UNIVERSITI TEKNOLOGI MARA

STUDENT'S PERCEPTION ON FACEBOOK AS A LEARNING TOOL

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ABSTRACT

Facebook is the most popular Social Network Site (SNS) among college students. Students have used Facebook for a variety of purpose including as a learning tool. The features provide by Facebook allowed students to connect with friends and others community for learning purpose. However, there have no yet clarified enough on how students use SNS in an education environment especially Facebook. Hence, the research focuses on objectives to investigate the perception and identify factor for students to adopt Facebook as a learning tool using Research Model adapted by Sánchez, Cortijo and Javed. This quantitative study was conducted among students from Poly-Tech MARA Ipoh who had used Facebook to communicate, share the latest information, upload/download note and discuss related things regarding the courses. According to the result, perceived usefulness is the perception for students to use Facebook as a learning tool. The factor for students to adopt Facebook as a learning tool is community identification as students use to participate in the virtual community. The result shows that Facebook has potential to become the effective learning tool as Facebook provide features that support as a learning tool. Therefore, understanding on how students perceive and the factors to adopt Facebook as a learning tool are crucial, further research is needed to have a better understanding of other types of SNS.

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