

ICT's Impacts on Social Networking Websites and Rate of People's Satisfaction of Facebook in MALAYSIA

Mohammadreza Aghaei, Alireza Salehi, Milad Moradi shahrbabak, Milad Abyari, Amir Hossein Vazirifar

Management and Science University, Malaysia

Abstract- In this study we have tried to estimate customer satisfaction in different features, facilities and services which Facebook has provided. During the last years public networking sites have widely spread between communities, and currently we can observe usage of these sites between different generations, so it is so important for famous companies to enter this market and have a specific share in the business. Of course Facebook has been a revolution in this industry but today it has strong rivals as MySpace, Twitter and specially Google +. Therefore Facebook has to improve its facilities and services.

Our group has tried to gather some useful information about Facebook user's satisfaction in Malaysia and of course their view about Facebook ICT facilities.

Index Terms- ICT, Social Network, Customer Satisfaction, Facebook, Twitter

I. INTRODUCTION

One of the most significant current discussions in the communications is technology. Information and communications technology is the collection of hardware, software, networking and communications, in order to achieve the desired information. Convergence between computers and communications shapes the structure of information and communication technology.

For the first time, related technologies to computer were used somehow in World War II. But its vast potential was obvious to everyone after two major developments in 1980.

First, there are development in semiconductors' industry (transistors, integrated circuits, micro-chips), which led to producing small and inexpensive computers and subsequent this massive evolution, possibility for wide-scale use of computers for the public.

And second major development was communicating between computers and establishing the computers networks. In a way that with help of multiple communication and telecommunication technologies, connectivity between computer networks, were provided. The above developments were the basis of the today's great revolution in Information and communications technology, and also basis for advent of multiple technologies in information and communication.

II. RESEARCH ELABORATIONS

A. Research Design and describe the Data Collection Method

The descriptive survey design was adopted for this study. In this survey of method questionnaire was used because the data

collected was spread wide of variety people. The key variables measured in the study were Facebook facilities, users' age group. Respondents' biographic information such as: gender, age group, rate of the used of the Facebook, rate of secure in Facebook, used of other social network, they what information have revealed in their account and some like these questions which mentioned in our questionnaire (you can see in Appendix).

In present study, we collected data from so many people in variety level and different classes of society in the city and university about usage of social networks such as Facebook. Regarding to all of the methods that exist in collection data, we used of questionnaire as one of the Research Instruments, it has many profit in collected data.

In fact, we contact by users as face to face, first we divided questionnaires between some of the users as random.

B. Instrument and Analyzing Procedure

The key of success for drawing people collaboration is to be polite as could as possible. Then this will give a good impression and is likely to make people more generous with their time. At the beginning of the questionnaire we asked the people politely if they will answer a few questions. We asked something like:

"Good Morning/Afternoon Sir/Madam, Shall we take a few minutes of your time to answer some questions for our proposal research about customer satisfaction on the ICT facilities in the social networks?"

We collected some information in our data with different questions about gender, age, and eighteen questions about percentage usage of social networks, rate of spend their time on the Facebook and ultimately rate of the satisfaction with Facebook.

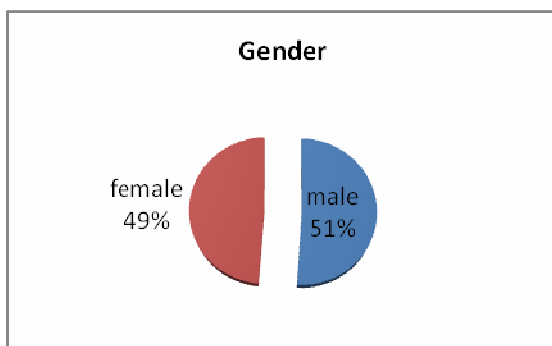
Firstly we put the university logo in our questionnaire form because when the people know that the questionnaire is for university research project they fill the form easier and they answer it correctly without any Prejudice.

