UNIVERSITI TEKNOLOGI MARA MELAKA CITY CAMPUS

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

THE DETERMINANTS OF USING ONLINE SOCIAL NETWORK AMONG UiTM MELAKA CITY CAMPUS STUDENTS

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SEPTEMBER 2011 – JANUARY 2012

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

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ACKNOWLEDGEMENT

We owe immeasurable gratitude to God for giving the opportunity to undertake and complete this research report.

First of all, we would like to thank our beloved supervisor, Madam Suliana binti Arifin for the valuable guidance and advice. She inspired us greatly to work on this research report. Her willingness to motivate us contributed tremendously to our report. We also would like to thank her for showing us some example related to our research report and provided us valuable information as the guidance to complete this research report.

Next, an honorable mention goes to our families and friends for their understanding and support to us in completing this research report. Without their help, we would face many difficulties while doing this research report.

Last but not least, we as students would like to apologize for any mistakes and weaknesses in this research report. Therefore, we sincerely welcome any critizes and recommendations for further improvements on our behalf.

Thank you.

Abstract

Online social network (OSN) can be defined an online place where a user can create a profile and build a personal network that connects him or her to other users (Peslak et.al, 2010). Thus, it encourage people to create their own online identities and profiles, which can include personal information, pictures, and video clips. This research seek to focus the determinants factor of using online social network among UiTM city campus students. . This study is an original work conducted in January 2011, covered the students at UiTM Melaka City Campus which include three faculties that is Faculty of Administrative Science, Faculty of Accountancy and Faculty of Business Management. The findings of this study revealed that all the independent variables (human behaviour, learning effectiveness, and perceived ease to use) influenced students to use online social network. The result found, perceived ease to use was the stronger factor why students used the online social network rather than learning effectiveness and human behaviour.

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