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THE EFFECT OF SOCIAL NETWORKING SITES ON ACADEMIC PERFORMANCE AMONG HIGH SCHOOL STUDENTS IN KUALA LUMPUR

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ABSTRACT

Technology has played an integral part of our daily lives. The fact that technology is becoming more readily available at a lower cost has given more options and alternatives for us to conduct our daily lives and activities. The invention of the computer and the introduction of the internet have made our world borderless. Communicating, sharing of ideas and information from around the world lies at the tip of our fingers. Now with the recent introduction of Web 2.0 with its blogs and social networks sites, our world has definitely becomes smaller. Almost anyone that has access to the internet can communicate with anyone who also has that accessibility. However, current trends have shown an increase in the use of the internet and specifically those social networking sites. This increase in use is making major impact with our teenagers. The purpose of this study is to provide insights and empirical evidence on the Effect Of Social Networking Sites (SNS) on Academic Performance Among High School Students in Kuala Lumpur. This research is conducted in a scope that will be explained in few aspects which included the students' category, location and also the time frame of the research been conducted. Hence, this research will cover on the high school students, aged between 13 to 17 years old, within Kuala Lumpur area. It is also conducted between March 2018 until May 2018. This research describes the theoretical foundation for SNS that can give an overview of how SNS can affect the academic performance among High School Students in Kuala Lumpur using Theory of Planned Behavior (TPB). The sample size that used for this study is 382 respondents among the high school students in Kuala Lumpur. In this research, total population of students is 91, 621 students coming from 106 high schools of the total population around Kuala Lumpur. This is based on statistics number of schools in Kuala Lumpur 2017 that is downloaded from Portal Rasmi Jabatan Pendidikan Wilayah Persekutuan. Samples collected a total of 106 randomly selected findings of the high school students in Kuala Lumpur. In this research also found that the characteristics SNS, time management and academic competence is the significant important factors that the school management should be taking heed. The management should also provide a better environment working place in order to enhance the students' academic performance towards to the schools.

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TABLE OF CONTENTS

CHAPTER ONE
INTRODUCTION

1.1   Introduction

The advent of the internet in the 1990s led to major developments in the world of communication hence the introduction of social networking sites (SNSs). The coming into being of these sites revolutionized the world of communication and today we celebrate its improvements ranging from education to entertainment. The evolution of the internet has led to its usage as the best medium of communication whereby two-third (2/3) of the internet world's population visit social networking sites (SNSs) thus serving as communication and connection tools. These networking sites are referred to as social media (Boyd and Ellison, 2007).

Social media exploded as a category of online discourse which enables people to create contents, share them, bookmark them and network at a prodigious rate (Jha and Bhardwaj, 2012). This has breached the gab that existed in communication where people had to rely solely on traditional methods such as letters and phone calls as a mode of getting in touch with friends and relatives. Today, communication is as easy as walking into a neighbour's residence to deliver a piece of information or vice versa through the use of social media. Social media is fast changing the public discourse in the society and is setting trends and agenda in topics that ranges from the environment and politics to technology and the entertainment industry (Asur and Huberman, 2010).

The driving factors for adoption of social media are the progressively ubiquitous access, convenience, functionality, and flexibility of social technologies (Brown, 2010; Schroeder, Minocha and Schneider, 2010). These factors have made the adoption of social media very easy and have tremendously improved mankind's life by exposing him to different ways of creating and sharing information. An additional benefit of social technologies provided on the internet is that they are frequently free or require marginal investment, thereby eliminating a potential barrier to adoption (Brown, 2010).