

UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES



AM228

BACHELOR IN ADMINISTRATIVE SCIENCE (Honours)

APPLIED RESEARCH PROJECT (ADS555)

**PARENTS' PERCEPTION TOWARD THE EFFECT OF THE GADGET USAGE
AMONG CHILDREN**

NUR SAHNIZA BINTI SAHMAT

2015106249

NURUL SYAMIMI BINTI JAINOL

2015237714

SEPTEMBER 2017 – JANUARY 2018

ACKNOWLEDGEMENT

Assalamualaikum WBT. First of all, all praises for Allah the Almighty that allowing us to complete this task just in the period time given. With the helps from Allah the most Gracious, we was successfully managed to complete our research proposal even though we were faced a lot of difficulties during the period to complete this.

Hearties and sincere appreciation to our supervisor, Madam Suekadiana Binti Affendi for her guidance and words in completing this research proposal. We were appreciates for all of her sacrificed that she gave during the period of completing this research proposal. She always keeps us motivated and on course during all those moments when the things were not going as what have been planned. She never failed to help us to carry out each information and experiment related to this research proposal to make sure we were completely understand what we need to do for our research proposal.

Great thanks to all of academic staff and non-academic staff in Universiti Teknologi Mara (UiTM) Campus Samarahan 1 and 2 for generously being our respondent and spending a few minutes of their time to answering our questionnaire. It is impossible for us to complete this research proposal without their help.

Lastly, we also convey our appreciation to our parents for their unconditional support and encouragement during the period of time to completing this research proposal and a big of thanks to everyone who has directly and indirectly helped us in completing this research proposal.

ABSTRACT

This study is regarding the parents' perception toward the effect of gadget usage among children. We would like to determine what the effect of gadget for children's lifestyle, academic performance and also toward children's health when they are using the gadget as well as to study on the parents' perception toward the effect of gadget used among children. The results of this research are gadget usage among children lead to affect the children social lifestyle, academic performance and also children's health. However, there are no relationship for the parents' perception with the effects of gadget used among children based on the result gained through correlation analysis. They are either encouraged and avoid to takes a burden to buy a gadget for their children. Besides that, not all of the parents supported the existence of the gadget in their home. There were 248 academic and non-academic staff at Universiti Teknologi Mara (UiTM) Campus Samarahan 1 and 2 has become respondents for this study. The data obtained were analysed using computer software Statistical Package for Social Sciences (SPSS) to calculate the mean, frequency and correlation coefficient test.

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CHAPTER I

INTRODUCTION

1.0 INTRODUCTION

Technology has been growing and become an essential part of everyone in their daily life. With the fast advancing modern age technology, it creates a gadget that is a small tool which is a machine that has its own function. There are many types of gadgets such as mobile phones, tablets, laptop computers, iPhone, iPod, Bluetooth gadget devices and many other gadget items. People with all fields and ages have been influenced with these electronic technology gadgets (Malhotra, 2016).

According to Amit Chavan (2015), people use gadgets for internet surfing, playing games online, emails, social networking, chatting, online shopping, and many more. The use of gadgets may give positive impacts but somehow it also gives negative impacts to us especially to the children.

According to Supraja (2017), children who use gadgets can encourage them in their cognitive learning and analytical skilled, it also may help in their studies where the subject can be thought in an interesting, fun and exciting way. However it may also make the children not actively involved in their outdoor activities, they are tend to spend their whole time with the gadgets and it will lead to poor academic performance because they cannot concentrate on their studies.

So, it is important for the parents to know either the use of gadgets among their children are good for their children or it may give bad impacts to their children development in terms of their health, social development and their academic performance. Some of the parents have their own perception towards gadgets usage among their children. There might be positive perception and there are also might be negative perception by the parents.

Therefore, the purpose of this study is to identify the parents' perception towards the effects of gadget usage among their children in Universiti Teknologi Mara (UiTM) Campus Samarahan 1 and 2.