



The Correlation between Facebook Addiction and Their Academic Performance among
Universiti Tunku Abdul Rahman Students

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OCT. 2018

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ABSTRACT

Facebook has become a part of almost every student's college life, and while a large number of students seem to get advantages from accessing Facebook most of the time for the intention of information exchange for educational goals, making acquaintances, and other related activities, the literature proposes that the following social networking site can become an addiction to some users, which is one of the today's higher education matters nowadays. The aim of this study, therefore, is to inspect the sensation of Facebook addiction among university students especially students from Universiti Tunku Abdul Rahman. Qualitative study using focus group interview has been used in gathering more data from these students. The results obtained led to the conclusion that like most activities, moderation and controlled use are the element. So, the proper approach in preparing students for life in a knowledge-based society is helping them exercising self-control and achieve a level of balance when it comes to using Facebook. It is believed that the findings of this study would help other researchers that inspect similar research by contributing to the limited academic literature in this area.

Keywords : Addiction behaviour, Facebook addiction, social network addiction, university students, social networks.

ACKNOWLEDGEMENTS

It would be impossible to complete this thesis without the assistance and cooperation of a host of individuals and organization. I am therefore deeply thankful to the assistance from my supervisor for Final Year Project, Mr Edwin Michaels (Head of Journalism Department), along with Mr Chang Yi Chang (Academic Advisor), and other respective lecturers that provide extra assistance throughout the entire project.

I am deeply grateful to my parents for their warm and sweet encouragement as well as their understanding. Besides, I must give special thanks to several friends whose continuous support and wise counsel I value and appreciate immeasurably, and those gave me strong moral support. To every one of you, I thank you. This thesis has been completed by having all of your efforts and contributions.

BENNIE LOO KHOON LUUN

DECLARATION

I declare that the material contained in this paper is the end result of my own work and that due acknowledgement has been given in the bibliography and references to ALL sources be they printed, electronic or personal.

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Approval Form

This research paper attached hereto, entitled “**The Correlation between Facebook Addiction and Their Academic Performance among Universiti Tunku Abdul Rahman Students**”, prepared and submitted by “**BENNIE LOO KHOON LUUN**” in partial fulfillment of the requirements for the Bachelor of Social Science (Hons) Journalism is hereby accepted.

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Chapter 1

Introduction

1.1 Background of study

There are numerous basic and compelling introductions whereby they are quite compatible that can further assist the research being conducted in this chapter. And the intention of the following chapter being conducted is possible in providing similar information to the readers in order for them to gain a better and logical of this investigation.

The usage of social media are both popular and convenient at the same time nowadays, and they are often used as a platform or a pathway of knowledge exchanges among the user themselves. For younger generations that are used to the availability of the technologies especially UTAR students, felt as if they are well-aware of the websites where they well-known across the globe such as Facebook which has been an international sensation amongst themselves, followed by LinkedIn, Twitter, and more, for the intention of schooling process whereby the students are able to discuss about their process of the assignment with their respective lecturers other than communication purpose (Martin, 2008; Lusk, 2010).

Based on Oxford University Press, the term 'addiction' can be principally described as a tendency of not having the capability to practice self-control of performing something tragic or fatal. Not to mention that the following term is mostly used for non-associative things of obsession such as the behavioural performance, followed by the divine passion, thirst inherited for technology along with the spending that are inevitable (Potenza, 2006; Shaffer & Hall, 1996), since it is some sort of an influence or desire to perform that particular act where the population of the tertiary education students within the society are deliberately keep themselves from getting close to the things that they got their attention into, therefore led to the act known

progressively known as the inoffensive style of addiction (Albrecht, Kirschener & Grusser, 2007).

According to Kraut (1998), he and his colleagues that conduct similar research together proposes that the population of the individuals with Internet access will have the tendency to use them especially for the purpose of interpersonal communication more than any other reason that they can absolutely perform for that time being which include maintaining long-lasting connection or friendship with similar and close acquaintances who had common activities. However, some may had different opinion that certain social networking sites or SNS for short, can be defined as a platform made especially for newcomers who know absolutely nothing towards that particular site, led to the extent that the new users got themselves withdrawn from spending most of their time in having a proper conversation with their families and friends, therefore had their relationship unable to be paired back to the original state where they used to be very close with.

