hui & Kamel, 2011), people like to write their objection against the government in Facebook rather than speak directly to the authority. In 2011, there is one issue on Facebook page in promoting Malaysia Tourism. The citizens criticize the idea because the Ministry of Tourism spends lots of money on the social media for the tourism campaign. There is one individual of Malaysia citizen make a Facebook page against the idea by named the page as "*Curi-Curi Wang Malaysia*" to insult the "*Cuti-Cuti 1 Malaysia*" campaign. The "*Curi-Curi Wang Malaysia*" page got more than three time followers compared to the official page. The fake Facebook page had been more popular and gave negative impact to the official page. Develop fake account is not an ethical manner in social media. Plus, the intention could be to irritate and offence other parties.

1.1.3 False and Offensive Statement

Furthermore, Malaysian Communications and Multimedia Commission (MCMC) reported, they receive 226 complaints about false statement and 208 complaints about offensive statement. Apart from that, there are many others social media issues arise have give a big impact to some business and companies in Malaysia last year. For example sarcastic respondent by official Facebook and Twitter account of Paradigm Mall (Teh, 2014). Improper respondents will give bad reputation to the business. The customer service department should have good training on how to tackle and handle the critics from their customers either at physical and virtual platform.

1.1.4 Picture Manipulation

There are millions of pictures and images are being shared on the internet. The availability has been manipulated by certain parties for their advantage. Years back, in order to make fraud and slander a person or an organization, it acquires higher cost and strategic planning. Nowadays, make used of picture to defame other people become easier.

In addition, pedophilia and child porn has shocked the Malaysia citizen. There are some parties make used the picture of cute child to run their business and personal interest. Malaysia news has reported about picture of celebrity's son which has been manipulated by one party for porn website. Among the celebrities that has become the victims are Harith Iskandar, Tomok and Erra Fazira. Harith Iskandar was being informed by Google Alert about the picture of his son is in porn website via email. He said the picture that has been uploaded in his Facebook account is just an ordinary picture and his intention was to show his family happiness. He was shocked because the irresponsible people had manipulated the picture. Later, he makes a police report and asked MCMC to handle an investigation about it (Awani, 2015).

Moreover, there are many social media issues are reported year by year. Probably, there are many other issues were not reported by the authority. Therefore, various social media campaigns had been done by many government agencies in Malaysia. They aim to educate people on the safe and secure ethics in utilizing the social media.

1.2 STATEMENT OF PROBLEM

There are various races, cultures and religions in Malaysia. It requires tolerance and respect from each individual and groups to maintain harmony environment. However if the society does not utilized the opportunity in a good manner, it would bring failure to the nation. The aims of a nation would be to become a developed country with safe and comfortable environment to the citizen.

As mentioned in previous discussion, social media issues nowadays increase day by day. There are many cases have been reported related to the social media varsity. Government had done lots of awareness campaign to educate people about the internet security and safety in order to overcome those problems. The successful of the campaign requires support from the government agencies, social media users and social media providers. Thus, the program execution needs a collective support from all of the responsible parties. Therefore, this research has been conducted to assess the current habit of social media users and discuss the possible action for improvement.

Social media users are the major group of people in the social media environment. The success of the social media awareness campaign is relying on the social media users. The rules and policies that have been endorsed by the government are just written procedures. Based on the problem statement, the research questions for this research are as follow:

1. Does Muslim aware on wise and Islamic manner in Facebook?
2. Does Muslim practice the wise and Islamic manner in Facebook?
3. What are the current approaches for social media problems?
4. What are the possible solutions for social media problems from Islamic perspective?

1.3 RESEARCH SCOPE

This research will be assessing Muslim's awareness and practice in social media. There are many examples of social network provider available nowadays, but this study will be concentrated on Facebook application. The scope of the study will be on the Facebook's safety and security such as their personal information, pictures, post updates and Facebook content.

1.4 RESEARCH OBJECTIVES

This research aims:

1. To assess Muslim's awareness in using Facebook wisely and Islamically.
2. To evaluate Muslim's practice in using Facebook wisely and Islamically.
3. To review and discuss the current approaches in controlling the social media problems.
4. To review and discuss the possible solutions from Islamic perspective for social media problems.

1.5 SIGNIFICANCE OF RESEARCH

The significance of this study is to measure the current awareness and practice of Malaysia communities on social media especially in using Facebook wisely and follows the Islamic principles. Perhaps, by knowing the current social media's awareness and practice of the community, we could identify the possible hole in the current practice to reduce the number of the social media problems. A practice could make it as the culture of the citizen. By understanding the gap in the current situation of the society, researcher could suggest the alternative approaches to increase the current awareness and practice.

1.6 SUMMARY

Towards year 2020, many ICT advancements are being innovated and the number of ICT users is increasing. ICT gives lot of advantages to the people nowadays. On the other hand, there are about 450 complaints of social media problems on false and offensive statement had been reported by MCMC.

Hence, this study will be conducted to assess people's awareness and practice in using Facebook wisely and Islamically especially among Muslim. This study also aims to review and discuss the approaches being used to increase people's awareness on safe internet surfing. Plus, reviews and discusses some principles regarding the social media communication in Islamic perspective.

Firstly, this study will review the available information from the articles and report in Chapter 2 to review the available research studies and statistics. While in Chapter 3, this study will discuss about developing and choosing the suitable research framework. Later, Chapter 4 will be assessed the findings of Muslim's awareness and practice. This study also is discussing some suggestions to improve the current situation and review the available approaches in Islamic perspective in Chapter 5.

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

This chapter will discuss about the topic in detail. It will focus on social media, Facebook, the users of social media, social media awareness and social media in Islamic perspective.

2.1 INTERNET USER POPULATION

According to Malaysia Kini online news paper, in the year of 2015 there will be 25 million of internet users in Malaysia. They expect the number of internet user will grow as they forecast from the Economic Report 2013/2014 has been released by Finance Ministry (Bernama, 2013). Social media nowadays can be a virtual society. The total number of social media users is big enough to form a virtual society. Plus, it could be the biggest nation in the world. In 2015, total world population is 7,264,623,793 people (Miniwatts, 2015). For example, in Malaysia the Facebook fans are about 2,114,762 people while the Facebook users around the world are 162,957,131 people.

Based on the research that has been conducted by (Lenhart, Purcell, Smith, & Zickuhr, 2010), most teenagers and young adults are internet user. The percentages are 93 percent of the teenager ages between 12 until 17 like to surf the internet. Similar to young adult ages between 18 until 29, 93 percent of them are the internet users. Teenagers and young adults are the two main groups with the higher population in the internet.

2.2 SOCIAL MEDIA

The existence of social media had change social interaction among people. Social media is an interactive platform of communication where people are creating, sharing and discussing information. Kietzmann et. al (2011) introduced seven honeycombs for social media. It was a common criteria of social media. As shown in Figure 1, the honeycomb of social media consists of presence, relationship, reputation, groups, conversation, sharing and identity.

Figure 1: The seven honeycomb of social media from Kietzmann et. al (2011)

They discuss about social media functionality and their implications. According to Kietzmann et. al (2011), an organization will success if they know how to fully utilize the seven blocks of social media (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011).

In addition, the frequent use of social media is uploading and downloading the media content such as music and videos. Most of the young people use internet for education, social networking, self-expression and creative work. Furthermore, it was reported teenager gives major contribution to the content creation. While for content sharing, teenagers and adults both have no differences (Lenhart, Purcell, Smith, & Zickuhr, 2010). A part from that, playing new media games in social media also one of the popular activities among youth nowadays (Balraj, Pandian, Nordin, Nagalingam, & Ismail, 2010).