Faculty of Administrative Science  
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Bachelor of Administrative Science  

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

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DECEMBER 2017
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 Facebook 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 an integral 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 the USA have a 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.