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Social networking and students' academic performance: A case study on Malaysian higher education institutions

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Ng Yee San

August, 2013

Declaration

" I hereby declare that this research project is of my own effort except for those summaries and information of which the sources are clearly specified"

15th August 2013   Ng Yee San

Abstract

Social networks have been growing in rapid trend as well as widely spread to worldwide. There are millions of users have been implement social networks to build up communication, share information and create strong relationships. Majority of the youngsters in Malaysia even addicted to the virtual world of the SNSs. Nevertheless, questions remain unanswered regarding whether social networking sites (SNSs) will positively or adversely influence students' academic performance. Therefore, this research aims to determine the usage influence of SNS on students' academic performance. Mainly, this research is to obtain a better understanding on the usage influence of SNS such as time spent on SNS, multitasking, lacking of real communication and cognitive absorption on the students' academic performance. Quantitative method, particularly survey questionnaires will be distributed to 320 of students from the age of 18 to 35 years old in Malaysian higher education institutions. Out of the 320 questionnaires, 250 were completed and returned. Meanwhile, SPSS software version 20 has been used to analyze the data collected from the respondents in order to meet the objective of this research. Reliability analysis and factor analysis was used to check the reliability and validity of the variables. As to check the relationship between the independent variables and dependent variable, multiple regression was applied. The findings of this research pointed out that there is a significant association between multitasking, lacking of real communication and cognitive absorption towards students' poor academic performance. Yet, it also indicates that there is no association between time spent on SNS and poor academic performance among students in Malaysian higher education institutions.

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List of Abbreviations

SNS   : Social Networking Site

MOHE: Ministry of Higher Education

TUG   : Theory of Uses and Gratification

TPB   : Theory of Planned Behavior

TS   : Time Spent

M   : Multitasking

LRC   : Lacking of Real Communication

CA   : Cognitive Absorption

PAP   : Poor Academic Performance

SPSS : Statistical Package for Social Science

KMO   : Kaiser-Meyer-Olkin

MSA   : Measures of Sampling Adequacy

Chapter I: Introduction

1.1 Chapter Summary

The purpose of this research is to determine whether the usage of social networking sites (SNSs) is able to bring influence on students' academic performance in higher education institutions. The first chapter begins with an overview of social networks as well as social network usage in Malaysia that covered in both sections 1.2 and 1.3, and followed by problem statement that covered in section 1.4. While, research question and objectives will be highlighted under section 1.5. Additionally, significance of research will be discussed in section 1.6, whereas limitation and scope of study will be covered in section 1.7 and section 1.8 respectively.

1.2 Overview of Social Networks

In year 1970, social networking service known as CompuServe was first founded in United States. The introduction of social networking has enabled connection with others at a faster, clearer and more personalized communication than ever. As time passes, numerous SNSs were being built in this world. Until today, people have been implementing the network site for the purpose of communication, make transactions and create a connection with one another technologically. Not surprisingly,the widespread of social networking have changed the way people live andsocialize.

Social networks have been defined as online services that allow an individual to create a public profile which is able to build a connection between one individual to other users (Boyd and Ellison, 2007). Quinton and Harridge-March (2010), define social networking sites (SNSs) as an online communication servicefor users who have the intention to share the same interest with other users and creating anonline community.Nowadays, social networks are a new kind of

online media characterized by user participation, community, conversation, openness, and connectedness. It is now becoming essential part of everyone's daily routine, it promotes listening, engage, sharing and build relationship through electronic tools like Facebook, Twitter, MySpace, blogs and so forth.

Numerousresearches have been done to address the role of social networks towards marketing. Foster, West and Francescucci (2011) have agreed that the purpose of people or any businesses have been actively adapting social networks is to undertake social connection, and sharing of updated information, so that to improve the standard of lifestyle. Even in business field, social networking becomes a widely accepted way of branding. Due to purposeful usage of SNS as a marketing tool, most companies are able to approach with its target audience effectively. Particularly, Facebook as one of the online social networks, and it has attracted more than 650 million of members from China and India (Soares, Pinho, and Nobre, 2012).There are 67.7% of internet users around the globe use SNS at least once per month (eMarketer, 2013). These users often visit SNS via either desktop or mobile devices to obtain access to social platforms.

