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PERCEPTION ON ONLINE SOCIAL NETWORKING AMONG STUDENTS OF UITM SABAH

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Table of Contents

Chapter 1: Introduction

1.1 Background of Study 1

1.2 Problem Statement 2

1.3 Research Question 6

1.4 Research Objectives 7

1.5 Scope of the Study 8

1.6 Significance of the Study 9

1.7 Definition of the Term/ Concepts 10

Chapter2: Literature Review & Conceptual Framework

2.1 Literature Review 12

2.2 Conceptual Framework 19

Chapter 3: Research Method

3.1 Research Design 20

3.2 Unit of Analysis 20

3.3 Sample Size 20

3.4 Sampling Technique 20

3.5 Measurement/ Instrumentation 21

3.6 Data Collection 21

3.7 Data Analysis 21

Chapter 4: Findings

4.1 Profile Description 22

4.2 Correlation for the Perception of UiTM Sabah's Students towards Online Social Networking 23

4.3 Correlation for Factor that Influences the Use of Online Social Networking to UiTM Sabah's students 28

4.4 Correlation for the Implications of Online Social Networking towards UiTM Sabah's Students 32

Chapter 5: Discussions and Conclusions

5.1 Discussion 38

5.2 Recommendation 41

5.3 Limitation 43

5.4 Conclusion 43

References 44

Appendices 46

ABSTRACT

The trend in online social networks has gained much attention from many researchers. An emerging issue on college and university campuses became more evident in February 2004 with the initial release of www.Facebook.com (Facebook) and its proliferation across the nations. As an online social networking community, this site and others like it have been widely adopted for use by university's students. It is important to understand the student's perceptions towards the use of online social networking. Therefore, this study is carried out as to identify the perceptions, factor influencing and effect of the use of online social networking to them.