



THE IMPACT OF SOSIAL NETWORK SITES ON ACADEMIC
PERFORMANCE AMONG THE UDERGRADUATE STUDENTS OF UITM SABAH

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CHAPTER 1: INTRODUCTION

1.1 Research Background

Since their introduction, social network sites (SNSs) such as MySpace, Facebook, Cyworld, and Bebo have attracted millions of users, many have using these sites into their daily practices. There are hundreds of SNSs, with various technological affordances, supporting a wide range of interests and practices. Most sites support the maintenance of previous social networks, but others help strangers connect based on shared interests, political views, or activities. Some sites provide to different audiences, while others to attract people based on common language or shared racial, sexual, religious, or nationality based identities. Social sites also vary in certain point which they include new information and communication tools, such as mobile connectivity, blogging, and photo/ video-sharing.

Social network is the use of internet-based social media programs to make connections with friends, family, classmates, customers and clients. Social networking can be done for social purposes such as for studies, business purposes or both. The programs show the associations between individuals and enable in gaining of new contacts. Examples of social networking have included Facebook, Twitter, Instagram, LinkedIn, Classmates.com and Yelp.

An attractive ways of communicating with other people that attracts all people regardless of their ages, occupation and social levels is through the Internet (Akbiyik, 2013). Connecting through the internet is now becoming a phenomenon, many college students have come to rely towards the usage of social networking that makes people feel as though they belong to a community and as a collaborative tool to create learning environment that improves learning performances, from taking note and even provide a venue for people to interact with other individuals. Despite the ability of face to face interactions, they use social networking so that they can virtually and maintain their communications independent from time and place even if they cannot physically meet (Akyuz et al., 2012). However, whether with the emergence of social networking that gives opportunities to enhance studies will give a positive or negative impacts is still a question that needs to be answered on its impacts on studies (Asemah & Communication, 2013).

1.2 Problem Statement

Social networking has dramatically becoming very popular in recent years with millions of users around the world. The existence of social networking has made the communication and information sharing becoming easier regardless of the time and distance. Due to the widespread use of social networking, there is a great deal of interest in how the exposure of social networking use can be extent to something that is more beneficial to the society.

However, the situation has changed nowadays. The communication has gone far to more than just for social purposes. It is now changed from social into something formal. Since communication has been enhance to more than just social communication, people are moving forward into a new dimension of communication. And since the phenomena is new, little empirical study has been done to address the impact of social networking been used for formal purposes.

Therefore, this study focuses on the impact of social network on academic performance among the undergraduate students.

1.3 Research Objectives

The purpose of the present research is to investigate the impact of social network on academic performance among the undergraduate students of UiTM Sabah. The main objective is supported by the following intermediate objectives:

- i) To determine the effectiveness of using the social network for academic purposes among undergraduate university students.
- ii) To investigate the relationship between the social networks and students' academic performance.
- iii) To study the factors that affecting the students' academic performance in the terms of using the social network.

1.4 Scope of Study

The purpose of this research is to study is to investigate the impact of social network on academic performance among the undergraduate students of UiTM Sabah. This research will be conducted at the University Technology Malaysia Sabah Sabah branch only which is located in Sepanggan, Kota Kinabalu. The study focuses