

THE USE OF COMPUTER MEDIATED COMMUNICATION (CMC)
AMONG PRIVATE COLLEGE STUDENTS



Prepared for:
HAJI ABD. RAZAK B. SAID (SUPERVISOR)
PROF. MADYA WAN HANISAH BT. WAN ISMAIL
(CO-SUPERVISOR)

Prepared by:
HAIRUNNISA BT. MA'AMOR
SITI ROHMAH BT. TUHA
WAN NURUL MADIANA BT. MAHFUDZ JEFFRY
BACHELOR IN OFFICE SYSTEM MANAGEMENT (HONS.)

UNIVERSITI TEKNOLOGI MARA (UiTM)
FACULTY OF OFFICE MANAGEMENT AND TECHNOLOGY

NOVEMBER 2008

ABSTRACT

Computer-Mediated-Communication (CMC) is used to foster a collaborative learning environment in a number of courses at Kolej SHAHPUTRA, Kuantan. This paper examines factors such as motivation, knowledge, efficacy, skill coordination, attentiveness, expressiveness and selectivity that can influenced the use of CMC among the students. Some key issues and finding results were identified and discussed. CMC was nearly as good as face-to-face however students preferred to face-to-face delivery as a communication medium. It was also found out the selection of CMC medium among students were influenced mostly by speed followed by time, cost, facilities, capacity and features of CMC medium.

ACKNOWLEDGEMENT

We would like to express our deepest appreciation to the following parties or individuals for their contribution, support and assistance that had made this assignment possible:

Tn. Haji Abd Razak B. Said
Lecturer of Issues in Administrative Management (OSM 651)
And
Supervisor for this research group

Prof. Madya Wan Hanisah Bt. Wan Ismail
Co-supervisor for this research group

Kolej SHAHPUTRA
Miss Hasmalina Bt Hassan
Coordinator of Mass communication, Commerce, and MLVK
And
All respondents that involved in this study

Group members of this project, Hairunnisa Binti Ma'amor, Siti Rohmah Bt. Tuha and Wan Nurul Madiana Binti Mahfudz Jeffy for effort and passion.

TABLE OF CONTENT

TITLE	PAGE
Abstract	ii
Acknowledgement	iii
Table of Content	iv
List of Tables	vi
List of Figure	vii
Chapter 1: Introduction	
Background of the Study	1
Problem Statement	5
Research Objective	7
Research Question	7
Significance of the Study	8
Scope and Limitation of the Study	9
Terminologies	10
Chapter 2: Literature Review	12
Chapter 3: Methodology	
Research Design	27
Sampling Frame	27
Population	28
Sampling Technique	28
Sampling Size	29
Unit of analysis	29
Data Collection Procedures	30
Instrument	30
Validity of Instruments	32
Data Analysis	32
Chapter 4: Finding and Discussion	
Section A: Demographic	33
Section B: Motivation	37
Section C: Knowledge	40
Section D: Efficacy	42
Section E: Skill Coordination	45
Section F: Attentiveness	47
Section G: Expressiveness	50
Section H: Selectivity	52

Chapter 5: Conclusion and Recommendation

Conclusion	56
Recommendation	60
References	62
Appendices	64