



Presentation 6

The Usage of Social Networking Sites Among Undergraduates in a Higher Institution: A Descriptive Study

Nasrudin Md Rahim

Lim Bao Man

Mohd Norazwan A. Bakar

Universiti Selangor



INTRODUCTION

- Social networking sites (SNSs) widely used by adults and teenagers.
- As tool for getting news, communicating, socializing and business activities.
- Currently used as communication tool between lecturers and students.
- Advanced technology such as group discussion, immediate announcement and faster Q&A make SNSs become popular.
- Availability of wifi on campus make SNSs easy to be accessed.
- SNSs not been used as a formal e-learning tool.



OBJECTIVES

- To identify the time spending in each social networking sites.
- To observe the types of technologies to access the social networking sites
- To determine the different mean score of daily purposes using social networking sites.




LITERATURE REVIEW

- 90% of Malaysian internet users have access to social media sites (Lalitha & Balakrishnan, 2013)
- Social networking is the most popular online trend among teenagers and adult in global world (comScore, 2011)
- ‘Social Networking’ activity is the most ranked activity as compared to ‘Learning’ and ‘Blogging’ (Hamat et al, 2012)
- Malaysian university students spent more time socializing on SNSs rather than learning academic related matter. (Lalitha & Balakrishnan, 2013).



METHODOLOGY

- Conducted in June – July 2016.
- Among 161 undergraduate students of Universiti Selangor Bestari Jaya campus.
- Using Stratified Random Sampling technique using faculty as strata.
- Using self-administered questionnaire divided into three sections:
 - Section A: Demographic
 - Section B: General questions on the usage of SNSs

- 
- Section C: Measuring the level of academic, social and business purposes of SNSs using Likert Scale.
 - Analysis was done using SAS software (Statistical Analysis Software) and Microsoft Excel 2011.

FINDINGS

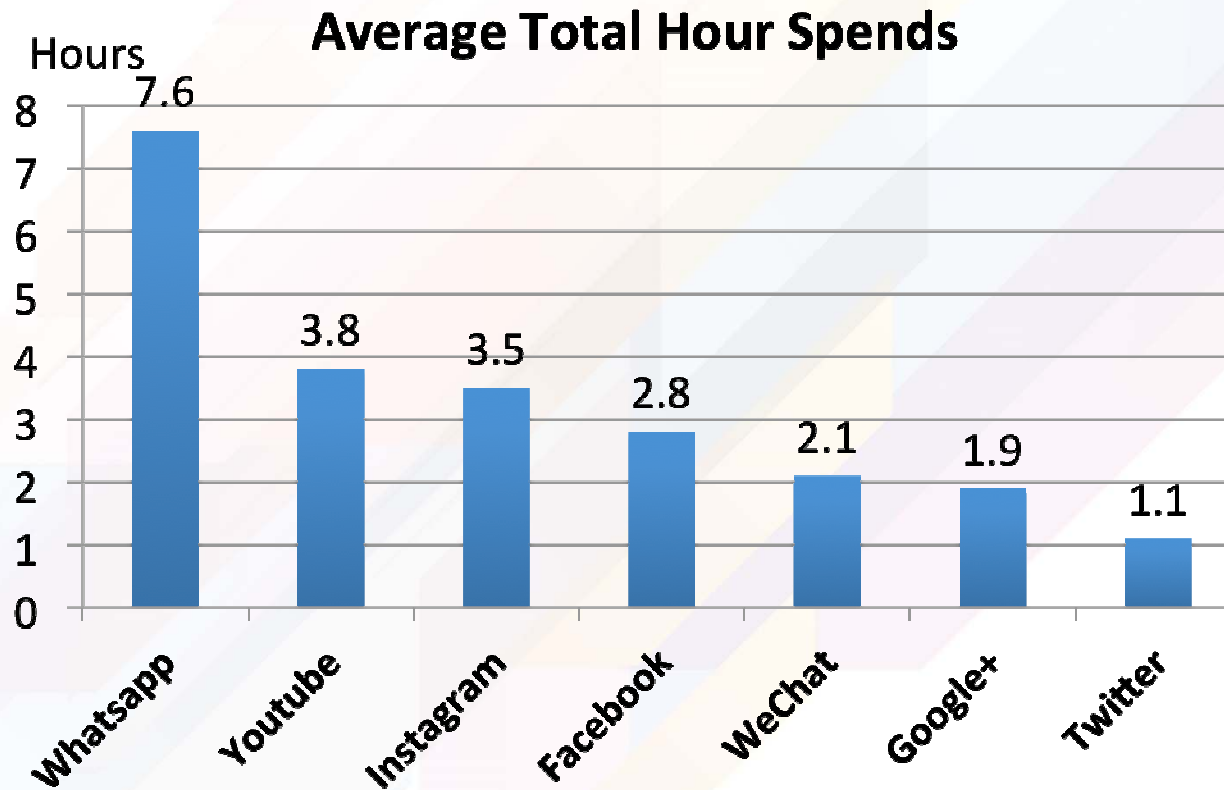
- Reliability test using Cronbach's alpha to test the reliability of the questions.
 - $\alpha > 0.9$ – excellent
 - $0.7 < \alpha < 0.9$ – good
 - $0.6 < \alpha < 0.7$ – acceptable
 - $0.5 < \alpha < 0.6$ – poor
 - $\alpha < 0.5$ – unacceptable