In accordance with Ben-Ze'Ev (2004) & Vallerand et al (2003), they stated that the habit of social network being used as a reference point shows about how we got ourselves connected to one another along with the appropriation of the know-how process being practiced by skilful and experienced teenagers specifically, led to the statement that there are connectivity of how both of these terms mentioned as above are able to be adapted to one another although are advantages and disadvantages that can be checked throughout the surroundings. And certainly, the aspect and consideration will be mostly focused on the addictive behaviour developed by the users that they are not concerned of the situation for the time being as well (Andreassen, 2015; Ryan, Chester, Reece & Xenos, 2014)., followed by other involvements that they might be devoted to as well, such as attending social website with subclasses as Facebook, and the accomplishments due to their performances in education amongst themselves to exploitation that may cause difficulty and embarrassment (Cheung, C. M. K & Chiu, P-Y, 2011), as a result

of overuse of Facebook along with the consequences to have a conversation in a matter of intellectual and consequential aspects (Bricolo, Gentile, Smelser & Serpelloni, 2007; Hur, 2006; & Lee, M. K. O. (2011).

Among all social website that has been mentioned earlier, Facebook has always been known as the most acclaimed, not to mention the most influential website that are being accessed mostly by undergraduate students especially in the era of modernization as they approach the following website not only for the objective of exchanging useful information among themselves, but also for the motive idea or point of view correspondence such as topics that they are discussing for their assignment purpose so that they may compatible way of thinking in settling the tasks given by their lecturers (Alexander, 2006; Boyd & Ellison 2008; Kuss & Griffith, 2011). Apart from those mentioned, the recognized social website also facilitate users in having the inclination in making up contents and foster a positive and new relationship through IM which is ‘instant messaging’, so that they can have a far more comfortable and beneficial conversation comparing to face-to-face conversation (Asur & Huberman, 2010; Kaitlin, 2010). In addition to that, the undergraduate students able to find out that Facebook is an convenient and advantageous social network in communicating with each other regardless of the location for the time being, and it is totally beneficial for them in case there might be certain cases that prevent them from having a face-to-face interaction in location that they have decided, and that goes to other-related websites as well.

The existence of the following social networking site which has been an international sensation around the world, fundamentally developed in year 2004 with 550 million users, invented by a tertiary education student with the name of Mark Zuckerberg in which we had been familiar with, along with the assistance of his colleagues that help make Facebook well-known and noticed (Martin, 2008; Lusk, 2010; Boyd, 2007; Daniel Zeevi, 2013). With hard work and effort from these amazing students for the past few years that enable the particular website to

be periodically known as the most visited website, not only can exchange data and information but also foster a positive relationship through Facebook, and any related websites for the time being.

Not to mention that the platform for Facebook is absolutely opened for all users across the globe in the year of 2006 after spending a few years in making few adjustments although it is only limited for Harvard students only (Salaway et al., 2008 & Stutzman, 2006). Besides that, the entry is absolutely free-of-charge whereby the user with the age of 13 and above with a legit and officially registered email address are able to spend a few minutes in making a new account in order for them to access through (Alexander, 2006; Boyd & Ellison, 2008; Joinson, 2008). This is partly because of the contented information from the social website along with their momentum that are for certain, brought the effect that the rapid development of the particular social website being categorized as an online conversation (Lampe et al., 2006; Luckin et al., 2009), ranging from environment and politics, to economical and entertainment industry as well (Raacke & Bonds-Raacke, 2008). Therefore Facebook became a recognized social networking sites, had a remarkable success and noticeable not only by students, ensuring that they can make good use of that social website in communicating with those around them (Ellison, Steinfield, & Lampe, 2007; Golder, Wilkinson, & Huberman, 2007).

Being aware of the existence of the social networking sites which is astonishing and astounding at the same time, not to mention that Facebook became a global phenomenon and used mostly around undergraduate students, there are benefits for them especially in terms of obtaining new viewpoint and awareness, along with certain information related to phenomenological research such as interests that are compatible and practices from those who are keen and had experience in field where they are expert in (Van Manen, 1990).

Despite knowing that there are numerous research proven experimentally that there is a correlation or interrelationship between the habit of using Facebook along with the impact that may be the happening to these undergraduate students especially on their academic performance which will decide their utmost future, there has been a countless of variables that are engaged in finding out the causes, such as the vulnerability or to be exact, how long that they can access to the particular website in hours, days, and weeks, which generated incompatible results during the process. Based on the results being conducted, the study will be focused mostly on how long these Malaysia undergraduate students access the recognized social networking sites in relation to the consequences that they unintentionally developed among themselves as there may be a few research had been done in Malaysian context.