C. Instrument and Analyzing Procedure

We assigned fifteen questionnaire forms for each supermarket and we collected our data of 500 people which means, 250 people of the men and 250 people women. We chose 500 customer satisfaction questionnaire form because we did not need to a big number of Interviewees because the answers of interviewees was approximately same, and the people who fill our survey form was not so much and we got perfect result from questionnaire forms.

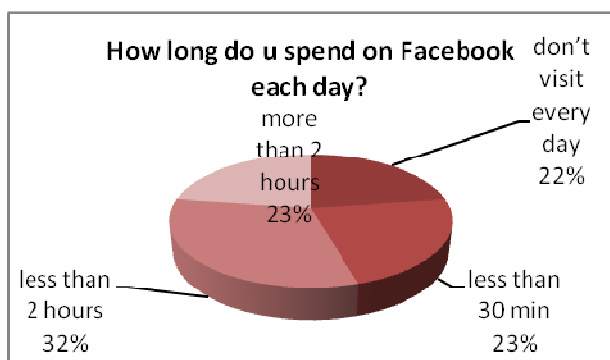
III. ANALYSIS AND RESULTS

In this chapter we are going to analyzing the result of our research about ICT and social network, and customer satisfaction on the ICT facilities, we chose Facebook website for our research, because nowadays it is one of the most popular networks, we collected our data from 500 survey form, that includes 230 male and 220 female, and 50 persons are not Facebook users. The diagram shows that 49% of Facebook users are female and 51% are male. We chose red color for female diagrams, blue color for male diagrams and orange color for total diagrams.

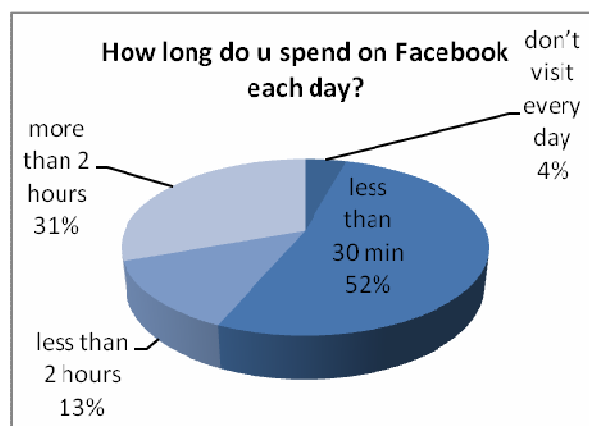


For analyzing the result first we analyses the result for each gender after that we analyses it totally.

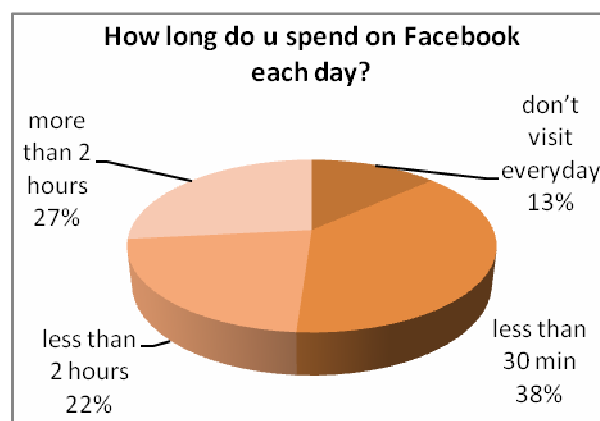
Firstly the analyses about that how long do the Facebook users spend in Facebook. The result shows that 22% of female Facebook users do not visit it every day, 23% use it less than 30 minutes, mostly use it less than 2 hours, 32% spend their time less than 2 hours and 23% present use it more than 2 hours, the result shows that 78% of Facebook users are visiting Facebook every day.



