

UNIVERSITI TEKNOLOGI MARA

**STUDENT'S PERCEPTION ON
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

January 2017

ABSTRACT

Facebook is the most popular Social Network Site (SNS) among college students. Students have used Facebook for a variety of purpose including as a learning tool. The features provide by Facebook allowed students to connect with friends and others community for learning purpose. However, there have no yet clarified enough on how students use SNS in an education environment especially Facebook. Hence, the research focuses on objectives to investigate the perception and identify factor for students to adopt Facebook as a learning tool using Research Model adapted by Sánchez, Cortijo and Javed. This quantitative study was conducted among students from Poly-Tech MARA Ipoh who had used Facebook to communicate, share the latest information, upload/download note and discuss related things regarding the courses. According to the result, perceived usefulness is the perception for students to use Facebook as a learning tool. The factor for students to adopt Facebook as a learning tool is community identification as students use to participate in the virtual community. The result shows that Facebook has potential to become the effective learning tool as Facebook provide features that support as a learning tool. Therefore, understanding on how students perceive and the factors to adopt Facebook as a learning tool are crucial, further research is needed to have a better understanding of other types of SNS.

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 lay upon Him.

My deepest gratitude is extended to Puan Saidatul Rahah Binti Hamidi, 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 Fariza Hanis binti Abdul Razak for her invaluable knowledge, comment and recommendation on how to enhance my research.

Not forgetting very special thanks to all staff of Poly-Tech MARA Ipoh, students and all the lecturers, friends also colleagues of Master Science (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 parents (Abdul Halim Bin Aripin and Jamiyah Binti Abdul Hamid) 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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