



**FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES  
UNIVERSITI TEKNOLOGI MARA**

**TITLE OF RESEARCH**

**PUPILS' INVOLVEMENT IN THE SOCIAL NETWORKING SITES: A CASE  
STUDY AT SEKOLAH MENENGAH KEBANGSAAN BUKIT RAMBAI,  
MELAKA.**

**NAME OF STUDENTS**

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**SEPTEMBER 2013-JANUARY 2014**

**CLEARANCE FOR SUBMISSION OF THE RESEARCH PROPOSAL BY THE SUPERVISOR**

Name of Supervisor : Madam Nur Liyana binti Mohd Sazali  
Miss Ekmlil Krisnawati bt Erlen Joni

Title of Research Report : Pupils' Involvement In The Social Networking Sites: A  
Case Study At Sekolah Menengah Kebangsaan Bukit  
Rambai, Melaka.

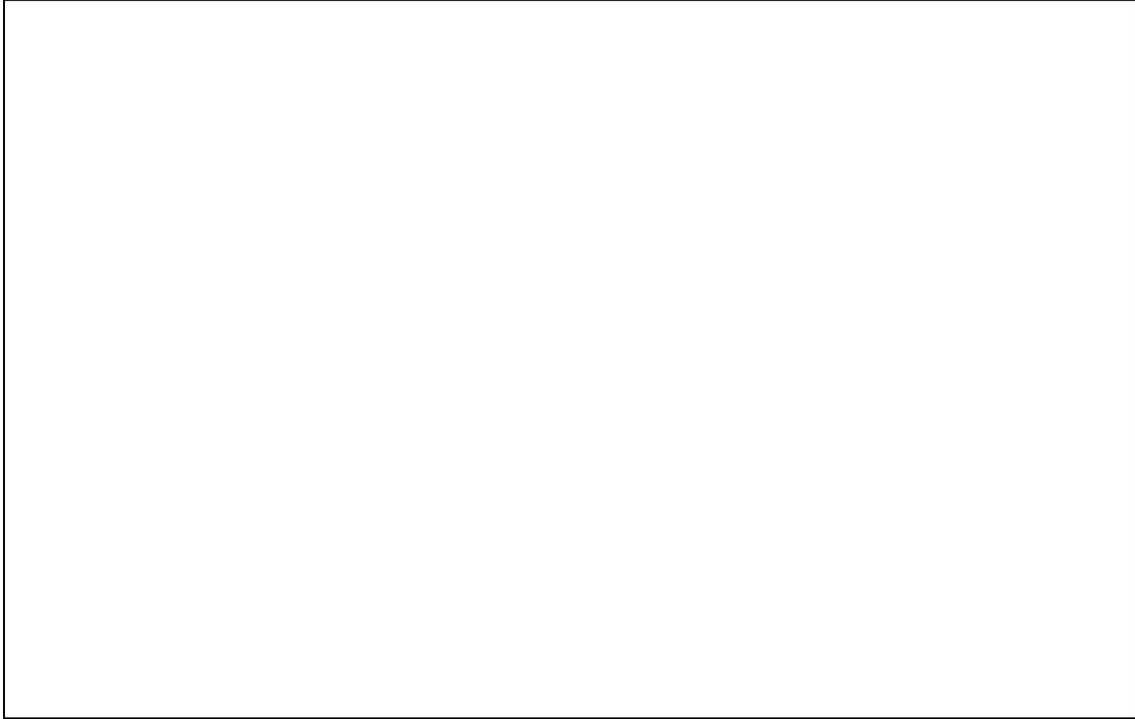
Name of Students : Ainul Nadia binti Abdullah  
Nur Illiana binti Abd Rahaman

I have reviewed the final and complete research proposal and approve the submission of this report for evaluation.

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(Signature)

Date:

Supervisor's Comments

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Moderator's Comments

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## DECLARATION

We hereby declare that the work contained in this research proposal is our own except those which have been duly identified and acknowledged. If we are later found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us under the Academic Regulations of UiTM's.

Signed

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Name: Ainal Nadia binti Abdullah

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# CHAPTER 1

## INTRODUCTION

### 1.0. Introduction

As the Earth moves into the second decade of the 21st century, one of the major things that arise and use online communities and social networking sites like Facebook and Twitter become popular among online communities with large user populations. According to Madden & Lenhart (2007), a social networking site is a place to online where a user can create a profile and build a personal network that connects him or her to another user by interacting with each other. It demonstrates how the social networking sites are very important in people's life to connect themselves with the others in the world. In addition, to routinely checking emails, reading daily forums and newspaper following instant message tools, people now also check their social networking profiles by following others' status changes, updating their profiles or looking at others' profiles (Mazman & Usluel, 2011). Because the popularity of these networks has arisen, these sites have generated concern among some parents, school officials, and government leaders about the potential dangers posed to young people when personal data is made available in such a public setting.

According Hippner & Wilde (2005), social networking sites focus on the creation and maintenance of social relationships between individual, and with that a social network (Brocke, Ritcher, & Riemer, 2009). In addition, from Nethistory.info (2010), (cited by Ahmed & Qazi, 2011), a social network is formed by the connection of many online communities which is contributing towards the sharing of information and knowledge, not only information and knowledge but it involves cultural values as