



“THE IMPACT OF USING SOCIAL  
NETWORK SITES TOWARD STUDENTS’  
ACADEMIC PERFORMANCE”

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**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
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Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## **ABSTRACT**

This research paper aims to present the concept of Social Networks Sites' (SNSs) and its evolution in the world of business as well as several important advantages and disadvantages of using online social networking sites for academic performance. The research is being present based on the main reasons for using online networking sites by UiTM students from the several area in Sepanggar, Kota Kinabalu.

The problem is that the communication has gone far to more than just for social purposes. It is now changed from social into something formal. Since communication has been enhance to more than just social communication, people are moving forward into a new dimension of communication. While the objective is to to determine the effectiveness in searching for information using the social network for academic purposes among undergraduate university students, investigate the relationship on time management between the social networks and students and identifying the factors using SNS's to communicate among the students' in achieving their academic performances.

Finally, the target population for this research is the undergraduate students which consists of both diploma and degree students of UiTM Sabah, Kota Kinabalu Campus for both gender's male and female. The results of the research which the value of Cronbach's Alpha is 0.893 which is considered as excellent, reliable variable and correlated well by using 22 items. Based on significant value for each variable. The results shows that there are two (2) independent variables that has a relationship with the dependent variable.

## **1.0 Introduction**

*This section provides a brief introduction about the research project which includes a description about the background of the research, objectives, significance, as well as the limitations being faced by the researcher*

### **1.1 Research Background**

Since their introduction, social network sites (SNSs) such as MySpace, Facebook, Cyworld, and Bebo have attracted millions of users, many have using these sites into their daily practices. There are hundreds of SNSs, with various technological affordances, supporting a wide range of interests and practices. Most sites support the maintenance of previous social networks, but others help strangers connect based on shared interests, political views, or activities. Some sites provide to different audiences, while others to attract people based on common language or shared racial, sexual, religious, or nationality based identities. Social sites also vary in certain point which they include new information and communication tools, such as mobile connectivity, blogging, and photo/ video-sharing.

Social network is the use of internet-based social media programs to make connections with friends, family, classmates, customers and clients. Social networking can be done for social purposes such as for studies, business purposes or both. The programs show the associations between individuals and enable in gaining of new contacts. Examples of social networking have included Facebook, Twitter, Instagram, LinkedIn, Classmates.com and Yelp.

An attractive ways of communicating with other people that attracts all people regardless of their ages, occupation and social levels is through the Internet (Akbiyik,