

Online News Sharing Among Indonesian Internet User : The Role Of Self-Control

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Abstract

This study aims to test empirically whether there is a relationship between self-control on the behavior of sharing news online. This study used quantitative methods with 173 subjects. The self-control scale used in this study was adapted from Tangney, Baumeister and Boone (2004) that consist of 36 items and after the trials leaving 30 valid items with reability of 0.927. The Behavior of sharing news online scale used in this study is compiled and developed by researcher that consist of 29 items and after the trials leaving 21 valid items with reliability of 0,919. Data analysis on this study using Product Moment Pearson Correlation and obtained the correlation coefficient of $r = 0,094$ with significance level of 0,218. This result shows that there is no relationship between self-control on the behavior of sharing news online on social media users and it is allegedly as an influence of the subject participation in organization or community.

Keyword :Self-Control, Behavior of Sharing News Online, Social Media, News Sharing

Background

Data from survey conducted by the Asosiasi Penyelenggara Jasa Internet Indonesia (APJII) in 2016 shows that internet users in indonesia currently are 132,7 million users which has increase compared to the previous survey results in 2014 which is only 88 million users. Furthermore, the survey results reveal that the internet is a way for someone to interact using social media. This is indicated by social media that accessed by 129,2 million or about 97,4 % of internet users in Indonesia (APJII, 2016). This phenomenon shows that social media has become part of the life of Indonesian society.

Social media is a computer equipment that enables one to share or exchange opinions, ideas, pictures, videos and more through a particular network (Shiddiqui & Singh, 2016). Technologies from social media such as social networking sites, blogs, forums, wiki and other microblogging tools become a powerful platform that can share informations rapidly to target audience (Osatuyi, 2013) by online using the internet. Related to

that, Raban and Rafaeli (2007) stated that providing information by online is a form of response to help meet the demand for informations requests through electronic media.

Social media has emerged as a powerful source of news (Purcel et al in Le & Ma, 2012). Some of those findings affirm that social media has now become a means of sharing infomation and become source of news. However, not all of information shared through social media is true. The information shared in social media has a problem of uncertainty. The most important issue regarding the uncertainty that associated with using social media is the level of trust of the information shared and the source of the information (Santana & Wood in Osatuyi, 2013). The level of trust of the information is conceptualized as the ability to make sure and justify any part of the information shared through social media sites (Osatuyi, 2013). The issues about the level of trust is what is suspected to cause the emergence and spread of hoax news and also because of these, social media users who participated in sharing the news is difficult to check the truth of the news, so unwittingly, social media users also took part in the spread of hoax news due to the unconsciousness.

Hoax is an attempt to deceive someone into believing something wrong is right (Milhorn, 2007). According to the letter of the chief of police (SE/06/X/2015), hoax is one of

the form of hate speech such as humiliation, defamation,unpleasant deed, provoking, inciting and spreading false news and having a purpose to incite and ignite hatred of individuals and/or groups of people in different communities which is distinguished by ethnic, religious, belief, racial, race, interclass, skin color, ethnicity, hender, disability and sexual orientation. Based on the letter of the chief of police, which can be underlined about hoax is a false news that could potentially lead to social conflict.

Currently, Indonesia is declared as “Emergency of Hoax”and because of that, many parties, especially the government is trying to overcome the problem of hoax (Kominfo, 2017). During 2016, 300 social media accounts that spread hoax have been blocked by the police (Amelia, 2016). Hoax news feared could cause controversy and can trigger a conflict (Zulkifli, 2016). Many of internet articles that mention the causes of hoax news dissemination, such as the lack of media literacy (Jamaludin, 2017), lack of knowledge, feelings of affirmation, anonymity of information (Respati, 2017) and mind bias (Dijo, 2017). But unfortunately, there is no empirical test results that can prove the truth of the presumption of the causes of hoax spreading. It causes news dissemination online as well as hoax news to be interesting to be thorough, especially from the human side as an individual who

share the news, because the virality of the hoax news is the result of the behavior of sharing news by internet users.