1.3 Social networking sites (SNSs) in Malaysia

In Malaysia,there are more than 13 million people have been actively participated in Facebook and 100,000 Malaysian registered to Facebook every month (Hui, 2011). Likewise, majority of the organizations such as McDonald, Air Asia, Canon and others also are using SNS as one of the effective marketing tools to increase its brand image. Even one of the few Chief Executive Officers such as Tony Fernandes owns a blog or Twitter to connect with the public as to receive responses or feedbacks from them, and this effort has helped to enhance Air Asia's performances.

'Nevertheless, New Straits Times (2010) has reported that Malaysians are spending lesser time in real-world social activities as they are addicted to the

virtual world of the SNSs. Some professors have even defined this addiction as Facebook Addiction Disorder (FAD) or Pathological Disorder (Maulia, 2013; Fenichel, 2013). Majority of the activities which conducted in daily life are now can be done through SNSs such as sharing, shopping, chatting, make friends, gaming and searching information, therefore, this allows people to heavily depend on SNSs (Cheak, Goh and Chin, 2012). In fact, it even emerges as a new political battleground which brings changes in Malaysia's election (Lamb, 2013). Due to such addiction, it even brings harm to youth's academic performances'.

Diagram 1.0 Social networking in Malaysia.*(Source: Hui, 2012).*

Social Networking in Asian Countries			
Country	% Reach of Social Networking	Average Minutes Per Visitor	Average Visits Per Visitor
Singapore	74.3	175.6	19.1
South Korea	68.0	277.8	15.1
Malaysia	66.6	181.2	14.2
Hong Kong	62.8	127.7	13.7
India	60.3	110.4	10.4
Japan	50.9	72.8	9.9

Diagram 1.0 above shows there are 66.6% of social networking penetration rate in Malaysia. Unexpectedly, users have spent 181.2 minutes per visit, and approximately visited 14 times in a particular SNS.

As such, overuse of SNS has triggered the interest of conducting this research to focus onhow usage of SNS can bringimpact on students' academic performance. Here, we are examining whether variables such as time spent on SNS, multitasking, lacking of real communication and cognitive absorption have a undesirable impact on academic performance among the students. In this research, the concept of these variables and its relationship toward each other will be discussed. This will provide a profound knowledge for institutions or marketers to decide whether SNS should be used as one of the marketing strategies.

1.4 Problem Statement

In modern year, the spread of social networks have been growing rapidly in the world and people are relying on social network as one of the tools to make connections with other people or even business transaction purposes. Malaysian are starting to highly involved in social networks for the purpose of increase their reputation, increase their sales, sharing updated information instead of only build up connection with other users. However, it was reported that Malaysian have been aggressively using SNSs for more than 20 hours per week, which in turn, they become less likely to spend time in real-world social activities and neglect their academic as they heavily rely on SNSs (Cheak, Goh and Chin, 2012). In reference to the diagram 1.1 below, it also has proven that Malaysian spent one third of all time on social networking.

Top Online Categories by Share of Total Minutes August 2011 Total Malaysia Visitors	
	% Share of Total Online Minutes
Total Internet: Total Audience	100.0%
Social Networking	32.1%
Entertainment	11.5%
Portals	11.0%
Instant Messengers	5.3%
e-mail*	4.2%

Diagram 1.1: Share of total online minutes spent by Malaysia visitors
(Source: Russell, 2011).

On top of that, it was found that university has comprised the largest percentages of location used to access the SNSs (Nee and Fan, 2010). This also proven that university students are comprises the largest number of social network users among the population. Pollara and Zhu (2011) have highlighted that spending more time on social networking may bring negative impact on student's academic performance, which eventually resulted downgraded in student's GPAs.