1.2 Problem statement

As for the Malaysians especially those who are currently in their tertiary education process, are to take benefits on Facebook which are noticeable for the intention of obsession or amusement that they most probably did in their daily life, they absolutely got themselves fascinated towards the well-known social websites, therefore led to the extent that they are categorized as 'Facebook junkie' or 'Facebook addicts' (Kaplan & Heinlein, 2010), and there are studies that happen to mention about the duration in accessing through Facebook were to approximately 3 hours in a day or 80 hours per week, led to the extent that they got their performance in education or academic perspective affected as it is an advancement of a broaden aspect and aimed towards female undergraduate students from 18-24 years especially (Young, 1999; Shotton, 1991).

Besides that, there are some of the studies with proportionate report regarding differences in gender especially when they are on the verge in the usage of the advancement on the technology

mentioned. Based on the observation by Weiser (2000), he proposed the usage of the internet based on the divergence of gender, whereby he made certain persuasive report that males which are the majority among the society when it comes to the moment that they have the tendency to be more familiar with these technological advancements such as the internet within the computer, comparing to females. The divergence of gender which are quite identical to one another were somewhat stated in the literature that follows concerning how obsessive they can actually be towards the following social network. As reported by Scherer (1997), he make certain recommendations that internet users that are vulnerable without them knowing it by themselves which include quite a massive proportion of men if comparing to women. Not to mention that there are results that are complementary as stated by Morahan-Martin and Schumacher (2000) whereas they made accurate report that the males were most likely in being the user of the internet that are quite preventive than females. Therefore the findings about the issue accordingly came to a conclusion that the male university students would have themselves into correlating with their dependence of the practice towards the Internet as compared to females.

At the same time, there are research which are compatible and may have connection whereas 49% of the students who are currently in their tertiary education progress tend to use Facebook, and 3% of the population among themselves had the tendency to access through the following social networking site for more than 2 hours, therefore got themselves suffer from various sore such as eyesore, back-pain sore along with carpal tunnel syndrome where it is some kind of a contamination that cause their attitude to be antagonistic and damaging towards their close acquaintances, not to mention that their achievement in academic aspect especially on their grade point average system, or GPA for short, will be influenced as well (Stern & Taylor, 2007; Young, 1999, Shotton, 1991; Enrique, 2010; Karpinski & Duberstein, 2009).

Besides that, there are certain research related to the case being conducted is that the time contributed to Facebook by university students along with the consequences that may bring influence especially to their academic performance (Choney, 2010; San Miguel, 2009; Enriquez, 2010). And the findings that have been conducted in African regions such as Ghana (Khan, 2009; Kubey et al., 2010), and Sri Lanka (Darling, 2005; Broh, 2000; Stephen & Schaban, 2002), along with Ethiopia (Jibat, 2012). And for certain, there are certain countries that may share consistent data regarding the obsession from these students towards Facebook and the consequences they will be facing during the process in Asia-Pacific region such as Indonesia (Al-Rahmi & Othman, 2013), therefore led to the extent that not much of the research being conducted or experimented in Malaysia especially towards UTAR students, except for the one mentioned previously.

The gap followed for the research being conducted for the time being that are relevant to one another which is users and gratification theory (U&G), as there may be cases or research had been applied with the theory mentioned in studies within the context of Malaysia, there are still no research conducted by far, connected to social stratification related to the usage of Facebook. Therefore the research tends to narrow down the divergence by capitalize on U&G as the theoretical framework in developing link between the routine of social networking sites and the scholastic performance from these students.

1.3 Research Objective

- 1) To inspect whether UTAR students tend to access through Facebook for educational or non-educational performance.
- 2) To investigate about the usefulness of UTAR students' time towards Facebook and influence their own performance in education.

1.4 Research Questions

3) How obsessive the students of UTAR towards Facebook shows any effects occurred especially on their academic performance?

4) Does the emergence and the existence of social media network made the students realise to the point that they are more exposed to the frequent usage and had their education performance influenced?

1.5 Significance of the study

The theoretical significance that we can have a follow-up from certain research being conducted is that they will contribute to certain studies surrounding theory as mentioned in Malaysia as well as developing a reachable and worthwhile information so that we are able to inspect more on the role of social networking sites in the advocacy of their obsession towards Facebook.

As for the practical significance, the analysis regulated are most likely to provide Malaysian students who are currently in their tertiary education level especially UTAR students with relevant and acceptable strategies in piercing through the audience that is compartment through the assistance of social media, markedly youths who had particularly shown distressing issue that there are some studies shown that the delayed existence of these students where their performance in school had shrunken not only on their grade point average system, but also on any activities related within the school as well due to the fascination that they have towards Facebook especially on the continuation period they contribute to, therefore led to the conclusion that they are unable to leave even a single inch away from the following social networking sites and having an all-day conversation with their acquaintances (Canales et al., 2009; Karpinski & Duberstein, 2010).

