

UNIVERSITI TEKNOLOGI MARA

**STUDENTS' PERCEPTIONS ON FACEBOOK AS
EDUCATIONAL TOOL: CENTER OF DIPLOMA (CDP),
MULTIMEDIA UNIVERSITY**

RUBIAH BINTI MOHD YUNUS

IT Project submitted in partial fulfillment of the requirements
for the degree of

Master of Science (Information Technology)

Faculty of Computer and Mathematical Sciences

July 2012

STUDENT'S DECLARATION

I declare that the work in this report was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as reference work. This report has not been submitted to any other academic institution or non-academic institution for any other degree of qualification.

In the event that my report is found to violate the conditions mentioned above, I voluntarily waive the right to conferment of my degree or degree to be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA

Name of Student : RUBIAH BINTI MOHD YUNUS

Student's ID No. : 2010432868

Program : Master of Science in Information Technology

Faculty : Faculty of Computer and Mathematical Sciences

Project Title : Students' Perceptions on *Facebook* as Educational Tool: Center of Diploma (CDP), Multimedia University

Signature of Candidate :

Date : 30th June 2012

ABSTRACT

The acceptance of Social Network Sites by students is demonstrated especially in *Facebook*. The apparent and potential of using Social Network Sites for educational purposes is still being discussed. This project will explore the use of *Facebook* group within final year of Center of Diploma Student (CDP) in Multimedia University (MMU) Cyberjaya in E-Commerce subject. A depth study is conducted in terms of determining students' attitudes and perceptions in utilizing *Facebook* to assist informal learning. In addition, students understood that they more knowledgeable by exploring *Facebook* and would like to use *Facebook* for other educational tools. Students also able to communicate directly and get fast respond from lecturers and other coursemate after class time. This study attempts to identify the students' perceptions of *Facebook* usage for education tools. This study is needed to see a purpose to carry out this study provides a platform to discover pedagogical implication that would affect diploma students in MMU Cyberjaya. A *Facebook* group, named as Diploma in Information Technology is created to connect a group of Center for Diploma (CDP) students and a lecture with shared-interest of knowledge and experiences. Student's involvement in the group was final year students and depending on students' learning autonomy to regulate the learning responsibility. The finding revealed that there are five factors perceptions on *Facebook* usage for education tools. The five factors are motivation, interaction with lecturers, interaction with other students, technology, and learning/pedagogy. At the end of the analysis, the study found that technology is the main factor of students' perceptions of *Facebook* usage as education tool for CDP students. The understanding the use of *Facebook* will provide CDP students and lecturers an opportunity to develop pedagogical effective *Facebook* learning environment.

ACKNOWLEDGEMENTS

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the name of Allah, the Most Gracious and the Most Merciful. All praise belongs to Allah, Lord of the Universe. There is no god but Allah and Muhammad is his messenger, peace upon him.

There are many people who directly and indirectly helped me in successfully to conduct this study. First, my warm and deepest appreciation goes to my supervisor, Associates Professor Mardziah Hj Hashim, for the guidance throughout my project study. With much valuable suggestions contributed lead me achieving the set aim of the study. Patience however on her part and unfailing support leads to completion of this study. Thank You so much Dr.

Secondly, I would like to express my gratitude and love to my husband, Ikhmal Husin Bin Abd Rahman and my family for the support and encouragement shown to me during the course of my study.

Last but not least to my entire course mate (fazlina, Syida, Atie, Mira, and Hazami) for the moral support, during happy and sad time to finish our project. Besides, my students who indirectly involved in this study which contribute in the case of my study.

Alhamdulillah and Thank You Very much.

TABLE OF CONTENTS

	Page
STUDENT’S DECLARATION	i
ABSTRACT	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLE	viii
LIST OF FIGURES	x
CHAPTER ONE: INTRODUCTION	
1.1 Introduction	1
1.2 Research Background	2
1.3 Problem Statement	3
1.4 Research Questions	5
1.5 Research Objectives	5
1.6 Research Scope	6
1.7 Research Significant	6
1.8 Chapter’s Outlines	7
CHAPTER TWO: LITERATURE REVIEW	
2.1 Introduction	8
2.2 The Growth of Internet in Malaysia	8
2.3 Definition of Social Network Sites (SNSs)	9
2.4 The Growth of Online SNSs in Malaysia	10