(Bhatnagar et al., 2014)

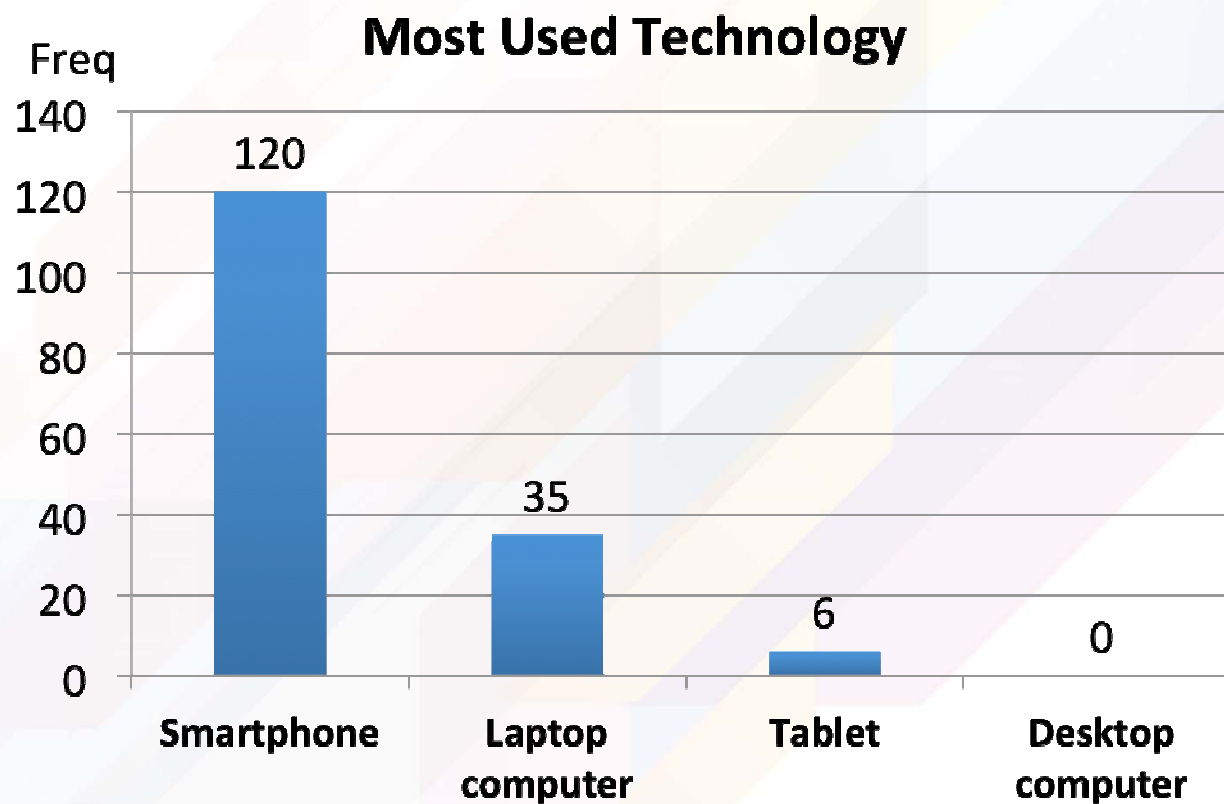
- All three categories are reliable.

