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Value, religiosity and behaviour in social media (Conference Paper)

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Abstract   ⌄ View references (21)

The widespread usage of social media has raised concerns on users' ability to behave ethically in cyberspace. This paper discusses the Muslim behavior in social media among residents in Kuala Terengganu and to explore the factors of values, religiosity and the concept of Maqasid al-Shariah in influencing their behavior. A total of 120 respondents were selected through a multi-stage random sampling and data were collected using self-administered questionnaire. The Pearson correlation analysis shows all the factors determine Muslim behaviors and the level of religiosity indicates the strongest determinants. This study gives implication to JAKIM, MCMC and consumer associations to play a role in shaping the Muslim behavior in social media. The concept of Maqasid al-Shariah need to be strengthen in its application and therefore the Muslim users can decide their priority in using social media. © 2018 IEEE.

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Author keywords

(Behavior) (Maqasid al-shariah) (Religiosity) (Social media) (Value)

Indexed keywords

Engineering controlled terms:	(Correlation methods) (Social networking (online))
Engineering uncontrolled terms	(Behavior) (Maqasid al-shariah) (Religiosity) (Social media) (Value)
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