In addition, A person's behavior has an impact on the environment, including the physical or oneself environment and the social environment or others around (Miltenberger, 2012). Behavior of sharing news online is a form of behavior that can also gives impact to others, they are the person who receive the news that is shared. If the news shared is hoax news, then the news has the possibility to causing a conflict that could harm many people. In behaving, self-control is needed. Individu must be able to control themselves continously because individual live in groups so that in satisfying their desire, the individual needs to control his behavior so as not to distrub the comfort of others (Calhoun & Acocella, 1990) or can be called having good self-control. In some studies showed that self-control has a relationship with behaviors such as online game addiction that negatively correlates with self-control (Kim et al, 2008); the tendency to cyberdeviance if the individu has low self-control (Holt, Bossler & May, 2010) and the use of social network that can decrease one's self-control level (Wilcox & Stephen, 2012).

Self-control can be interpreted as behavior control activities. Behavioral control implies taking considerations before deciding

something or before do the action (Ghufron, 2011). Furthermore, Tangney, Baumeister and Boone (2004) defined self-control as the ability to override or alter the inner response, and inhibit the tendency of undesirable behavior and refrain from engaging in such behavior.

By having a good self-control, the individuals is expected to give consideration before deciding to share a news, whether the news shared will give benefits, good impact and will not distrub the comfort of other who receive the news.

Method

Population and Sample

There are 173 samples in this research who are active users of social media. The sampling technique used in this study is purposive technique that is sampling technique based on certain consideration from researcher (Eriyanto, 2007), which in this study is social media users who use social media as a tool to communicate and share the news online.

Data Collection Techniques

This study used questionnaires as Data collection technique . The questionnaires used consist of data personal of subjects, self-control scale and the behavior of sharing news online scale. Subjects personal data consist of age, gender, status, occupation, last/current education, home town, residence,

allowance/monthly income, tribes, number of social media accounts owned, social media most frequently accessed, length of time when used social media, monthly spend on internet usage, frequently used devices to access the internet, the main reason to access the internet, frequently visited news content and the organization or community that followed. The scales of the behavior of sharing news online and self-controlS is made in the likert scale.

The behavior of sharing news online in this study was measured using a scale that was compiled and developed by the researcher based on the dimensions of the behaviors proposed by Martin and Joseph (2015) that is frequency, intensity and duration that associated with one dimension of news sharing that is news externalizing which is the behavior of share news to others to be read (Choi, 2016). This scale use a 5-point likert scale consisting of always, almost always, sometimes, rarely and never. This scale consist of 29 items.

Self-control in this study was measure using a scale adapted from Tangney, Baumeister and Boone (2004) based on the five aspects of self-control : self-discipline, deliberate/nonimpulsive, healthy habits, work ethic and reliability. This scale use a 5-point likert scale consisting very suitable, suitable, neutral, unsuitable, very unsuitable. This scale consist of 36 items.

This study used try out method conducted on 30 respondents to find the discrimination of items and scale reliability that can be used to collect the data.

Discrimination of Item and Reliability

Technique used in this study to find the discrimination of item is total item correlation analysis technique. Based on the result of tryouts conducted on 30 respondents, the discrimination of 29 items of the behaviour of sharing news online scale showed there are 8 eliminated items so there are 21 items left that considered to have good discrimination. The range of items scores that considered to have good discrimination in the behavior of sharing news online scale is 0.371 – 0.843. On the self-control scale, the discrimination of 36 items showed there are 6 eliminated items so there are 30 items left that considered to have good discrimination. The range of items scores that considered to have good discrimination is 0.278 – 0.733.

To test the reliability in this study, researcher using analysis of alpha cronbach variant. Based on tryouts results conducted on 30 respondents, reliability test on the scale of the behavior of sharing news online in this study has a value of reliability coefficient of 0.919. Reliability test on the scale of self-control in this study has a value of reliability coefficient of 0.927.

Result and Discussion

This study aims to test the hypothesis empirically whether there is a relationship between self-control on the behavior of sharing news online on social media user. Based on the result of hypothetical testing conducted on the data obtained from 173 subjects, it can be known that the hypothesis in this study was rejected. Correlation analysis by using product moment pearson method obtained significance result that is 0,218 ($p > 0,05$) indicating if there is no relationship between self-control on the behavior of sharing news online on social media user.

