FACULTY OF ADMINISTRATIVE SCIENCE

& POLICY STUDIES

UNIVERSITY TECHNOLOGY MARA

BACHELOR OF ADMINISTRATIVE SCIENCE

THE STUDY OF SOCIAL NETWORK ON UNIVERSITY STUDENT ACADEMIC PERFORMANCE: A CASE STUDY IN UNIVERSITY TECHNOLOGY MARA (UiTM)

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Title: The Effects of Social Network on University Student Academic Performance

Chapter 1: Introduction

1.1 Introduction

In this chapter, it focused on the background of the study which is the effect of the social network on university student towards their academic performance. In section 1.1, it will discuss the background of the study, section 1.2 will explains the problem statement while section 1.3 will states the research question. However, section 1.4 will the research objectives and section 1.5 will state the information regarding on the scope of the study. Section 1.6 will explain the significant of study and lastly, which is section 1.7 is about the definition of terms and concepts that will be applied in this study.

1.2 Background of the Study

Social network is one of the best new technology developments used by the student to interact with their friends as well as their lecturers nowadays. According to Heyam A. Al-Tarawneh (2014), he states that social network is the main application under the umbrella of social media, which comes with the Web 2.0 era and it was fastest growing web application in the 21st century. The growing popularity of the sites is further influenced by the free access for whomever that desire to interact with friends and lecturers with a view to generating collective

Chapter 2: Literature Review

2.1 Introduction

This chapter provides the reviews of literature on The Effect of Social Network towards University Student's Academic Performance. Section 2.1 discuss on literature review which consists of the effect of social network on university student academic performance with fifth independence variables. Section 2:2 shows the conceptual framework of the studies while Section 2.3 consists of the hypothesis of fifth independent variables and dependent variable to shows the relationships those variables.

2.2 Literature Review

2.2.1 Social network addiction

The emergence of social networking sites (SNS) has attracted millions of users especially students. The usage of SNS can be considered as a trend among the student regardless school students or university students. Everyone seems to have their own SNS's account to interact with each other. According to Nielson Company (2009), the most well established current SNS, Facebook, was established in 2004 as a closed virtual community for Harvard students. The site has attracted a lot of attention and it was expanding tremendously. Nowadays, Facebook has more than 500 million of users, of whom 50% log on to it every day. The study also has shown that the overall time spent on Facebook increased by 566% from 2007 to 2008. These statistics indicates the exponential appeal of SNSs and it may have become a reason for the arising of SNS addiction. According to Czincz and Hechanova (2009), college students have a high potential of Internet addiction