



UNIVERSITI  
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FACULTY OF COMMUNICATION AND MEDIA STUDIES

THE DEPENDENCY ON SOCIAL MEDIA AMONG  
BROADCASTING STUDENTS IN UITM REMBAU

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## TABLE OF CONTENTS

ABSTRACT	PAGE
<b>1 INTRODUCTION</b>	<b>1</b>
1.1 Background of the Study	1-4
1.2 Statement of Problem	5-8
1.3 Research Questions	9
1.4 Research Objectives	9
1.5 Research Hypothesis	9
1.6 Significance of the Study	10
1.6.1 Policy	11
1.6.2 Practice	11
1.6.3 Methodology	12
1.7 Definition of terms	12
1.7.1 Instagram	12
1.7.2 FaceBook	12
1.7.3 Twitter	13
1.7.4 Social Networking Sites	13
1.7.5 Social Media	14
1.7.6 Internet Addiction	14

<b>2</b>	<b>LITERATURE REVIEW</b>	15
2.1	Past Research Analysis	15
2.1.1	Student's Addictiveness Towards Social Media.	15
2.1.2	The Impact of the Internet on Academic Performance.	16
2.1.3	Educational Use of Social Networks.	18
2.1.4	The Excessive Use Social Media.	18
2.2	Related Communication Theory	21
<b>3</b>	<b>METHODOLOGY</b>	24
3.1	Research Design	25
3.1.1	Quantitative Research Methodology	25
3.2	Data Collection Strategy	25
3.2.1	Survey	25
3.3	Sampling Strategies	26
3.3.1	Sampling Method: Non-Probability Sampling	26
3.3.2	Type of Sampling: Purposive Sampling	26
3.4	Unit of Ananalysis	27
3.5	Data Analysis	27
3.6	Operationalization of variables	28
3.7	Reliability Test (Pre-Test)	28
<b>4</b>	<b>FINDINGS AND DISCUSSIONS</b>	30
4.1	Section A: Demographic Profile	30
4.2	Section B: Frequency of Social Media Usage	32
4.3	Section C: Factors of Favourable Social Media applications	36

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## ABSTRACT

This study was carried out to investigate the relationship between social media usage, the dependency towards social media in academic purposes amongst broadcasting students in Uitm Rembau. Results of the research reveals that students are depends on the social media excessively for educational purposes because of the advance on social media in getting information as well as communicating with others. Majority of the respondents have listed out the benefits on using social media and why they are dependent excessively on it. In conclusion, some recommendations and suggestions have been made to guide students in particular on using the social media with a properly behaviours to avoid the misuse of the social media for the sake of a better future.

**Keywords: dependency, social media, information, educational purposes, communicating**