In this study, to measure the behavior of sharing news online, it will be associated with news externalizing. News externalizing is done by people who give or provide news to other. Internet user who actively conduct externalizing will share the information that the user has. For users, even though they do not have the desire to participate in the news externalizing activity, they can be turn into a type of user who regularly do the post, forward and endorse the news if the user continuously reads news in their social media (Choi, 2016).

Sharing news online can also be a form of eWOM. WOM (Word-of-Mouth) is one of the oldest and most important forms of information sharing among others. The

development of internet and e-commerce has triggered the emergence of WOM electronics (Ismagilova, Slade & Williams, 2016). Although eWOM known to be less personal, mostly unknown (anonymous) and occurs between individual who have weak bonds than traditional WOM, but it can be seen as a powerful tool because it is reliable, publicized and there are clear achievements (Hennig-Thurau et al in Ismagilova, Slade & Williams, 2016). In a study conducted by Hajli (Ismagilova, Slade & Williams, 2016) found that social media makes eWOM look more credible and useful that refers to the use of information provided.

Technology makes interpersonal communication more transparent in public area that can support interpersonal communication, participation, interaction and collaboration that may affect behavior (Kapoor & Gunta, 2016). Therefore, when interact using social media, users can be influenced by people outside the circle (Jansen, et al in Kapoor & Gunta, 2016). In addition, user interaction is similar to computer mediated-communication (CMC) which can be affected by disinhibition that allow users to communicate and behave freely, feel less controlled and can express themselves publicly (Metzger in Kapoor & Gunta, 2016) known as the online disinhibition effect (Suler, 2004).

One of the factor that causing the online disinhibition effect is an anonymity that can make one hides an identity (Suler, 2004). Anonymity can make someone do and say something that usually can not be done or said in the real world (Kowalski, et al 2014). For example, in the real world it can be seen when there is a hoax news that contains sentences that can harm someone. In the real life, the hoax news maker can not say those harmly sentences directly because it has a risk and one of them is can be reported to the authorities (i.e police), but if the hoax maker does it online and anonymously, then he can not feel the immediate risk of his actions. In this case, anonymity can make a person avoid responsibility from the behavior he has done (Suler, 2004).

In the sharing the news, an anonymous news can be disseminate by user until it becomes viral because there is a credibility of the news, even though the news is from anonymous or unknown sources. The existance of a variety of stored-information from others, heuristics or clues that have been attached to the platform, can provide a credibility (Kapoor & Gunta, 2016). If the heuristics are limited or odd, the user will tend to adapt them (Westerman, Spence &Heide in Kapoor & Gunta, 2016).

The spreading of the anonymous news can occurs because there is social conformity and subjective norms. Users shares like everyone else and they are expected to be able

to follow the subjective norms of resharing (Kapoor & Gunta, 2016). The subjective norms refers to how a user perceives how people who are important to him behave (Lee, Hansen and Lee in Kapoor and Gunta, 2016) and how he will behave to meet the social expectations.

In some studies of self-control and behavior it is found that self-control and behavior have a relationship, but the result in this study show that self-control and behavior of sharing news online on social media user have no relationship. There is no relationship between self-control and the behavior of sharing news online on social media users due to the possibility of other factors that may affect a person's behavior in sharing news online which according to the results of this study, the factors that allegedly influence this result is the subject participation in organization or community. Based on the result of the subject description of participation in organization/community showed that subjects who participate in the organization/community have higher level of the behavior of sharing news online. This can be due to the subject' conformity to the organization or community.

Conclusion

Based on the results of this study, it can be concluded that the hypothesis proposed if there is a relationship between self-control on the behavior of sharing news online

on social media users in this study was rejected, which means the behavior of sharing news online on social media users are not influenced by one's self-control. Based on the description of the study's variables, it is known that the level of self-control on the subjects of this study is in the medium category, while the level of the behavior of sharing news online is in the low category.

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