

**THE ASSOCIATION BETWEEN FACEBOOK USAGE AND
STUDENT ENGAGEMENT AT UNIVERSITI TEKNIKAL
MALAYSIA MELAKA (UTeM) CITY CAMPUS**

Prepared by:

**UNGKU NORAZEKIN BINTI UNGKU MOHD NOOR
BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONS)**

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

JANUARY 2016

ABSTRACT

This study was conducted to explain the association between Facebook usage and student engagement. Facebook divided into three, facebook use, facebook activities and facebook time spent. The subject area for this study is University Teknikal Malaysia Melaka (UTeM) City Campus. This study involves 262 respondents of students in UTeM City Campus. A pilot survey study was carried out to identify the problem of using questionnaire with 30 respondents from students in UTeM City Campus. The 274 structural questionnaire then has been used to collect data from the respondents and the answer received only 262 respondents complete answer the questions were analyzed.

This research study also focuses on association between facebook use, facebook activities and facebook time spent on student engagement. Besides that, to identify the significant level between independent variables and dependent variables. Other than that, a set of questionnaire was distributed to the respondents and the information was collected as part of the sources of data for this research study. The results indicate from the findings shows that all of the variables has significant relationship and it answered research questions as well as support the hypothesis presented in research study. As a conclusion, this research study helps the other researcher to explore the association between facebook and student engagement.

TABLE OF CONTENTS

Contents	Pages
ABSTRACT.....	ii
ACKNOWLEDGEMENT.....	iii
TABLE OF CONTENTS.....	iv
LIST OF TABLES.....	vi
LIST OF FIGURES.....	vii
CHAPTER 1	
INTRODUCTION	
Background of the Study.....	1
Statement of the Problem.....	4
Research Objective.....	6
Research Question.....	6
Significant of the Study.....	7
Definition of terms.....	8
CHAPTER 2	
LITERATURE REVIEW	
Introduction.....	9
Facebook.....	9
Facebook Use.....	11
Association between Facebook Use on Student Engagement.....	13
Facebook Activities.....	14
Association between Facebook Activities on Student Engagement.....	16
Facebook Time Spent.....	18
Association between Facebook Time Spent on Student Engagement.....	19
Student Engagement.....	20
Conceptual Framework.....	22
Hypothesis.....	23
CHAPTER 3	
RESEARCH METHODOLOGY	
Introduction.....	24
Research Design.....	24
Sampling Frame.....	27
Population.....	27
Sampling Technique.....	29
Sample Size.....	31
Unit Of Analysis.....	33

Data Collection Procedure.....	33
Instrument.....	33
Data Analysis.....	34
Hypothesis.....	35
CHAPTER 4	
FINDINGS AND DISCUSSION	
Introduction.....	36
Response Rate.....	36
Demographic Profile	
Profile of Respondents: Gender.....	37
Profile of Respondents: Age.....	37
Profile of Respondents: Semesters.....	38
Profile of Respondents: Programmes.....	39
Correlation Analysis.....	39
Bivariate Correlation Analysis Study	
Association between Frequencies of Facebook use on student engagement.....	40
Association between Frequencies of Facebook activities on student engagement.....	42
Association between Frequencies of Facebook time spent on student engagement.....	44
CHAPTER 5	
CONCLUSIONS AND RECOMMENDATIONS	
Introduction.....	47
Conclusions.....	47
Recommendations.....	50
Recommendations for Future Research.....	51
REFERENCES.....	52
APPENDICES.....	56

LIST OF FIGURES**Figure
Pages**

2.0 Theoretical Framework of this Study.....	22
3.0 Determining the Simple Size from the Population Size.....	32