THE IMPACT OF SOCIAL NETWORKING AT UNIVERSITI TEKNOLOGI MARA (UITM): A CASE OF PUNCAK PERDANA CAMPUS

Abdul Hakim Abdul Rashid, *Nor Patihah Othman, NurulFaiqah Hamizan and
Nur Syahirah Abdul Ghani

Faculty of Information Management,
Universiti Teknologi MARA (UiTM)
Puncak Perdana Campus,
Selangor, Malaysia

Abstract
The aim of this paper is to evaluate the impact of social network among university student. The study is important to evaluate how social media plays hugh part toward student performance. At the same time, this research identify different platform of social media that have been used by student to share information regarding their study.
Keywords: *impact; perceive; social media; student; university*

INTRODUCTION

Social media and social networking are commonly words that we have heard but do you know what social media is and what social networking? Almost of people use these words interchangeable. The media or known as content that you upload is the meaning of social media. It is does not mind whether that is a blog post, video, slideshow, podcast, newsletter or an eBook. It has been consider as a one-to-many communication method. You own the content and have to produce (write/record/create) the media by yourself, while others also can comment and respond on it. For your information, the goal and strategy of social media is you can decide whether you want to connect with your audience or not. It depends on yourself because you are the owner of the social media that you have created. Besides that, social networking is a same line to social media but the role is a little bit difference. "Social networking is the media that you are going to use like Facebook and Twitter to engage with your audience"-. It is all about engagement like creating relationships, communicating with your readers, building your followers and connecting with your online audience. The goal and strategy social networking is to interact, converse and create conversations. For examples, search conversations and find new ways to connect. Investing in relationships can build loyal fans. There is some overlap and integration with social media and social networking. According to Social media Examiner, Facebook, Twitter and Pinterest are whole package platforms.

Corresponding author: Nor Patihah Othman
Address: Faculty of Information Management, Universiti Teknologi MARA, Malaysia
Email: tihaaothman@gmail.com

These platforms have been considered as social media (tools) and social networking (a way to engage). On the other hand, YouTube is a tool for video, so it is social media, while chatting with other colleagues on LinkedIn is social networking. But both work together for your overall social media strategy. In conclusion, to develop your digital strategy, decide what types of media you want to create and use social networking to build up your following so you can brand yourself as an author.

According to Saw (2012), most international and domestic students are using particular social networking sites for a wide range of educational purposes, including group work, sharing and gathering information and the findings is suggest some particular sites such as Twitter and YouTube to be considered by libraries as a means to engage both international and domestic students. According to Hamade (2013), his findings said that a heavy use of Twitter and Facebook among university students who were viewing their sites is frequently than posting. Ruleman (2012) stated that all groups from age, gender, undergraduate or graduate used Facebook regularly (71 percent or more) except for the oldest students (ages 45-60) with only 43 percent. In general, students who have Twitter accounts were less restrictive than those with Facebook accounts (Hamade, 2013).

ISSUES

The issue of social media and social networking nowadays is among young adults especially undergraduates' students at college and universities. What we want to focus is the impact of social networking towards University Institute Technology Mara (UiTM) Puncak Perdana, Shah Alam.

RESEARCH QUESTIONS

In this paper, we identify several research questions. The questions are:
- What is the impact of Social networking towards the students and staffs?
- How the level of information usage in social network among the students and staffs?

- What is the type of Social media that commonly use by the students and staffs?

RESEARCH OBJECTIVES

The aim of this study is to study the impact of Social networking influence among students and staffs UiTM Puncak Perdana. We will measure the level of social network usage among students and staffs in UiTM Puncak Perdana. At the same time, we will identify type of Social Media commonly use by students in Faculty of Information Management.

EXPECTED OUTCOMES AND CONCLUSIONS

This study will contribute something good for society in UiTM Puncak Perdana by using the social networks wisely, and we are expect students and staffs will use social network for the positive purpose rather than use social network for negative purpose especially in the scope of information sharing. We are expected this research will contribute awareness to the culture life in UiTM Puncak Perdana.

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