

**WEBLOG: HOW FAR IS IT EFFECTIVE AS AN ONLINE
COMMUNICATION TOOL TO STUDENTS?**

BY:

**NAEMAH ABDUL WAHAB
WAN ANISHA WAN MOHAMMAD
AZLINA MOHD MYDIN**

JUNE 2008

ACKNOWLEDGEMENT

In the name of Allah, Most Gracious, Most Merciful. Praise to Allah, the Almighty for granting us the wisdom, the strength and patience all along the way in completing this research. We are truly grateful for His entire blessing, not to mention all the gifts He had granted us throughout our life.

First and foremost, we would like to express a huge appreciation to each of our team members for continuous effort and diligence all through the completion of this research. A special thanks also goes to all the respondents from University Technology MARA and Polytechnic Seberang Perai students who are involved in giving feedbacks through our questionnaires and their full co-operation in this research.

To our loving parents, we express our greatest love and thankfulness for all their care and encouragement given all the time in accomplishing this research.

We will also like to convey our gratitude to all our colleagues for all their help, support, interest, advices, critics and valuable hints especially to Madam Syarifah Adilah Mohamed Yusoff and Madam Sabrina Syed Sultan for helping us in distributing questionnaires to the students, Miss Siti Nurleena Abu Mansor and Madam Hasfazilah Ahmat for all their ideas and assistance in using SPSS 14.0 software to carry out our analysis.

Last but not least, thanks to everyone who had ever helped us out in any form, we really treasured your assistance, support, encouragement and most of all, your friendship. Thank you.

ABSTRACT

Online communication is a communication via the Internet from anywhere, at any time or place using various communication tools. There are many forms of online communication tools such as electronic mail (e-mail), video-conferencing, discussion groups, bulletin boards, Internet forums, weblogs, instant messaging and real-time chat. One of the web-based communications technologies that have turned into a widespread popularity is weblogs. Weblogs or blogs are frequently updated webpages with posts typically in reverse-chronological order. It varies widely in nature and content ranging from politics, technology and recently grown in popularity on personal themes. Since many youth mainly students are choosing blogs as a means to communicate online, therefore, this research will be done in order to identify whether web blogging can be an effective online communication tool to students. Due to that, a comparison of the students from various fields of study will be done in order to identify their views and opinions on the effectiveness of blogs for online communication.

TABLE OF CONTENTS

| | Page |
|------------------------|--|
| ACKNOWLEDGEMENT | i |
| LIST OF FIGURES | v |
| ABSTRACT | vii |
| CHAPTER 1 | INTRODUCTION |
| 1.1 | Background of the Problem 1 |
| 1.2 | Research Question 2 |
| 1.3 | Objectives of the Research 2 |
| 1.4 | Scope 2 |
| 1.5 | Methodologies 2 |
| 1.6 | Significance 3 |
| 1.7 | Limitations 3 |
| 1.8 | Project Planning 4 |
| CHAPTER 2 | LITERATURE REVIEW |
| 2.1 | Communication 5 |
| 2.2 | Online Communication 5 |
| 2.3 | The Importance of Online Communication to Students 6 |
| 2.4 | Weblogs 7 |
| 2.5 | Blog Awareness 10 |
| 2.6 | The Effectiveness of Weblogs 12 |

| | | |
|------------------|---------------------------------------|----|
| CHAPTER 3 | RESEARCH METHODS | |
| 3.1 | Introduction | 15 |
| 3.2 | The Research Approach | 15 |
| 3.3 | The Research Objectives | 15 |
| 3.4 | Methods of Data Collection | 16 |
| 3.5 | Analysis of Research Data | 18 |
| 3.6 | Conclusion | 19 |
| | | |
| CHAPTER 4 | RESULTS AND ANALYSIS OF DATA | |
| 4.1 | Introduction | 20 |
| 4.2 | Respondent's Demographic | 20 |
| 4.3 | Blog Awareness | 23 |
| 4.4 | Blog Effectiveness | 30 |
| 4.5 | Crosstabulation Tables | 41 |
| 4.6 | Conclusion | 42 |
| | | |
| CHAPTER 5 | DISCUSSION OF FINDINGS | |
| 5.1 | Introduction | 43 |
| 5.2 | Respondent's Demographic | 43 |
| 5.3 | Blog Awareness | 44 |
| 5.4 | Blog Effectiveness | 47 |
| 5.5 | Conclusion | 50 |
| | | |
| CHAPTER 6 | CONCLUSION AND RECOMMENDATIONS | |
| 6.1 | Conclusion | 51 |
| 6.2 | Recommendations | 52 |