UNIVERSITI TEKNOLOGI MARA

FACTORS THAT INFLUENCE STUDENTS IN HIGHER INSTITUTION USING FACEBOOK AS A LEARNING TOOL

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Computing Project submitted in partial fulfillment
of the requirements for the degree of
Master of Science in Information Technology

Faculty of Computer and Mathematical Sciences

July 2017

ABSTRACT

This research investigates the possibilities of integration e-learning with social media to resolve the problem of low interaction among learners and teachers in existing e-learning environments. The problem of this study is lack of e-learning ability to stimulate learners' participation in the course, also unable to have good interaction, where students need to be more pro active instead of being content receiver created and provided by teachers. Even though e-learning has many benefits, but there are also major problems that impact on low usage of e-learning and engage with the course content among students. The study extends the e-Learning Acceptance model, the Unified Theory of Acceptance and Use of Technology (UTAUT) and Technology Acceptance model (TAM) to identify the problem of e-learning and determine the factors that influence students using Facebook as a learning tool instead of e-learning management system. From the research model, four factors are examined that encourage student to use Facebook as a learning tool. The four factors are functionality, accessibility, communication and user experience. Through this study, it helps institution higher learning and lecturer to examine the role of social media in the teaching and learning process. The study participants were among students in higher institution learning in Klang Valley. Data from 222 respondents were collected using questionnaires which has been tested using Cronbach's Alpha, reliability test, descriptive analysis (mean and standard deviation) and multiple regression analysis. Thus, from this result, lack of interaction has been identified as the main problem of e-learning system in order to have efficient learning process. On the other hand, research model has been revised accordingly. The finding indicates that the perceptions regarding the ease of use of Facebook is the key feature that influence students to use the social network for learning purposes. With regards to this finding, accessibility, communication, and user experience are considered as the factors that influence students' intention to use Facebook as a learning tool. A number of recommendations had been highlighted to assist similar studies in future.

ACKNOWLEDGEMENT

First and foremost, the deepest gratitude of all shall be bestowed to Allah the Almighty and The Merciful for all the insight which He gave to us that lead to the completion of this research. Without His blessings and consent, I might not have enough courage and determination to complete this research. All my thanks and appreciation will be laid upon Him.

My deepest gratitude is extended to Dr Jasber Kaur A/P Gian Singh, for all assistance, advice, guidance, encouragement, new ideas and invaluable support given as my project supervisor for a better quality in my research. Thank you for being such a great mentor. I also would like to express my gratitude and sincere appreciation to Dr Rogayah binti Abdul Majid for her invaluable knowledge, comments and recommendations on how to enhance my research.

Not forgetting very special thanks to all participant and all the lecturers, friends also colleagues of Master of Science in Information Technology for their support and encouragement during the process of completing this research.

Finally, I would like to express my deepest gratitude to my beloved husband Muhamad Khalil Kushairi bin Abdul Samad, parents and families for all support and courage towards my success. Without their personal sacrifices and being a constant source for encouragement, especially in the final stages, this thesis would not have been possible.

Thank You.

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