Category	Cronbach's Alpha
Academic Purpose	0.84
Sociality Purpose	0.64
Business Purpose	0.91

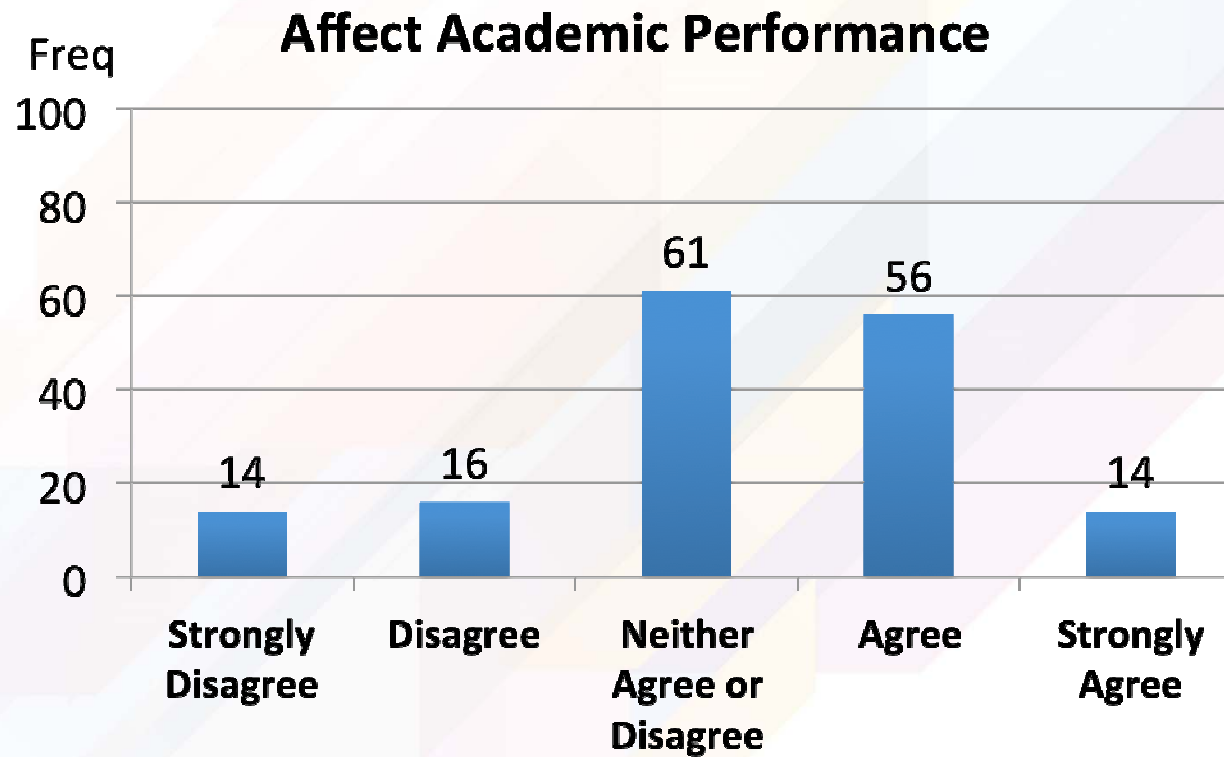
- Average total hour spends on SNSs.