Diagram 1.2also hasrepresented social network users tend to frequently logged in to SNS several times per day, and minutes per viewer on each SNS are shown in diagram 1.3 below. Meantime, it was reported that the heaviest users of social network in Malaysia are 20 hours per week (Nielsen, 2011). Even in one study done by Raman and Annamalai (2012), they found out that 57% of students have spent 5 to 6 hours per days on internet. In relation to this, this has led to heavy users have higher chances to experience with poor grade in their academic performance as compared to light users; this result is illustrated in diagram 1.4 below.

Diagram 1.2: Frequency of social network usage by country
(Source: Saw et al, 2012).
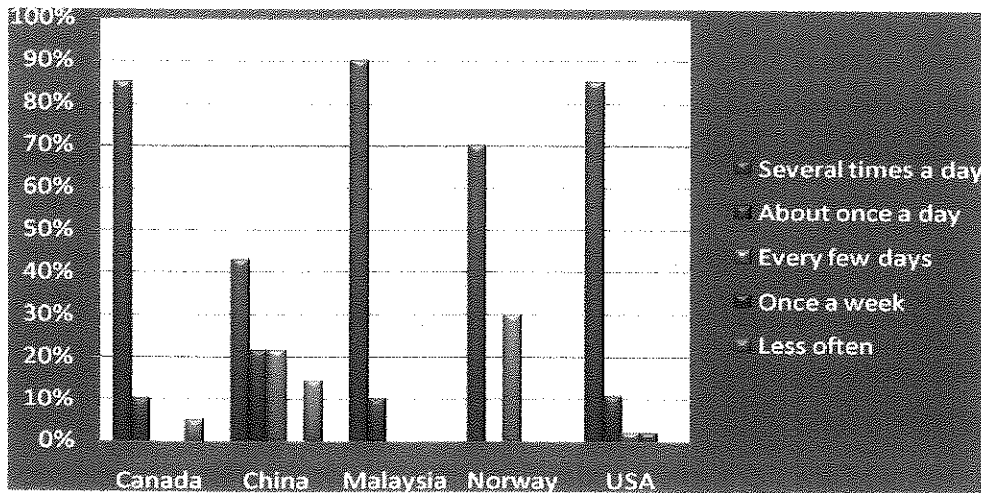
Diagram 1.3: Time spent by social network users in Malaysia

(Source: Radwanick, 2011; Sandoval, 2010; Barnett, 2009).

SNS	Minutes per viewer
Facebook	28.6
MySpace	20.0
YouTube	15.0
LinkedIn	12.5
Vevo	37.8
Dailymotion	65.2
Metacafe	32.5
Youku	50.7

Diagram 1.4: Academic performance of both heavy social network users and light social network users

(Source: Bjerregaard and Heuett, 2010; Linda, 2011)

Academic Performance		
	Heavy social network users	Light social network users
Good grades (A's and B's)	40%	68%
Poor grades (C's and below)	59%	23%

The recent facts have proven that the massive usage of SNSwill bring impact to students' academic performance. This issue has triggered the interest of conducting this research as to examine whether the usage influence of SNS is one of the driving forces of poor academic performance among the students.There are numerous supportingstudies for the first two factors such astime spent on SNS and multitasking within the context of social networking technology which has been explored by several researchers (e.g. Junco, 2011; Naizabekov and Hosseini, 2012; Kirschner and Karpinski, 2010). However, there are limited supporting literature can be found for other two factors which is lacking of real communication and cognitive absorption. Meanwhile, the impact of social networks toward students' academic performance has been studied as well (e.g. Paul, Baker and Cochran, 2012; Elias, Ping and Abdullah, 2011). These studies have indicated that time spent, multitasking, lacking of real communication and cognitive absorptionis associated to social network in education industry which is essential to look into.