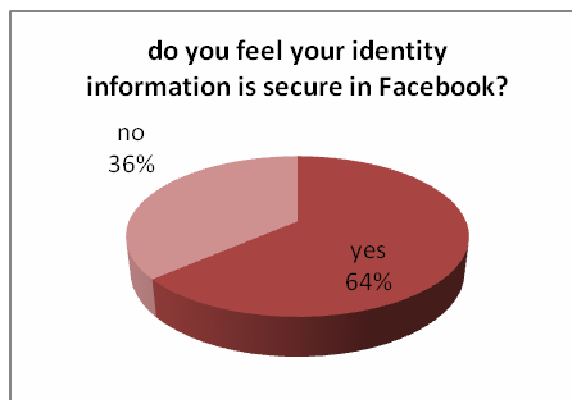
The results for males is different, only 4% don't visit Facebook every day, it means the men are more attracted on Facebook, but they spend their time less than women, 52% spend less than 30 minutes, 13% spend less than 2 hours and 31% spend more than 31%.



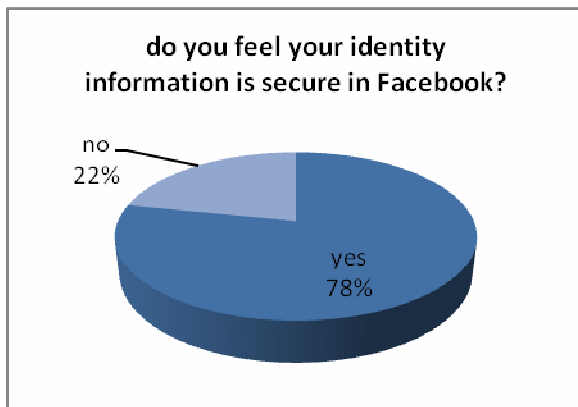
Total result shows that 13% of Facebook users don't visit it every day, 38% spend their time less than 30 minutes, 22% spend their time less than 2 hours, and 27% spend their time more than 2 hours. The result shows that 87% of Facebook users visit Facebook every day and mostly spend their time less than 2 hours.



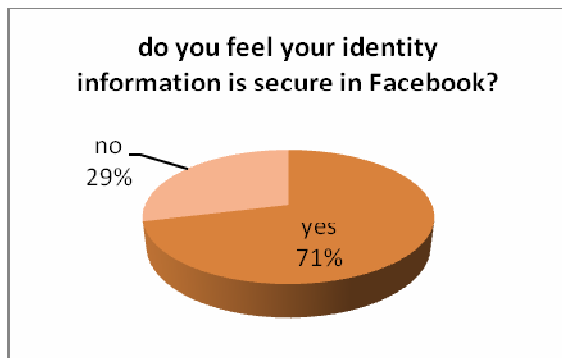
Secondly we analyses that do the people trust Facebook security? Is their Information secure in Facebook, and we analyses the result of female first, 64% of female trust Facebook and they think their information is secured in Facebook and 36% don't trust the web site and thinking their information is not secure in Facebook.



The men trust Facebook more than women, 78% answered yes they feel their identity information is secure in Facebook, and 22% think it's not.



Total results show that 71% of Facebook users trust Facebooks security, and 29% don't trust it, Mostly put their personal information in Facebook, but nobody didn't put the mobile number in Facebook, but mostly put their name, email, pictures, birthday, home town, country, interests, favorite movies, favorite books, favorite TV shows and religion, it shows the people trust the Facebook's security.



The results show that 59% of women considered Facebook a waste of time and 41% did not. Also more than 50% are using it more than 30 minutes a day. Then they know that they are wasting the time but they spend their time with Facebook.

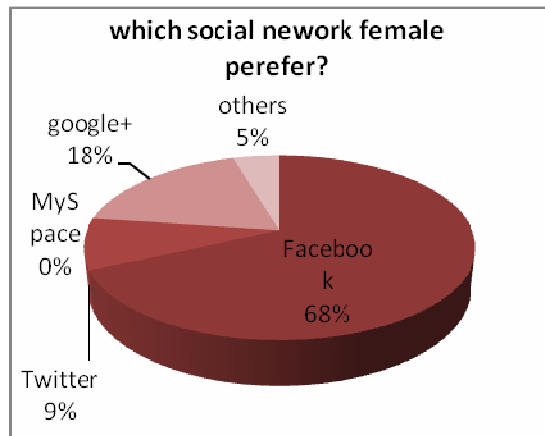


61% of men consider Facebook as a waste of time, and around 43% spend more than 30 minutes a day and 57% use it less than 30 minutes or don't visit it every day.