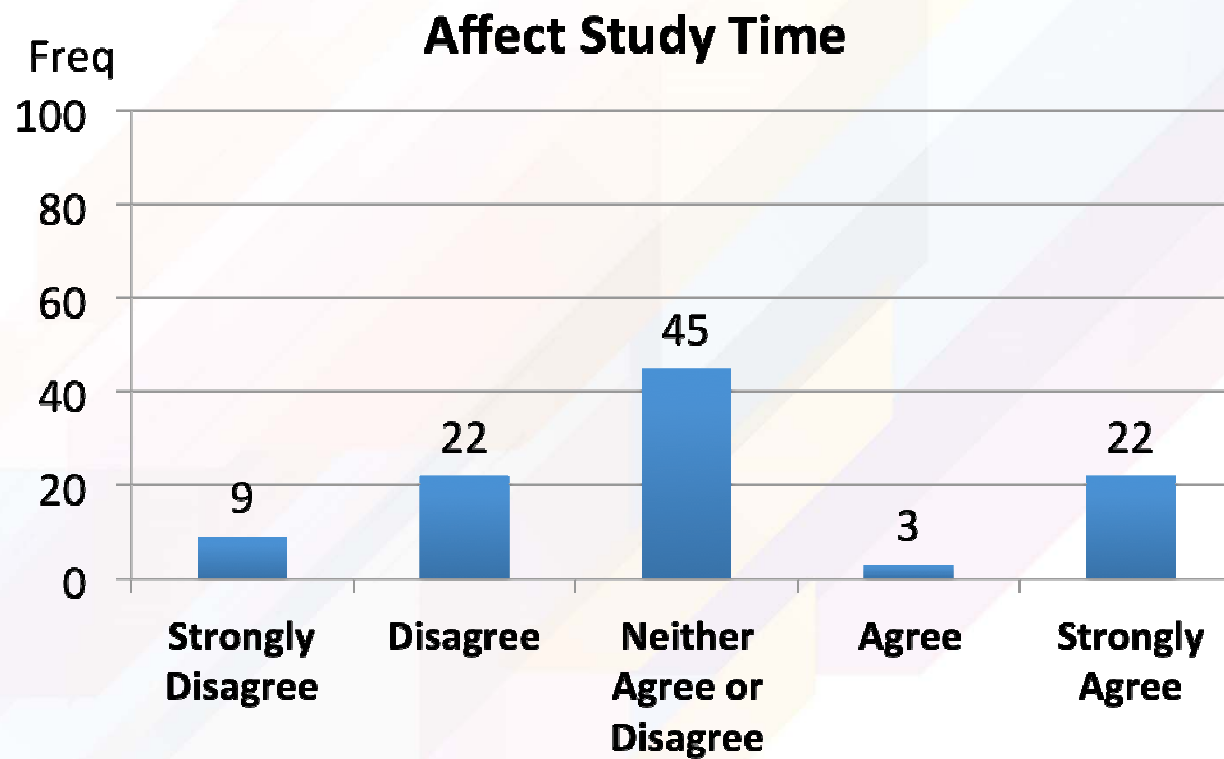
- Most used technology to access SNSs.



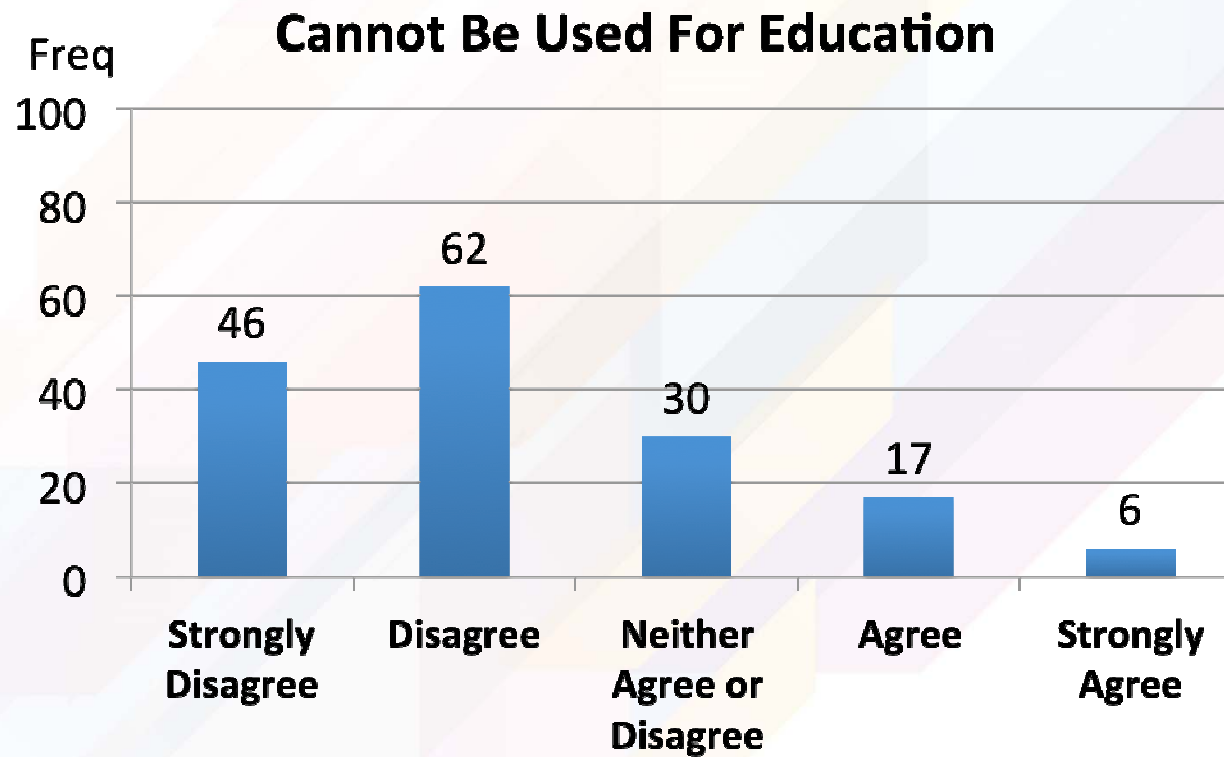
- Opinion on effect of SNSs.



