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BACHELOR OF ADMINISTRATIVE SCIENCE (HONOUR)



**A STUDY ON THE IMPACT OF EXCESSIVE USAGE OF SOCIAL MEDIA
TOWARDS BACHELOR ADMINISTRATIVE SCIENCE STUDENTS' SOCIAL
BEHAVIOR**

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JANUARY 2018

ABSTRACT

In the era of globalization, the use of social media such as Facebook, Twitter, Instagram and WhatsApp has been increasing. Furthermore, it has become a vital part for the users to communicate, interact, and socialize with their old and new friends. Meanwhile for the students, the social media is very important for in order for them to complete their academic assessment, exchange information with their friends as well as to obtain information. However, the extreme use of social media can bring negative influence to the users especially the users since they are the active users of social media. The excessive usage of social media can lead to the deterioration of personality development, interpersonal skills, psychological health and physical health. Unfortunately, those negative effects have the possibility to influence the social behavior of the students. Therefore, the aim of this study is to find the impacts of the excessive usage of social media towards the students. The participants of this study involve students of Bachelor in Administrative Science from UiTM Samarahan. This research will study on whether the impacts on interpersonal skills, personality development, psychological health and physical health will result in the negative outcomes of social behavior among the students. Based on this research finding, the result shows that the physical health is the most dominant impact from the excessive usage of social media. At the end of this study, the recommendations obtained include using the social media wisely, managing time efficiently, university should be strict over the students who used social media using the computers in university as well as the role played by the parents in order for the people to have the best social behavior outcomes and hence, the findings as well as the recommendations can be taken into consideration by the other researches. On top of that, it is recommended that the researchers include all the university students, find out the other impacts of the excessive usage of social media as well as to find the other

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CHAPTER 1

INTRODUCTION AND BACKGROUND

1.0 Introduction

This chapter is focuses on the background of the study which is on the impacts of excessive usage of social media towards Bachelor of Administrative Science students' social behavior. This study also emphasis on the impact of the Social media on UiTM Students Samarahan 2. In Section 1.1 will discuss on the background of the study meanwhile Section 1.2 will describe on the problem statement of the study. Furthermore, on Section 1.3, it concentrate with research question meanwhile on Section 1.4 it states the research objectives. On the other hand, Section 1.5 provides the information on the scope of study and yet in Section 1.6 it provides the significant of the study. Lastly, in Section 1.7 it indicates the limitation of the study and lastly in Section 1.8 stated all the definition of the term and the concepts that are related to the study.

1.1 Background of the Study

In the modernization, social media is one of the essential that are needs for the students to have it. Social media is one of the most popular and new forms of media which it consist of variety features and characteristics. There are also several definition by the scholar about social media and one of it is based on Shrestha Lucky (2013) as cited in Shetty, Rosario & Hyder (2015) , she described that social media is means of connections among people in which they create, share and exchanging information and ideas in virtual communities and networks.

Social media also could help people to make their lives easier as stated by Latour (2005) reminds us, the social is not a thing or domain of reality where it does not explain and yet it is precisely what needs explaining.

As Boyd and Ellison (2007) has suggested that a distinctive feature of certain web-services, where we conclude it in the term of social network. Boyd and Ellison also stress as these sites are about showcasing the users where it have been established the network but not about finding new friends.

With there are several definitions of social media, the notion social media refer to digital technologies emphasizing user-generated content or interaction (Kaplan&

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

This chapter will be focusing on the background of social media. Section 2.1 will explain on the background of social media. Furthermore, Section 2.2 will stress on the preferable types of social media used among students. Meanwhile, Section 2.3 is focusing on the purposes of using social media by the students. Additionally, comparisons of time spend between male and female will be discussed in Section 2.4. Lastly, the main impacts of using social media towards students' social behavior will be emphasized in Section 2.6.

2.1 Background

Social media is a digital technologies integrated that provide channels for the people to connect, and interact (Corea, Hinsley & Zuniga, 2009) as well as to communicate with others. It is an amalgamation of moving images, electronic texts, graphics and sound. With the presence of social media, communication can be made way more directly and easily. Furthermore, social media helps the people to re-connect with their old friends and acquaintances after a long time. On the previous days without existence of social media, people can hardly keep in touch with their friends because of the limited communication medium. Moreover, social media offers channel for the people to share their content. For the students, they can use social media to obtain information for their academic purposes. They can also use it to share their thoughts, opinions and suggestions. The great and free access of internet affects the addiction to social media by the students (Zaremohzzabieh, Samah, Omar, Bolong & Kamarudin, 2014). In addition, they are 2 forms of technology used by the people to access in social media which is the Internet and cell phones. However, its technical limitations affect the amount of material and access speed to material. The speed of the internet is depends on the area or locations of the server. If they want to share the content consist of pictures or videos to be sent, the quality may be affected. Thus, there are ways to improve the technical limitations so that the social media can be used effectively and efficiently. The government of Malaysia improves the speed of access and line connections of the Internet especially in the universities located at the rural or sub