



**A STUDY OF THE RELATIONSHIP BETWEEN SOCIAL
NETWORK ON ACADEMIC PERFORMANCE AND NON
ACADEMIC ENGAGEMENT TOWARDS STUDENT IN
UITM SAMARAHAN**

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ORIGINAL LITERATURE WORK DECLARATION

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Field of Study : Marketing

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ABSTRACT

The purpose of this study is to identify the relationship between social network and (academic performance, non academic engagement), and the relationship between academic performance and non academic engagement towards student in UiTM Samarahan, Sarawak. Also this research aims to contribute a better understanding of these relationships.

The data set is collected through self-administered questionnaire and convenient non probability random sampling method. A sample of 331 was collected from UiTM Samarahan, Sarawak. The findings revealed that there is a positive significant relationship between social network and (academic performance, non academic engagement) and the relationship between academic performance and non academic engagement. The objectives were tested through correlation analysis. The findings of this study are limited by the number of respondents, area and location.

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

Social network are websites that allow people to connect with each other such as peers, family or business communication purpose based on shared interest, activities, characteristics or information. Web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site (Boyd & Ellison 2007).

According to Junco & Mastrodicasa (2007), people can post their personal information and pictures on a profile page to display and share it with their friend list. The uses of social networks are really extreme among people in both private and academic life.

Social network have attracted attention among students and educators due to the popularity and has the potential effect on academic performance. One of the major universities or schools is the student's academic performance by measured with the examination results. Academic performance is the outcome of results education which students has achieved their educational goals. Obi Bulus, Adamu & Sala'at (2012), observed that the use of social networks also gives impact student's use of English and grammar.

In this technology era, the growth of the internet has a high impact on the improvement of the students in which way they are interact and socialize. During this era, communication through social network is the most popular term between them. This is because the internet