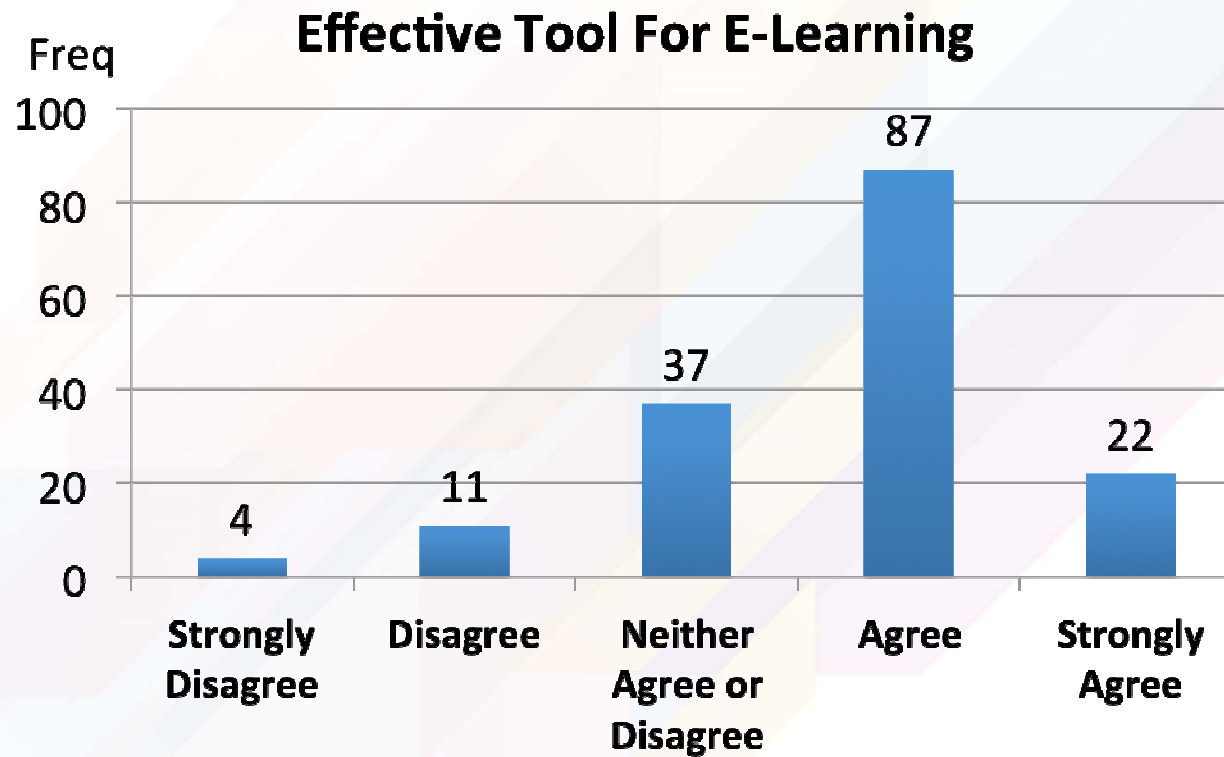
- Opinion on effect of SNSs.



