



**UNIVERSITI TEKNOLOGI MARA**

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES**

**IMPACT OF FACEBOOK TOWARDS PUBLIC SERVANT'S WORKING  
PERFORMANCE IN DEWAN BANDARAYA KUCHING UTARA (DBKU)**

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Introduction

Facebook is a social networking website launched in February 2004 that is operated and privately owned by Facebook, with more than 500 million active users in July 2010. Users can add people as friends and send them messages, and update their personal profiles to notify friends about themselves. Additionally, users can join networks organized by workplace, school, or college. The website's name stems from the colloquial name of books given to students at the start of the academic year by university administrations in the US with the intention of helping students to get to know each other better. Facebook allows anyone who declares themselves to be aged 13 or older to become a member of the website.

Facebook was founded by Mark Zuckerberg with his college roommates and fellow computer science students Eduardo Saverin, Dustin Moskovitz and Chris Hughes. The website's membership was initially limited by the founders to Harvard students, but was expanded to other colleges in the Boston area, the Ivy League, and Stanford University. It gradually added support for students at various other universities before opening to high school students, and, finally, to anyone aged 13 and over. The original concept for Facebook was borrowed from a product produced by Zuckerberg's prep school Phillips Exeter Academy, which for decades published and distributed a printed manual of all students and faculty, unofficially called the "face book".

## CHAPTER 2

### LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

#### 2.1 Literature review

This chapter provides a review of the literature on impact of facebook towards public servants working performance.

In the article of Facebook from **Wikipedia**, it stated that Facebook is a social networking website launched in February 2004 that is operated and privately owned by Facebook, Inc., with more than 500 million active users in July 2010. Users can add people as friends and send them messages, and update their personal profiles to notify friends about themselves. Additionally, users can join networks organized by workplace, school, or college. The website's name stems from the colloquial name of books given to students at the start of the academic year by university administrations in the US with the intention of helping students to get to know each other better. Facebook allows anyone who declares themselves to be aged 13 or older to become a member of the website. Facebook was founded by Mark Zuckerberg. Facebook has met with some controversy. It has been blocked intermittently in several countries including Pakistan, Syria, People's Republic of China, Vietnam, and Iran. **It has also been banned at many places of work to discourage employees from wasting time using the service.** Privacy has also been an issue, and it has been compromised several times. Facebook settled a lawsuit regarding claims over source code and intellectual property. The site has also been involved in controversy over the sale of fans and friends. A January 2009 Compete.com study ranked Facebook as the most used social network by worldwide monthly active users, followed by MySpace.

## **CHAPTER 3**

### **RESEARCH METHOD**

#### **3.1 Research design**

In this research, the important part in our study is research methodology. In this research, we use other instruments to complete our research and get valid information toward it as well. The research population is one big unit of scale that includes group of people, objects, or things that to be studied. For the purpose of this study, the research design will be cross-sectional survey. The information will be gain through questionnaires that obtain from all employees.

#### **3.2 Unit of analysis**

As this study, it will address the issue of Facebook that effect public servants in office during office hours. Therefore the unit of analysis will be the public servants from various departments that work at Dewan Bandaraya Kuching Utara (DBKU), Kuching.

#### **3.3 Sample size**

The sample size for the purpose of this study is 100 respondents which is almost the whole population in the Dewan Bandaraya Kuching Utara (DBKU), Kuching.