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AN EXPLORATORY STUDY ON THE USAGE OF SOCIAL MEDIA AND ITS IMPACT ON THE ACADEMIC PERFORMANCE OF UITM SARAWAK STUDENTS AT CAMPUS 1 AND 2

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TABLE OF CONTENTS

CHAPTER ONE

INTRODUCTION

1.1   INTRODUCTION

In chapter 1, it explains more on the introduction of the research study. It is divided into several parts. In Section 1.2 it explains more on the background of the usage of social media among students. While, in Section 1.3 it will explain more detailed on the problem statements of the usage of social media. In this problem statement it will focus on what are the reasons for having this issues as my research study. In addition, in Section 1.4, there will be a view on the research questions. While on Section 1.5 discussed on research objectives. In this sections, I will need to have equivalent research questions as it need to correspond with the research objectives that I have stated. In Section 1.6, it will further explain on the scope of study. It will be divided into three sub category which it will cover the level of study, the area that covered in order to conduct this research and the duration of time on how long thus this study will be conducted. Lastly, in Section 1.7 it will gives the definition term that used in research study.

1.2   RESEARCH BACKGROUND

Social media is common things for those who are at the age of 18 to 24 years, as they are the generation that start to use social media (Yusop and Sumari, 2013). As we know, the use of social media is more on the teenagers as the media is more been exposed to them during this technology in this era. According to Yusop and Sumari,

CHAPTER TWO
LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

2.1   INTRODUCTION

This chapter provides a review of the literature on the usage of social media of students and their academic performance. The presentation of this chapter begins with section 2.2 which examines thoroughly the concept of social media. Then followed on the purpose of social media. Next usage of social media of university student's and academic performance. Following the review of the relevant literature is the conceptual framework which will be discussed in details.

2.2   CONCEPT OF SOCIAL MEDIA

Social media has turned into the social phenomenon among the youthful, grown-ups age 18 to 29 years of age. Where, social media is one of the platforms to allow teens to interact and share anything on social media sites. They can likewise be known as the millennial age (Lenhart, Purcell, Smith, and Zickuhr, 2010). The social media have penetrated the 21st century ages of social media users, as it can produce it really lively as far as correspondence which especially among the individuals of higher institutions of education (Al-Rahmi, W., Othman, M., and Musa, M., 2014).

According to Nur (2016), social media can be characterized as the online devices and advances used in the public eye to make statement and encourage the exchange of data or as a stage which can encourage an intelligent route in view of specific interests that show up in many structures. Whereby, social media networks are set up by individuals to connect with friends in the virtual world. At the same time, they

CHAPTER THREE
RESEARCH METHODOLOGY

3.1   INTRODUCTION

In this chapter, it will covers on how the research study will actually be conducts. The particular points which are to be covered are 3.2 Research Design. 3.3 Sampling Frame. 3.4 Sample Size 3.5 Sampling Technique 3.6 Data Collection, 3.7 Survey Instrument 3.8 Validity of instruments and 3.9 Data Analysis.

3.2   RESEARCH DESIGN

In this research, the observational study will be using is Cross-Sectional Study. This type of study is simple as there will be no interfering in conducting this research as the researchers is only focusing on what is happening. Besides, in using this type of study design, it will more focusing on some key elements of the study. Moreover, the data can only be collected once to examine the relationship between the usage of social media and student academic performance.

3.3   SAMPLING FRAME

Population is referring to the object of a study. In this study, the population is the whole of students who are in 5 different faculty for the final year students which total of 593 students. Where all the units in the population are known. Accessible population is referring to the population of study that can be identified and recorded and the sample can be easily drawn.