Nevertheless, due to previous research has limited exploration on SNS, especially in the Malaysia higher education institutions, as well as there are only little data available to describethe usage influence of SNS in recent years (e.g. Helou and Rahim, 2010). Most of the previous studies have been working on students' perception on the usage of SNSs (e.g. Hurt et al, 2012; Shambare and Mvula, 2011), or motives for students to use SNSs (e.g. Mirani, 2011; Isa et al, 2012). Hence, this research is more appropriate to conduct among university students in order to investigate the relationship between four factors on the usage

influence of SNS and students' academic performance in a modern world nowadays. Moreover, even though there are numerous researchers have conducted research regarding the topic area of social networking;yet variables such as time spent on SNS,multitasking, lacking of real communication and cognitive absorption has often served as a mediator variable in most research (e.g. Paul, Baker, and Cochran, 2012). The direct relationship of these variables towards students' academic performancehas not been further explored by most of the studies.

As to fill the gap, this research will investigate whether all the four factors are the main driving force to students' academic performance. Factors which are time spent on SNS, multitasking, lacking of real communication and cognitive absorption will play as the independent variables in this research. Apart from that, some studies do not believe the use of SNS will affect students' academic performance (e.g. Pollara and Zhu, 2011; Timonidou, 2012). However, there are some studies also have proven that there is a positive correlation between the usage of SNS and poor academic performance (e.g. Junco, 2011; Kirschner and Karpinski, 2010).

Students who categorized under Net Generation from age 18 to 35 will be the main target respondents in this research. According to Raman and Annamalai (2012), these people are often defined as Net Generation who were born and grew up in a digital world where they have constant access to technology. Their research also proven that there is 56.9 percent of the total Malaysian population are Net Generation (Raman and Annamalai, 2012). Furthermore, college students from age 18 to 35 stand the highest percentages among total active users in Malaysia (Sharifah et al, 2011; Chan, 2012), and this can be proven by looking at diagram 1.5 below. So, a research on university students will help us to further explore the importance role of social networks in education industry.

Diagram 1.5: Facebook users age groups by country
(Source: Hui, 2010).

Facebook Users Age Groups, by Country					
Country	13 – 17	18 – 24	25 – 34	35 – 54	55 – 64
Indonesia	27.25%	40.55%	22.52%	9.01%	0.68%
Philippines	19.25	44.38	23.93	11.40	1.04
India	7.64	47.28	31.55	12.26	1.28
Taiwan	12.91	31.55	39.81	14.87	0.86
Malaysia	15.01	38.32	32.19	13.57	0.91
Hong Kong	13.78	29.66	35.08	19.60	1.89
Thailand	11.72	38.77	35.86	12.71	0.94
Singapore	13.50	30.37	32.52	21.89	1.72
Pakistan	10.96	52.11	28.22	7.83	0.88
Japan	3.98	26.24	40.94	26.82	2.02
Vietnam	12.14	52.77	29.84	4.77	0.49

In addition, the idea of this research paper will be targeted at students from Malaysian higher education institutionsas 82% of university students stand the highest usage among the users of SNS (Dhaha and Igale, 2013). Indeed, Klang Valley is chosen for this research due to the fact that it comprises the highest internet usage which is 65 percent compared to other cities in Malaysia as well as largest university student population (The Sun Daily, 2010; Wilson et al, 2011). Klang Valley is one of the hot spots for youngsters due to availability of facilities, entertainments, sport centers and others, meanwhile, Klang Valley also known as an educational center featuring with several colleges and universities (Peng, 2012). In this case, Klang Valley can be believed as a suitable and applicable area to study the social media usage among Malaysian University students.

Despite the popularity of social networking, there are still many questions regarding the usage influence of SNS on students' academic performance remained unanswered. For example, how usage of SNSs will bring unfavorable impact on students' academic in education industry. Even there are researchers

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have proven improvement in students' academic performance happened by using SNSs in an educational setting, however there are also researchers proven that academic performances have been downgraded due to over usage of SNSs. Hence, this research will investigate whether the usage influence of SNSs will bring impact on students' academic performance in Malaysia higher education institutions.

1.5 Research Questions and Objectives

The main objective of this study is to discover whether factors such as time spent, multitasking, lacking of real communication and cognitive absorption are the main driving force toward the students' academic performance. The relationship between all the four factors as well as students' academic performance will be examined in this research. Research questions and objectives are shown as following:

Research Questions

1. Do these factors (time spent, multitasking, lacking of real communication and cognitive absorption) are able to bring impact on students' academic performance?
2. What is the relationship between the usage influence of social networks and students' academic performance?