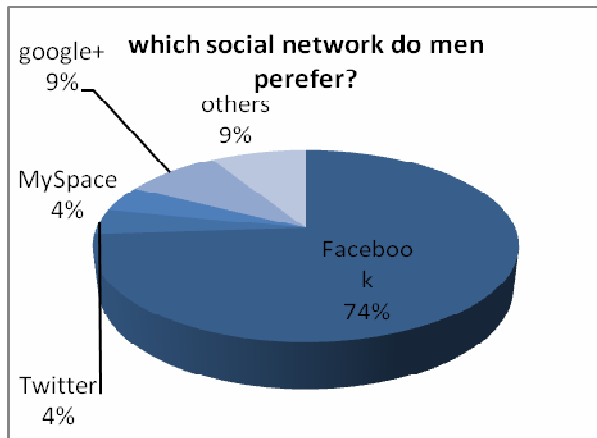


Analyzing the total result shows that 60% of people consider Facebook a waste of time, and 40% did not consider it a waste time.

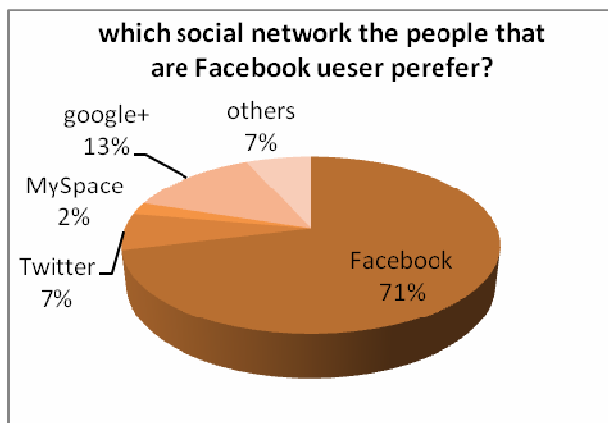
We asked the people which social network they prefer. The result shows that the people prefer Facebook, we have to consider it this result are collected from people that have Facebook, and based on our research only 10% of people does not have Facebook if we add it to the our result, the result does not change. 68% of women prefer to use Facebook, and 18% prefer use Twitter, 9% prefer MySpace, and 5% use other social network.



Analyzing data shows that 74% of men prefer Facebook, 9% google+, 9% prefer other networks, 4% MySpace and 4% twitter, the result shows that men like Facebook more than other social networks, and after Facebook they google+ has the best rank. However we have to analyse the total results that are next step.



The following diagram shows that 71% of people prefer to use Facebook, and it shows that Facebook is the most popular social network; also it was successful to attracting its users. Google+ is next rank, but only 13% prefer to use it, maybe in future this information change, but currently Facebook is the most popular social network.



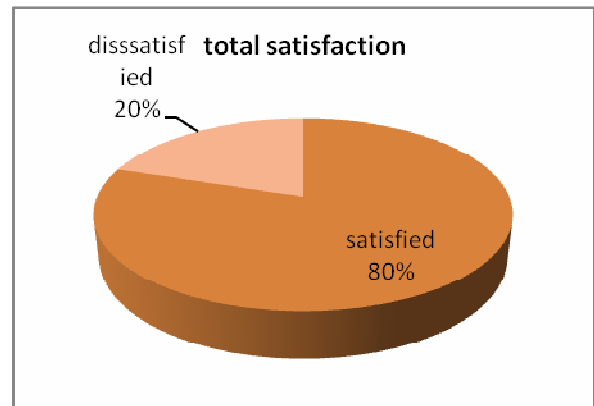
The result of satisfaction of female is as below:

77% of women are satisfied and 23% are dissatisfied. The result shows those women who are Facebook user are satisfied because they think Facebook is user friendly, and it does not have errors too much, and mostly think their information is secured in Facebook.

