

ABSTRACT

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Differences of individual need for exhibition scores between adolescent females who have and have not participated in the activity of video-posting. (M. Nisfiannoor, M. Si., Psi. & Sesilia Monika M.Psi.); Study Program of Bachelor Degree, Faculty of Psychology at Tarumanagara University. (page 1-65, P1-P4, L1-L48).

YouTube has often been used as a media to help an individual express themselves more freely. This is because YouTube is a site which lets any individual upload a video of their own choice to the internet so that people all around the world can have access to it and therefore witness it. The process of uploading a video onto the internet is often called video-posting. People engage in the activity of video-posting because of several reasons, one of them being to attract attention from other people. The desire to seek or attract attention from other people happens to be one of the many characteristics of the need for exhibition. The purpose of this research is to investigate the differences of individual need for exhibition scores between adolescent females who have and have not participated in the activity of video-posting. Participants of this research involved 142 female college students who are between 18-21 years of age, 69 of whom have video-posted before whilst 73 of whom have not. The instrument used for data collection was a questionnaire related to the need for exhibition. Data analysis was conducted using the Independent Sample T-Test, $t = 4.281$ and $p = 0.000 < 0.05$, the result indicated that there was a significant difference of individual need for exhibition scores between adolescent females who have and have not participated in the activity of video-posting.

Key word: Need for Exhibition, Adolescent Female, Video-Posting