Research Objectives

1. To develop an understanding on the relationship between time spent, multitasking, lacking of real communication and cognitive absorption with students' academic performance.
2. To study the influence of social networks on students' academic in Malaysia higher education institutions.
3. To recommend strategies for education institutions to improve students' academic performance by using social networks.

1.6 Significance of Research

The significance of this study is to examine on the usage influence of SNS which is time spent, multitasking, lacking of real communication and cognitive absorption can bring impact on academic performance within the context ofUniversity Malaysia. The purpose of this research paper isto create a better understanding for industry, policy maker and academia regarding how SNS marketing strategies can be effectively carried out when the issue of addiction to the virtual world of the SNSs is occurring among students.

In this circumstance, better understanding on students' academic performance as well as their daily academic life is very important for the every stakeholder, so that able to acquire better knowledge on the different standpoint of social network users, at the same time social network can be implemented more effectively in any educationalfield. In fact, this research paper is significant as it offersadditional information for an *industry* that mainly serves its generation Y customers. This is because generation Y from the age range of 18 to 35 years old, who also known as Net Generation are the one who frequently log in to SNS, particularly Facebook. As such, by implementing this topic area among the Net Generation from higher education institutions, this research is able tooffer a greater knowledge for these industries as well as awareness about the importance of social networking. At the meantime, the impacts of social networks in a modern world nowadays can be observed in this research.

Furthermore, the result of this research is able to benefit to *policy maker*in order to aware about how the social network can play a major role in a country. The spread of social networkinghas been growth rapidly among the consumers and have been widely implemented as an effective communication tool. Thus, it is very important for policy maker to understand how social networks can influence on an individual behavior as well as how social networks are able to influence every user positively or adversely. Moreover, policy maker can even interact with citizens and listening to their opinions via SNS. Indeed, this research also helps to

obtain significant understanding in this area, which in turn, improves the decision of policy maker in facilitating and controlling the usage of social network among the consumers or students to make sure there is value added from the use of this technology, meantime prevent the misuse of SNS. This will encourage the technology transfer within the country development.

Last but not least, the outcome of this research paper also providesa significant understanding for *academia*about the important role of social networks that play as one of the effective communication among the students. This is due to social networks has become a new way of communication channel with others in a digital environment. In fact, social networking is able to encourage transfer of knowledge and information which in turn improve knowledge development in an academic field, rather than involving in social networking activities without creating value for users themselves. Hence, this research paper will offer a greater view of how SNS is able to bring influence on students' academic performance in higher education institutions.This research also promotes better understanding on how education and SNSs can be combined effectively to enhance students' academic performance.

1.7 Limitation

There are several limitations of this research which has resulted the necessary to narrow down the scope of the study, or else the research can be done beyond the scope of the study.

First of all, the *reliability of data* is one of the limitations of this research. The data collected from the respondent feedbacks might not be accurate and reliable; hence the analysis of the data collected might not be fully reliable. This is because the scope of this research has been narrow down, thus survey will be conducted on social network users from the age of 18 to 35 years old instead of broader population. Other than that, the information gather from journal, websites or reports might provide different output. As such, it brings obstacle in collecting the accurate and reliable data for this research paper.

Moreover, *limited responsiveness* is considered as one of the limitation as well. The amount of sample sizes who study in higher education institutions have been fixed this research paper, this is due to there is impossible to carry out this research on a broad population in education industry Malaysia. Therefore, the survey will only distributed to meet the sample size decided for this research paper. As a result, the data analysis will only be tested based on the given sample size instead of large populations. Due to the limited responsiveness, this research paper is only able to study on a limited amount of students who use social networking in education industry.

To travel around every education institution in Malaysia, it will require a certain amount of budgets to conduct this research. Due to available resources to conduct this *research is limited*; therefore this research will only study on the university students in Klang Valley instead of education industry as a whole. Such limitation has narrow down the boundary of this research paper.

