



FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

BACHELOR IN ADMINISTRATIVE SCIENCE (HONS)

ADS 555

APPLIED RESEARCH PROJECT

RESEARCH TITLE

**A STUDY ON SOCIAL MEDIA IN HIGHER LEARNING EDUCATION AND
STUDENTS PERFORMANCE AMONG UNIVERSITY STUDENTS IN
MALACCA CITY CAMPUS**

NAME OF STUDENT

NASIHAH BINTI NADZIM 2009160877

ZAHREEN BINTI ZARKIAH 2009915471

DECEMBER 2012

LETTER OF TRANSMITTAL

Nasihah Binti Nadzim
Bachelor of Administrative Science (Hons.)
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Puan Marni Binti Hj. Ghazali
Advisor Lecturer of Applied Research
Faculty of Administrative Science and Policy Studies
UiTM Kampus Bandaraya Melaka

Dear Madam,

Submission of Research Report

Regarding to the above subject matter, we hereby submit our research report entitled “A Study on Social Media in Higher Learning Education and Students Performance among University Students in Malacca City Campus” as requirement for the completion of Applied Research Project (ADS 555) subject for your kind perusal and retention.

Thank you,

Yours sincerely,

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ACKNOWLEDGEMENT

Assalamualaikum w.b.t.

First of all, we would like to thank and praise to Allah s.w.t because due to His blessing, we are able to accomplish our report research for subject Applied Research (ADS 555). We also like to wish trillions of thanks to our beloved lecturer supervisor, Madam Marni bt. Hj. Ghazali, for her patience and serenity in guiding us during the process of completing this report. In addition, we would also like to thank her for spending her time to give consultation for us to develop this report research from zero until we finished.

For this opportunity, we also would like to thank to other lecturers that had helped us to complete our report and spend their time with us.

Furthermore, not to forget a bunch of thanks to our family, especially to our parents for their full supports and helps whether physically or spiritually. Besides that, we would like to thank all friends for their support and encouragement for us in completing this report. Last but not least, we would like to thank all the individuals who directly or indirectly contribute to the success of this research project especially to the students at Malacca City Campus.

Thank you.

Declaration

We hereby declare that the work contained in this research proposal is our own except those which have been duly identified and acknowledged. If we are later found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us under the Academic Regulations of UITM'S.

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ABSTRACT

This research is about “A Study on Social Media in Higher Learning Education and Students Performance among University Students in Malacca City Campus”. Convenience sampling technique of 150 respondents were the students of Higher Learning Education that comprises the University students at Malacca City Campus where the researcher focuses on the Universiti Teknologi Mara (UiTM) at Kampus Bandaraya Melaka, Universiti Teknikal Melaka (UTeM), Kolej Antarabangsa Yayasan Melaka, and Kolej Profesional Mara. All the 150 of respondents have cooperatively answered the questionnaire distributed by the researchers. The objective of this research is first to identify the level of frequency of using Social Media in learning purposes among the University students at Malacca City Campus. Second objective of this research is to identify the most influential factor that leads to the usage of Social Media among University students at Malacca City Campus. And the third objective is to identify the relationship/relatedness between the use of Social Media and Student performance in Higher Learning Education. There are four factors of the use of social media which are knowledge sharing, flexibility and accessibility, mobile phone-enabled technology and also easy communication. These factors as independent variables while student performance as the dependent variable on this study. The level of frequency of the use of social media in learning purposes also shows that students are most use “often” as what have been analyzed by use frequency distribution. The most influential factor that leads to use of social media in this study was flexibility and accessibility. And the same factor also shows the strong correlation with the student performance. This is due to the result of regression and correlation analysis that have been used. In conclusion, flexibility and accessibility was the most influential factor that leads to the use of social media and it has the positive and strong relationship towards student performance.