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EMOTION DETERMINATION TEMPLATE ON FACEBOOK TO  
JUSTIFY EMOTIONAL LEVEL

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**Abstract**

Social networking sites such as Facebook is a platform that bring individuals with common interest together. Users able to stay connected with each other and share some general topic together. Social network has grown to become part of users' life since its introduction. Visiting social networking sites seems to be the first thing that most online community do daily. Facebook is being focus by the researcher in this research. Since Facebook is being accepted widely among users whereby activities in Facebook have become part of users' daily life activities, somehow it will impose some emotion on users.

Basically, the template of this project is to measure users' emotional level affected by the various Facebook activities. After the calculation result of the users' emotional level, the template will provide some sort of prescriptions for users corresponding with the emotion. The prescriptions provided acted like tips or suggestion for the users to optimize their well-being. In fact, negative emotions will have an impact on users' health. Therefore, the tips provided in the template are solely guidance for them towards the change in a better lifestyle.

The research methods that are being used in this project include questionnaire survey and focus group interview. Firstly, the emotion is being listed and categorized according to the research of secondary approach which is journals together with the emotions' consequences as well as the solution towards the consequences. The various Facebook activities are also being listed from the journals research. Based on the listed emotions and Facebook activities, scenarios are created on the questionnaire design whereby users are required to choose the first emotion that appeared to them on each of the scenarios. The distribution of questionnaire is to gather the data of which Facebook activities should be included in the template development corresponding with its emotion as well as the emotion's weightage that appear on that particular Facebook activity. By then, the template is built according to the analysis result of questionnaire survey. After the development of the template, focus group interview is conducted to test the effectiveness of the template in measuring users' emotional level as well as the accuracy of the template in providing tips to the users. Users are being asked to rate the relevancy of their emotional level and reliability of the tips provided. Users' feedbacks are being gathered here. Further improvement can be done on the template development in future from the comment given by users.