Besides, *analysis technique limitation* has brought difficulties for this research paper as well. The data collected for this research paper will be

analyzedthrough the use of quantitative method. The larger the sample size of the population surveyed, the more statistically accurate the results will be. However, this research paper will only survey on 250students from Malaysia higher education institution. In fact, different analysis technique method used in this research will provide different interpretations.

Last but not least, *rapid change of social networking* can be one of the limitations for this research paper as well. As we know, the spread of social networking have been rapidly expand throughout the years and it has been constantly updating every day. Consequently, the data collected regarding the social networking in short run are uncertain. This is because to obtain a better understanding on social networks trend among students, this research paper should be observed and analyze through a long term period rather than short term. Hence, this research paper only can analyze in a short term trend among students' intention to implement SNSs.

1.8 Scope of Study

The scope of this study will be concerned on the usage influence of SNS on students' academic performance in Malaysia higher education institutions.

The primary data of this research will be collected by giving out survey to individuals from the age of 18 to 35 years old. This is because there are 87.9% of people from age 18 to 35 years old are known as the active users of SNSs in Malaysia (Chan, 2012). In the meantime, some reports found that there is also a majority of the individual from age 18 to 35 year olds have frequently log in to social network, particularly Facebook (Chan, 2012).In this circumstance, this research will be narrow down to only focus on students as they have comprised a large percentage of allsocial network users in Malaysia.

Based on Forbes,Hui (2012) has indicated that there were approximately 13 million of social network users in Malaysia. In fact, the purpose of this research is to examine the usage influence of social networks on students' academic performance. This research will be carried out in Klang Valley is because this area comprises the highest internet usage which is 65 percent compared to other cities in Malaysia as well as occupied the largest university student population (The Sun Daily, 2010; Wilson et al, 2011). Meanwhile, Klang Valley is one of the hot spots for youngsters due to availability of facilities, entertainments, sport centers and others. It is also known as an educational center featuring with several colleges and universities (Peng, 2012). In relation to this, Klang Valley can be believed as a suitable and applicable place to conduct research, at the same time university students from higher education institutions will be the main target in this research.

Moreover, this research paper will be conducted based on quantitative method and a structured questionnaire that contained Likert Scale format will be distributed to 280 students from higher education institution in Malaysia. In fact, for those data collected for this study will be analyzed by using statistical analysis in SPSS software version 20.

Chapter II: Literature Review

2.1 Chapter Summary

In this chapter, current social networks trend and Malaysia youth have been covered in section 2.2 and 2.3, followed by the theoretical approach of uses and gratification (U&G) and theory of planned behavior (TPB) that covered in section 2.4 and section 2.5 respectively. Each of the variables has been highlighted in this literature review. It includes variables such as time spent, multitasking, lacking of real communication and cognitive absorption, while a dependent variable in this research is students' poor academic performance. Hypotheses also have been created in section 2.11 based on the supporting literatures. Eventually proposed research model has beenshown in the last section, 2.12 of this chapter to illustrate the relationship of each variable and how it impacts one another.

2.2Social networking sites (SNSs)

There are numerous of researchers addressing the definition of social networks. Similarity, Boyd and Ellison (2007) also discussed that the social network is an online based services that encourage the users to share their connection with others and "networking" have been defined as the relationship between strangers. According to Potts et al(2008),they have emphasized that social networkingis mainly used for communicative ideas instead of connectivity alone and it also have been defined as the relationship between one another due to the purpose of making consumption and production decisions. In fact, they use the term of "social" to describe the capability of an individual in interpreting the information received from other individual and response in return, while "network" means the connection between parties in a way of technologically (Potts et al, 2008).

Online social networks have become the most well-known site in the business world, especially Facebook, MySpace, Twistter, and blog. There are more than 22,000 organizations own its Facebook and becomerenowned in year 2006 (Ellison, Steinfield and Lampe, 2007). Since Facebook and MySpace have largely increase the society engagement nowadays, it has become the part of the marketing activities in any business field as it enhances the trustworthy among consumers and thereby it shows social networks can be implemented more effectively as a communication tool(Chapman, 2008). Among all these SNSs, Facebook was ranked as number one among all the popular SNS (Lamb, 2013).Not surprisingly, the widespread of social networking has changed the way people live and socialize.

