

**THE EFFECT OF TECHNOLOGY, SOCIAL MEDIA AND KNOWLEDGE  
SHARED BETWEEN GEN X'ERS AND GEN Y TOWARDS EFFECTIVE  
COMMUNICATION AT PEJABAT DAERAH DAN TANAH TEMERLOH**

**Prepared for:  
DR SHAIFUL AZLAN BIN ABDUL**

**Prepared by:  
NORSHAWANIE BINTI MAT AKIL  
BACHELOR IN OFFICE SYSTEM MANAGEMENT (HONS.)**

**UNIVERSITI TEKNOLOGI MARA (UiTM)  
FACULTY OF BUSINESS MANAGEMENT**

**July 2017**

## ABSTRACT

The purpose of this studies is to find out the relationship between technology, social media and knowledge shared between Gen X'ers and Gen Y toward effective communication. This studies was conducted at Pejabat Daerah dan Tanah Temerloh (PDT). The sample size of this studies only 100 out of 181employees. This studies employed correlation, multiple regression, independent sample t-test and descriptive statistic analysis. Based on the findings in chapter 4,there are significant relationship between technology, social media and knowledge shared toward effective ccommunication and the researcher found that, Gen X'ers are more effective in communication compare to the Gen Y at PDT. As a conclusion, some recommendations have been suggested in order to improve employees effective communication in future.

## TABLE OF CONTENTS

ACKNOWLEDGEMENT.....	I
ABSTRACT.....	II
LIST OF TABLES.....	III
LIST OF FIGURE.....	IV
CHAPTER 1	
INTRODUCTION.....	1
Background of the Study.....	1
Statement of the Problem.....	1
Research Objectives.....	3
Research Questions.....	3
Research Hypothesis.....	4
Significant of the Study.....	4
Limitations of the Study.....	4
Definitions of Terms.....	5-6
CHAPTER 2	
LITERATURE REVIEW.....	7
Definition.....	8-19
Conceptual Framework.....	19
CHAPTER 3	
RESEARCH METHODOLOGY.....	20
Research Design.....	20
Sampling Frame.....	20
Population.....	20
Sampling Technique.....	21
Sample Size.....	21
Unit of Analysis.....	21
Data Collection Procedures.....	21
Instrument.....	22
Validity of Instrument.....	22
Data Analysis.....	23-24
CHAPTER 4	
FINDINGS.....	25
Introduction.....	25
Normality Test.....	26
Descriptive Analysis for Respondent Profile.....	27-30
Descriptive Analysis for Technology, Social media and Knowledge shared.....	31-33
Descriptive Analysis for Effective Communication.....	34
Reliability Test.....	35
Correlation Test.....	36-38
Multiple Regression Test.....	39
Independent Sample T-Test.....	40-41

CHAPTER 5	
CONCLUSION AND RECOMMENDATIONS.....	42
Introduction.....	42
Conclusion.....	43
Recommendations.....	44-45
REFERENCES.....	46-49
APPENDIX	
A Agreement Form.....	50-51
B Submission of Final Academic Project.....	52-53
C Submission of Final Academic Project after Presentation.....	54
D Consultation Form.....	55
E Feedback Form from Panel.....	56
F Research Official Letter.....	57
G Cover Letter.....	58
H Turnitin.....	59
I Questionnaire.....	60-64
J Histogram.....	65-67
K Scree Plot.....	68

## LIST OF TABLES

2.1	Comparison Generation.....	14-15
3.1	Data Analysis.....	22-24
4.1	Questionnaire Return Rate.....	24
4.2	Skewness and Kurtosis Statistic.....	26
4.2	Age Statistic.....	27
4.3	Gender Statistic.....	27
4.4	Educational Level Statistic.....	28
4.5	Working Experience.....	28
4.6	Marital status.....	29
4.7	Positions.....	30-31
4.8	Statements of Technology Elements.....	31
4.9	Statements of Social media Elements.....	32
4.10	Statements of Knowledge shared Elements.....	33
4.11	Statements of Effective Communication.....	34
4.13	Cronbach's Alpha.....	35
4.14	Pearson Correlation.....	36
4.15	Pearson Correlation.....	37
4.16	Pearson Correlation.....	37
4.17	Model Summary.....	38
4.18	ANOVA .....	38
4.19	Model of Coefficient.....	39
4.20	Years of Birth.....	40
4.21	Gen X'ers and Gen Y mean comparison.....	41
5.1	Research Hypothesis.....	43