

UNIVERSITI TEKNOLOGI MARA

**EXPLORING SOCIAL
INTERACTION AND ITS
ATTRIBUTES AMONG STUDENTS
VIA MOBILE SOCIAL FORUM**

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IT Project submitted in partial fulfilment
of the requirements for the degree of
Master of Science in Information Technology


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AUTHOR'S DECLARATION

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

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

The landscape of social interaction between students in a university environment is changing through the introduction of online social network. However, there is not much research about how the student uses online social forum which dedicated for student only and at the same time fostering sense of community among the student. The small volume of research also caused from a less number of dedicated online forums that fostering the student in university environment especially in Malaysia. There are journals suggesting most social interaction is between student and lecturer. This is due to less possible way to verify the interaction between students with students. Therefore, this research aims at identifying the elements of social interaction that could foster student interaction by designing and developing online social forum, StudSquare.com. This online forum is only dedicated to FSKM UiTM Shah Alam students. Through the observation and content usage on Studsquare.com and individual survey, adoption from Rovai Classroom Community four dimension and Rovai Classroom Community Scales, the result shows significant value of total of 60 students and alumni on connectedness and belongings dimension towards other student, other than learning dimension. This result will give significant value for student in tightening the community bonding and help the body of knowledge in getting a better view of student social interaction expending the community bounding to the outside of faculty environment.

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