



**Faculty of Administrative Science
& Policy Studies
Universiti Teknologi MARA**

Bachelor of Administrative Science

Title of Proposal

**A STUDY ON IMPACT OF SOCIAL MEDIA TOWARDS ACADEMIC
PERFORMANCE AMONG UNIVERSITY STUDENTS IN MALAYSIA**

Name of Student

**NUR MAISARAH BINTI HASRAN 2020483766
MUHAMMAD AFFIZZUDDIN BIN RAMLAY 2020620912**

[AUGUST 2022]

ACKNOWLEDGEMENT

In the name of Allah, Most Gracious and the Most Merciful Alhamdulillah, all praises to Allah for the strengths and his blessing in completing this research. Special appreciation goes to our supervisor, Miss Nur Aida binti Kamal, for her supervision and constant support. Her invaluable help of constructive comments and suggestions throughout the experimental and research works have contributed to the success of this research. Not forgotten, my appreciation to our lecturer in charge of research Part 5, Mr Mohd Ramlan bin Mohd Arshad for his support and knowledge on this subject.

We would like to express our appreciation to the Deputy Dean of Student Affairs, Faculty of Administration Science and Policy Studies, Dr Mazlan bin Che Soh for his support and help towards the undergraduate affairs. Our acknowledgement also goes to all office staff of Faculty of Administration Science and Policy Studies for their co-operations.

Sincere thanks to all our friends especially Qaid and Afiq for their kindness and moral support during our process of making this research. Last but not least, our deepest gratitude goes to our beloved parents for their endless love, prayers, and encouragement. We also want to thank people who are directly and indirectly contributed in this research, your help mean a lot to us. Thank you very much.

Nur Maisarah Binti Hasran
Muhammad Affizzuddin Bin Ramlay
Bachelor of Administrative Science (Honours)
Faculty of Administrative Science and Policy Studies
University Teknologi MARA, Seremban 3

ABSTRACT

The aim of this study is to identify the factor that influence the academic performance among university students in Malaysia by examining the relationship between the social media addiction, stress caused by social media and also low self-esteem caused by social media. To test the hypothesis of this study, a quantitative method and convenience sampling was used by distributing online questionnaire to the university students in Malaysia and a total of 384 responses were received. The results suggested that there is a significant negative relationship between the social media addiction, stress caused by social media and low self- esteem caused by social media with academic performance among university student in Malaysia. Other than that, this study shows that the three independent variables identified in the study are influencing academic performance among university students in Malaysia. This study gives a better understanding of academic performance and the factors that may influence the academic influence among university students in Malaysia.

Table of Contents

CHAPTER 1 INTRODUCTION.....	1
1.0 INTRODUCTION.....	1
1.1 PROBLEM STATEMENT	2
1.2 RESEARCH QUESTIONS.....	4
1.3 RESEARCH OBJECTIVES.....	4
1.4 SCOPE OF STUDY	5
1.5 SIGNIFICANCE OF THE PROPOSED STUDY	5
1.6 DEFINITION OF TERMS, TERMINOLOGY AND CONCEPTS	6
1.7 CONCLUSION	7
CHAPTER 2.....	8
LITERATURE REVIEW & CONCEPTUAL FRAMEWORK.....	8
2.0 INTRODUCTION.....	8
2.1 SOCIAL MEDIA AND ACADEMIC PERFORMANCE	9
2.2 IMPACT OF SOCIAL MEDIA	11
2.2.1 SOCIAL MEDIA ADDICTION	11
2.2.2. STRESS CAUSE BY SOCIAL MEDIA	12
2.2.3 LOW SELF ESTEEM CAUSED BY SOCIAL MEDIA	12
2.3 CONCEPTUAL FRAMEWORK.....	13
2.4 HYPOTHESIS DEVELOPMENT	14
2.4.1 THE RELATIONSHIP BETWEEN SOCIAL MEDIA ADDICTION AND ACADEMIC PERFORMANCE.....	15
2.4.2 THE RELATIONSHIP BETWEEN STRESS CAUSED BY SOCIAL MEDIA AND ACADEMIC PERFORMANCE.....	16
2.4.3 THE RELATIONSHIP BETWEEN LOW SELF-ESTEEM CAUSED BY SOCIAL MEDIA AND ACADEMIC PERFORMANCE	16
2.5 SUMMARY	17
CHAPTER 3.....	18
RESEARCH METHOD	18
3.0 INTRODUCTION.....	18
3.1 RESEARCH DESIGN.....	18
3.2 UNIT/LEVEL OF ANALYSIS	19
3.3 SAMPLE SIZE.....	20
3.4 SAMPLING TECHNIQUE.....	21

3.5	MEASUREMENT/INSTRUMENTATION	23
	Tables 3.5.1 Details of Measurement	23
3.6	DATA COLLECTION	25
3.7	DATA ANALYSIS	26
3.7.1	RELIABILITY TEST	26
3.7.2	NORMALITY TEST	27
3.7.3	DESCRIPTIVE ANALYSIS.....	27
3.7.4	BIVARIATE PEARSON CORRELATION	28
3.7.5	SUMMARY DATA ANALYSIS	28
3.8	PILOT STUDY	29
3.8.1	PILOT STUDY RESULT	30
3.9	SUMMARY OF THE CHAPTER	30
	CHAPTER 4 FINDINGS	31
4.1	INTRODUCTION.....	31
4.2	PROFILE OF RESPONDENTS.....	31
	Table 4.1: Profile of Respondents	32
4.3	PRELIMINARY ANALYSES	34
4.3.1	RELIABILITY RESULT FOR FULL SCALE STUDY	34
	Table 4.2: Reliability Test of Dependent Variable	34
	Table 4.3: Reliability Test of Independent Variables	34
	Table 4.4: Real Test Variables Results.....	35
4.4	MAIN FINDINGS	36
4.4.1	OBJECTIVE 1: TO EXAMINE THE RELATIONSHIP BETWEEN THE SOCIAL MEDIA ADDICTION AND THE ACADEMIC PERFORMANCE AMONG THE UNIVERSITY STUDENTS IN MALAYSIA.	36
	Table 4.5 Relationship between social media addiction and academic performance.....	36
4.4.2	OBJECTIVE 2: TO EXAMINE THE RELATIONSHIP BETWEEN STRESS CAUSED BY SOCIAL MEDIA AND ACADEMIC PERFORMANCE AMONG UNIVERSITY STUDENTS IN MALAYSIA.	36
	Table 4.6 Relationship between stress caused by social media and academic performance.....	37
4.4.3	OBJECTIVE 3: TO EXAMINE RELATIONSHIP BETWEEN THE LOW SELF-ESTEEM AND ACADEMIC PERFORMANCE AMONG UNIVERSITY STUDENT IN MALAYSIA.....	37
	Table 4.7 Relationship between low self-esteem and academic performance.....	37
4.7	SUMMARY	38
	DISCUSSION & CONCLUSION.....	39
5.1	INTRODUCTION.....	39
5.2	DISCUSSION OF THE FINDINGS	39