



THE EFFECT OF ONLINE SOCIALIZATION TOWARDS ACADEMIC
PERFORMANCE AMONG BACHELOR OF SCIENCE IN LIBRARY AND
INFORMATION MANAGEMENT (HONS) STUDENTS IN UiTM KEDAH

MOHD AMIENASHROF AZAQ' IEM BIN CHE AZIZ

(2010397711)

FACULTY OF INFORMATION MANAGEMENT

UNIVERSITI TEKNOLOGI MARA (UiTM)

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AUTHENTICATION

I hereby declared that all piece of works provided for this research came from my own effort without any kind of plagiarism. Any other external literatures, which I had used, have been included with its primary sources.



Mohd Amienashrof Azaq'iem Bin Che Aziz
2010397711

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ABSTRACT

The research was undertaken to investigate the effect of online socialization towards academic performance among Bachelor of Science in Library and Information Management Student in UiTM Kedah. The instrument for the study was a set of questionnaires that was distributed to 144 of IM224 students. It consists of one dependent variable and three independent variables for this research. The dependent variable is academic performance while independent variables are self efficacy, attitude, and interaction. From the analysis, majority of the students agreed that confident is very important. Therefore, it shows that students think confident is necessary when sharing valuable information with other. The study also showed that students feel happier with the assessment that uses online environment. Other than that, students feel more connected with their friend via online environment. This behavior can affect their academic performance either in bad way or a good way.

Keyword: *academic performance, online socialization, social networking site, attitude, self efficacy, interaction, UiTM Kedah.*