2.3 Social networking sites (SNSs) and Malaysian Youth

There is no doubt that SNSs are becoming popular among young adult especially to those who aged from 18 to 35 years old. There are various reasons that Malaysian youth are attracted to the use of SNSs. With SNSs, they are able to build relationships, expand business opportunities, become part of the social communities and others. They even can seek for numerous entertainments from SNSs such as uploading photos, videos, music, playing games, chatting with peers and many more (Lee, Wong and Lai). SNS especially Facebook was visited by 500,000 users in the past (Azhar, 2012).

Today, it has more than 13 million users andIt was reported that Malaysia known as the 18th highest country in terms of SNS users in the world (Azhar, 2012). According to a survey done by Azhar (2012), it was found that Malaysian youth uses SNSs for top three activities which are chatting with friends (74%), checking message (68%) and form networks with other users (65%). In fact, SNSs have influenced young Malaysian voters and it even appears as a new political battleground which brings changes in Malaysia's election (Lamb, 2013). In relation

to this, it shows that social network platform acts as a main channel for Malaysian youth in the future. SNSs are very common for all Malaysian youngsters these days as it improves certain aspects of human life and even in their studies. However, SNSs are not able to wholly positively influence the world, some researchers have proven that SNSs can also affect Malaysian youngsters in any bad ways, especially academic, mentally and society as well (e.g. Krischner an Karpinski, 2010; Rouis, 2012).

Despite the rapid growth in the number of SNS users in the world and numerous studies conducted on the usage of Facebook, there is still limited supporting studies have been carried out to examine the usage of SNSs among youngsters in Malaysia, especially in educational related. So, the aim of this study is to examine on the usage influence of SNS on students' academic performance in Malaysia higher education institutions.

2.4 Higher Education Institutions in Malaysia

Opportunities for higher education were limited in Malaysia during year 1957. After independence in 1957, higher education institutions continued to grow in the country (Tham, 2011). The University of Malaya was first founded university in 1961 and domestic enrollment was sharply increased from 50% to 65% within a few years (Nga, 2009).Apart from that, higher education institutions in Malaysia are categorized into two sectors which is public and private. Both higher education institutions offer certificate, diploma, degree, and postgraduate level. The operation and activities of thosehigher education institutions in Malaysia arecoordinated and under the monitoring of Ministry of Higher Education (MOHE) (Education Guide Malaysia, 2013). MOHE was established in year 2004, the purpose of this establishment is to implement, monitor and evaluate the programs, policies of higher education institutions as to ensure those institutions are in line with international best practices (MOHE, 2013). Today, Malaysia have a total of 616

higher education institutions which include 20 public universities, 33 private universities, 22 polytechnics, 37 community colleges 4 foreign universities as well as 500 private colleges (MOHE, 2013). In fact, various higher education institutions in oversea such as USA, UK, France, Australia, and others are offering franchised and partnership with Malaysian higher education institutions. Therefore, Malaysia higher education is on track becoming world's best education system (Habibu, 2013).

2.5Theory of Uses and Gratification (U&G)

Chen (2011) has highlighted the sustainability of uses and gratification (U&G) theoretical approach in social network research context. Hence, the theoretical framework of this research will be using U&G to elucidate what people do with media. U&G explain what satisfaction people seek and fulfill by using social networks or what factors affecting people'sgratification to use social networks. A review of prior uses and gratification research has defined that there are four gratifications for using television and gaming is to obtain information sharing, release stress, social interaction and entertainment (Liu, Cheung and Lee, 2010). While, similar theoretical approach can be used for social network, recent implementation of U&G research has highlighted that students actively involved in SNSs and spent most of their time on this technology is due to it provides entertainment, avoid boredom, companionships which is able to satisfy their needs (Udende and Azeez, 2010). In one study, U&G highlighted that social networking has a significant influence on academic performance (Mehmood and Taswir, 2013).