



UNIVERSITI TEKNOLOGI MARA

RELATIONSHIP ON THE IMPACT OF FACEBOOK TOWARDS
SEMESTER SIX STUDENT SELF-EFFICACY IN UITM
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CHAPTER ONE: INTRODUCTION

1.0 INTRODUCTION

According to Boyd & Ellison (2007), MySpace, Bebo, Friendster and Facebook are range of social networking website. It has attracted millions of users which some of them assume and consider it as a site that they need to visit daily. Social networking website are commonly functioning as a network for people around the world to connect with people, to share their same interest, to discuss, to socialize and part them to growth their business and to have a discussion regarding politic issues and so on. Some sites cater to diverse audiences, while others attract people based on common language or shared racial, sexual, religious, or nationality-based identities. Sites also vary in the extent to which they incorporate new information and communication tools, such as mobile connectivity, blogging, and photo/video-sharing.

Another definition from Boyd & Ellison is:

“We define social network sites as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site.”

2.1 LITERATURE REVIEW

FACEBOOK

It all got started back in 2003, as Facemash. Mark Zuckerberg created it, along with help of his friends and roommates Chris Hughes and Dustin Moskovitz. Zuckerberg was in his sophomore year at Harvard when opened it up. It firstly was been used only by the college and university students and expand among the business, domestic and school settings. On Facebook, users present themselves to others within a similar although far more extensive framework.

They are range of function in Facebook. An individual's Facebook page can include a portrait photograph, a 'Status' tag where the user can record their current activity, mood or thoughts, a list of 'Friends' and local 'Networks' with which the user is affiliated, personal contact details including postal address and mobile phone number, as well as a 'Mini-Feed' of recent Facebook activity which is shared with other users (detailing when and how the user has been making alterations or adding content). Elsewhere users can list their favourite music, films, TV shows, activities, interests and quotations, as well as share and tag photographs of each other.

Due to broad range of features in the Facebook, its functions in various depend on the users itself. According to Stutzman (2005), users can use Facebook to 'hang out', to waste time, to learn about each other or simply as a directory. Students often use Facebook in their social lives, as an arena for them to socialize and to increase social networks with different people from different places. According to

3.3 SAMPLE AND SAMPLING TECHNIQUE

Sampling method

Population

This study is considered a single case study approach due to the use of only one organization in defining the population. A survey was used as a method in collecting the data. The population of the study was the part 6 students from all faculties in UiTM Kota Samarahan. Meaning to say, we will focus on full time student within the scope stated above as our research respondents.

Sample

We will randomly choose 100 respondents within our research scope whereby the portion of the sample is depend on the number of student from each faculty. It is to ensure the reliability and validity of the data received. Moreover, comparison can be deduces from these respondents for the results of the findings later on.

Sampling Method

To complete our research, we will use Probability Sampling which is Stratified Sampling Method to distribute our questionnaires. We choose this method because it can make our research easier and we can get the data that we need immediately. We will distribute the questionnaires randomly through the representatives of each faculty. Then the representatives will distribute it randomly to their friends in that faculty.