



**Faculty of Administrative Science
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Universiti Teknologi MARA**

Bachelor of Administrative Science

**A STUDY ON IMPACT OF SOCIAL MEDIA ON STUDENT'S ACADEMIC
PERFORMANCE IN UiTM MERBOK, KEDAH**

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DECLARATION

We hereby declare that the work contained in this research proposal is original our own except those duly identified and recognized. If we are later found to have committed plagiarism or acts of academic dishonesty, action can be taken in accordance with UiTM's rules and academic regulations.

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Table of contents

Acknowledgement	i
Declaration	ii
List of Tables	iii
List of Figure	iv
Chapter 1: Introduction	
1.1 Introduction	1-3
1.2 Problem Statement	4-5
1.3 Research Questions	5
1.4 Research Objectives	5-6
1.5 Scope of the study	6
1.5.1 Respondent	6
1.5.2 Territory	6
1.5.3 Time	7
1.6 Significance of the Study	7
1.6.1 University	7
1.6.2 Student	7-8
1.7 Definition of Terms, Terminology & Concepts	8
1.7.1 Academic performance	8
1.7.2 Time spent on social media	9
1.7.3 Cyber bullying	9-10
1.7.4 Perceive usefulness	10
1.7.5 UiTM Merbok	10-11
1.8 Conclusion	11

Chapter 2: Literature Review & Conceptual Framework

2.1	Introduction	12
2.2	Academic performance	12-13
2.3	Factors Related to Academic Performance	
	2.3.1 Time management	14
	2.3.2 Stress	14-15
	2.3.3 Attendance of Students	15-16
	2.3.4 Teaching Method	16
2.4	Variable of the study	17
	2.4.1 Time Spend	17-19
	2.4.2 Cyber Bullying	19-21
	2.4.3 Perceive Usefulness	22-23
2.5	Conceptual Framework	23-24
2.6	Relationship	25-26
2.7	Hypothesis	26-27

Chapter 3: Research Method

3.1	Introduction	28
3.2	Research Design	28
3.3	Unit of Analysis	28
3.4	Sampling	29
3.5	Sampling Technique	29-31
3.6	Measurement/Instrumentation	32-33
	3.6.1 Time spend on social media	33-34
	3.6.2 Cyber bullying	34-35
	3.6.3 Perceive usefulness	35-36
	3.6.4 Academic performance	36-37

CHAPTER 1

INTRODUCTION

1.1 Introduction

Social media are a collection of internet websites, service and practices that help collaboration, community building, participation and sharing information (Junco, Heiberger and Loken, 2010). A major category of social media activity is called social networking (Junco, Heiberger and Loken, 2010; Junco and Mastrodicasa, 2007). The use of social networking sites has been widespread through the world (Banquil et al, 2009). Currently, there are dozens of social networking websites available online, each with its own special something to offer its members (Hudson Horizons, 2011), but Facebook, Twitter, MySpace and LinkedIn have become the most visited social networking sites in the world (Haridakis and Hanson, 2009). Among these face book is the most popular social networking site. In 2009, it has more than 350 million users (Kirschner and Karpinski, 2010).

Social networking sites have become and integrals part of higher education students (Junco, 2011). Mastrodicasa and Kepic (2005) study also showed that 85% of students who are learning in large research Universities in USA have facebook account. In recent years, higher educational institutions have great fear that students' academic performance might affect adversely because students are paying more attention towards social networking sites. Higher education institutions have great fear that student academic performance might affect adversely because students are paying more attention towards social networking sites.