The result of men satisfaction is as following:

The information shows that 83% of the men are satisfied, and 17% are dissatisfied. In past diagrams we had some information that we can use here, the men use Facebook less than women, mostly think that Facebook is wasting the time and the satisfied men people percentage is more than women, also men trust Facebook security more than women all data shows that men are more satisfied.

In the last diagram we will analyse the total satisfaction (male and female), the following diagram shows that 80% of people are satisfied and 20% are dissatisfied. It shows Facebook is a successful social network.



IV. CONCLUSION

The results of this investigation show that currently Facebook has an acceptable situation between its rivals and most of our cases have Facebook account and use it as a daily requirement. Most of our respondents use Facebook facilities and have a positive vision about them.

Facebook has satisfied its user by its applications and services that of course work and based on Information and communications technology. For instance most of our respondents prefer to communicate with their colleagues and their friends via Facebook instead of using E-mail or other available services.

Facebook has achieved many successes by applying ICT advantages and currently we can observe role of ICT in most of Facebook's services and applications.

But it should not forget to focus on the weaknesses, especially in privacy and security sections to reach the best performance and earn the maximum user's satisfaction.

Currently Facebook has an impressive position between social networking websites and somehow consider as the leader and with resolving its few weaknesses and negligible issues

Facebook can hold its position for next years.

APPENDIX



1. Do you use Facebook as a social networking website? (If yes, please continue with survey) Yes - No - I plan on getting one
2. What is your gender? Male - Female
3. What is your Age? Less than 16 - 16-20 - 20-30 - 30-45 - Over 45
4. How often do you visit Facebook per day? I don't visit Facebook everyday - Once - Twice - More than twice
5. How long do you spend on Facebook each day?
I don't visit Facebook everyday - Less than 30 minutes - less than 2 hours - More than 2 hours
6. Do you feel that your identity information is secure in Facebook? Yes - No
7. Do you "Facebook" people more than you E-mail them? Yes - No
8. Do you consider Facebook a waste of time? Yes - No
9. Are you OK with site's terms? (If No, What is your opinion about adding terms customizing features?) Yes - Agree - Neutral - Disagree
10. Do you have any other social networking account? (If yes which one?) No - Facebook - Twitter - MySpace - Google - Others
11. Which one of following social networks do you prefer to use? 1. Facebook 2. Twitter 3. MySpace 4. Google - 5. Others
12. Do you believe the site's privacy is good enough? Yes - No
13. Do you think Facebook is user-friendly enough? Yes - No
14. Have you ever encounter with errors? If yes, how often? No - Rarely - Often - Always
15. Do have Facebook E-mail? (If yes, how do you consider it?) No - Great - Good - Fair - Not good - Terrible
16. What have you revealed in your Facebook account?

<input type="checkbox"/> Name	<input type="checkbox"/> Gender	<input type="checkbox"/> Email	<input type="checkbox"/> Picture	<input type="checkbox"/> Phone Number	<input type="checkbox"/> Birthday	<input type="checkbox"/> Hometown	<input type="checkbox"/> High School
<input type="checkbox"/> Relations hip Status	<input type="checkbox"/> Major	<input type="checkbox"/> Interests	<input type="checkbox"/> Political View	<input type="checkbox"/> Course Schedule	<input type="checkbox"/> Sexual Orientation	<input type="checkbox"/> About Me	<input type="checkbox"/> Website
<input type="checkbox"/> Physical Address	<input type="checkbox"/> Zip code	<input type="checkbox"/> School Information	<input type="checkbox"/> Country	<input type="checkbox"/> Favorite Music	<input type="checkbox"/> Favorite Books	<input type="checkbox"/> Favorite Movies	<input type="checkbox"/> Favorite TV shows
<input type="checkbox"/> Religion							
17. What type of applications have you added on Facebook?

