

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



**A STUDY ON FACTORS THAT CONTRIBUTE TO SOCIAL  
NETWORKS DEVELOPMENT AMONG STUDENTS AT UNIVERSITI  
TEKNIKAL MALAYSIA (UTeM) MELAKA**

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**JULY 2012**

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

Name of Supervisor : En. Muhamad Fuad Bin Abdul Karim

Title of Research Reports : A Study on Factors that Contribute to Social Networks

Development among Students at Universiti Teknikal

Malaysia (UTeM) Melaka

Name of Student : Munzir Azizi Bin Mohd Abbas Buskaran (2010411084)

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

Remarks

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(En. Muhamad Fuad Bin Abdul Karim)

Date:

## **ACKNOWLEDGEMENT**

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

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Thank you.

## 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.

Signed

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## **ABSTRACT**

Sociability, status and hedonic motive are the factors that contribute towards social networks development among students. Sociability motive is referring to the users using the social networks to fulfill their social need such as sense of loving, belonging and interacting with others. Status motive refers to which sharing information through social networks is perceived to be effective in enhancing social status in one's social group. Hedonic motive refers to the users that engaged with social networks because they believe that these technology will help them to release their tensions or stress and at the same time give them enjoyment and happiness. This study examines the significant relationship between factors, the most dominant factor(s) that contribute to the development of social networks among students and the most popular social networks channel used by the students. This study was conducted at Universiti Teknikal Malaysia (UTeM) Melaka. Then the respondents were chosen by using convenience sampling to distribute the questionnaire. According to the findings, it shows that sociability motive, status motive and hedonic motive are contribute to the development of social networks and also Facebook become most popular social networks channel used by the student at Universiti Teknikal Malaysia (UTeM) Melaka.