UNIVERSITI TEKNOLOGI MARA

STUDY OF UITM FACULTY OF PHARMACY

PHARMACY STUDENTS' PERCEPTION ON THE INFLUENCE OF SOCIAL NETWORKING TOWARDS THEIR LEARNING ATTITUDE

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TABLE OF CONTENT

ABSTRACT

This research investigates the students' perception on the influence of social networking usage on their academic. The students' perception on social networking influence is important because it may can be used as one of the e-learning tool. Many students spends a lot of time per day on surfing social networking.

From this research it is found that most UiTM pharmacy students (90%) spends more than 3 hours on sufing social networking. Based on finding alsothe primary purpose of surfing social networking among students is chatting (72%), posting photos(66%) which are categorized under entertainment purpose. Meanwhile, 62% used social media to communicate with the lecturer and class fellow. Besides that, there is significant relationship between time of surfing social networking per day and its effect on study timing (Pearson Chi-Square value=$p<0.05$).

Based on students perception, students agree spendingmore time on social media, will affect study timing. Furthermore, 75% students said social media change their study habits due to multi tasking. Because of this reasons, social networking might be useful to be used by lecturers as e-learning tool. Thus, this research also investigate the appropriateness of social networking as one of the e-learning tool. 84% agree that social networking can be apply as one of the e-learning tool, only 16% felt social media not appropriate to be used.

Keywords: Social networking, influence, e-learning,

CHAPTER 1

INTRODUCTION

1.1 OVERVIEW

1.1.1 Internet definition

According to oxford dictionary, Internet is defined as a global computer network providing variety information and communication facilities, consisting of interconnected networks using standardized communication protocols. Social networking such as Facebook, Twitter are those of communication facilities, enable people around the world to communicate without meeting face to face. This social networking usage has been increased from years to years. This is showed by number of users in 2012, which is 1.41 billion and this number sharply rose to approximately 1.82 billion users in 2014. It is also predicted this users' number will increase to 2.33 billion in 2017.

1.1.2 Reasons why people use the social networking.

There are few reasons why number of social networking users increases especially among teenagers. Through surfing social networking, people able to interact with a large number of contacts.

Second, social networking enables people to keep in touch with the loved ones that may travel or migrated to the other side of the world. In the past it may be impossible for two persons from different countries to keep in touch easily. Through these social media also,