No applications added	<input type="checkbox"/>	Game applications	<input type="checkbox"/>	Other applications:
Forums/Questioners/Polls	<input type="checkbox"/>	"fun wall"/"super wall" etc. application	<input type="checkbox"/>	
"Graffiti" application	<input type="checkbox"/>	"vampire/pirate/zombie" etc. application	<input type="checkbox"/>	
Music applications	<input type="checkbox"/>	Other Applications (please list in next column)	<input type="checkbox"/>	
18. Overlay, are you satisfied with Facebook? Yes - No
- Leave your comment ...

Thank you for taking the time to fill out this survey. Your input is greatly appreciated.

ACKNOWLEDGMENT

I would like to thank Prof. Dr. David Asirvatham, assistance, and guidance.

In particular, Prof. Dr. Khatibi's recommendations and suggestions have been invaluable for the project and for software improvement.

I also wish to thank A. Prof. Dr. Yong, who has all taught me techniques of programming and writing.

Special thanks should be given to my student colleagues who helped me in many ways. Finally, words alone cannot express the thanks I owe to Dr. Ebrahim Aghaei, my uncle, and Mr. Naser Aghaei, my father, for their encouragement and assistance.

REFERENCES

- [1] J. Sauve et. al, "An Introductory Overview and Survey of Business-Driven IT Management", Business-Driven IT Management, 2006. BDIM '06.
- [2] W. Zhen, Z. Xin-yu, "An ITIL-based IT Service Management Model for Chinese Universities", Software Engineering Research, Management & Applications, 2007. SERA 2007.
- [3] ICT in Service Delivery in TNB by Norozinia 2008
- [4] IMPROVING CUSTOMER SATISFACTION AND OPERATIONAL EFFECTIVENESS WITH THE USE OF AN ICT SERVICE MANAGEMENT BEST PRACTICE FRAMEWORK: ACTION RESEARCH IN THE SHARED SERVICE CENTRE, Supervisor: Dr. BC Potgieter (Waikato Institute of Technology) Academic Dean: Dr. Charlene Lew (Damelin International College of Postgraduate Business Sciences) March 2004
- [5] Use of ICT & Customer Satisfaction Paper from Joint Rural Finance Thematic Workshop By Miriam Cherogony Africa Microfinance Conference, 20th, August 2007 Kampala, Uganda
- [6] European Primer on CUSTOMER SATISFACTION MANAGEMENT, 2008

- [7] Elam, G. and Ritchie, J. (1997), Exploring Customer Satisfaction, Research Report No. 63, A report of research carried out by Social and Community Planning Research on behalf of the Department of Social Security, p. 81.
- [8] Idowu, P.A., Alu, A.O. and Adagunodo, E.R. (2002). The Effect of Information Technology on the Growth of the Banking Industry in Nigeria. The Electronic Journal on Information Systems in Developing Countries, EJISDC, 10(2), 1-8. Website: Ige, O. (1995). Information Technology in a deregulated telecommunication Environment.
- [9] McKenna, R. (1997). Real time: Preparing for the age of never satisfied customers. Harvard Business School Press. Rodie, A. R. and Martin, C. L. (2001).
- [10] Salawu, R.O. & Salawu, M.K., (2007). The emergence of internet banking in Nigeria: An appraisal.
- [11] Woldie, A. (2003). Nigerian Banks–Quality of Services. Nigerian Banks–Quality of Services.

First A. Author – Mohammadreza Aghaei, Student in Master of Business Administration, Management and Science University, Malaysia, Aghaei1984@gmail.com.

Second B. Author – Alireza Salehi, Student in Master of Business Administration, Management and Science University, Malaysia, bardiya14@ymail.com.

Third C. Author – Milad Moradi Shahrabak, Student in Master of Business Administration, Management and Science University, Malaysia mili_mirror86@yahoo.com

Fourth D. Author – Milad Abyari, Student in Master of Business Administration, Management and Science University, Malaysia miladabyari@mail.com

Fifth E. Author – Amir Hossein Vazirifar, Student in Master of Business Administration, Management and Science University, Malaysia ahv1365@yahoo.com