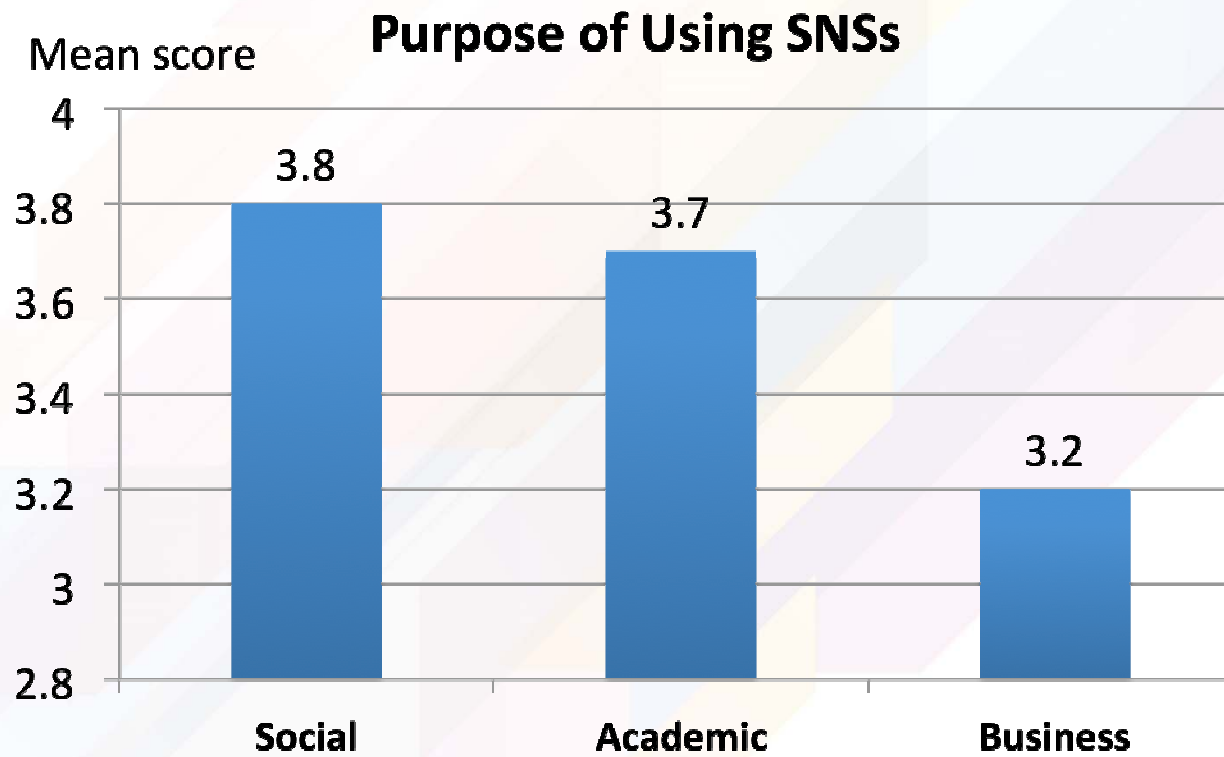
- Opinion on effect of SNSs.



- Opinion on effect of SNSs.



- Purpose of SNSs usage.





CONCLUSION

- Social network sites become popular nowadays.
- Undergraduates students spend almost every 2 hours using Whatsapp.
- Agreed that SNSs are good tools for teaching and learning.
- Educators should make use of SNSs as tools for e-learning besides the traditional website based portal.
- Students preferred to use handy and small device such smartphone, therefore website based e-learning no longer preferable.



FUTURE STUDY

- Study on the content of SNSs to be used for teaching and learning.
- Study on how to make SNSs more interactive tools for e-learning.



THANK YOU