Besides that, the degradation of their performance inside the school due to their obsession towards the social networking site as mentioned above may actually bring the catastrophic impact especially on their physical and mental strength as they were somewhat occurred at about the same time including the home page along with the meetings required and therefore these concern need to be taken into account and deep consideration (Korolenko, 1992; Stein, Hollander & Rothbaum, 2009; Kubey et al., 2001).

1.6 Definition of Terms

1) *Facebook Addiction* often described by certain researchers that conduct similar research towards those who got themselves really obsessed towards social networking sites which are well-known especially Facebook, therefore being defined as ‘Facebook Addiction Disorder’ due to the time contributed towards that social website, comparing to non-Facebook users.

2) Facebook is the most well-known and frequently visited website among all social networking site, where people across the globe not only tend to access through the social website to contribute their opinions and thoughts but also exchange information with one another along with having a convenient and long-lasting conversation by using instant messaging (IM), comparing to face-to-face interaction.

3) *Academic performance* in general, can be described as the measurement that will be determined by the final grade to be earned in certain course in universities or colleges.

Chapter 2

Literature Review

2.1 User and Gratification Theory

In years that followed, philosophers from different region across the globe but somewhat had their attention focused to and had comparable information towards the sensation of internet addiction which was also known or referred to as social media sensation and various studies has been conducted in the following area. However, majority of these studies that have compatible focuses mainly towards the exact obsession which may be true in terms of psychological aspect that have the access to the extent whether internet addiction actually appears in the first place or not (Nauert, 2010) such as the sensational of the internet addiction itself whereas is one of the following data in association to the compulsion of the internet. Therefore certain communication scholars have also started to give their very attention to this area of research. Though there is literature on this area of study, research on it in Malaysia is quite scanty especially in UTAR. However it has caught the attention of some researchers that they can conduct the particular research even further and a few studies can absolutely be found from there, therefore led to the intensity that a few additional studies has been conducted on the phenomenon of the following topic of my research.

Based on the observation from McQuail himself (2005), the Uses and Gratification theory is practically viewed and often described as a theory that have a similar connection to research especially on the aspect of media and seen as the best choice to further inspect the particular research. Not to mention that it is also an approach of obtaining certain insight on how and why the population of the people will have the tendency in look for suitable medium that can fully satisfy their own particular needs. The theory of uses and gratifications was first introduced by

an American sociologist with the name of Elihu Katz, back in 1959 on one of the well-noticed article in which he explained that the research conducted especially on the aspect of communication was on the verge of getting close to the stage of extinction because he stated that most of the philosophers had themselves concentrated mostly on the significance that the media can actually had on the population of people especially university students themselves, therefore gave certain recommendations that researchers themselves should be concentrating rather on how media is actually contributed in the first place (Severin & Tankard, 2001).

The particular theory basically has the correlation of performing in accordance with what audiences can possibly perform with the prepared media, in conjunction with proper explanation about the users' motivation when choose media that is suitable for them, along with the behaviours associated to it. The theory postulates that "people are not passive receivers of media messages but active influencers of the effects of the messages the media communicates." In other words that are similar, receivers of fulfilled media are absolutely on the stage of liberty in making a choice and regulate their use and how they had their own actions afflicted by it according to Rae (2011).

Theorists had come up with certain statements that most of the users look for the source of an accountable media that would best satisfies their commitment although they may acquire alternate choices that could possible meet their own commitment. Based on McQuail (2005), he came up with a proposition that the following theory mentioned "seeks to explain the uses of media and the satisfactions derived from them in terms of motives and self-perceived needs of audience members." As a part of the influencers that are way too active without knowing about the effect media will be having towards them, users of media also had the tendency in analysing, and making a choice towards the message within the media. According to Ruggiero (2000), internet users choose activities online that satisfy needs like "entertainment, information and social interaction." The theory of Uses and Gratification therefore shows the

correlation which is affirmatory and satisfactory between the use of social media from the choice they made along with the fulfilment from the users that they achieve when they use it (Ferguson & Perse, 2000; Charney & Greenberg 2001; Papacharissi & Rubin & Dimmick et al., 2000; LaRose, Mastro & Eastin, 2001).

Many studies carried out also have applied the Uses and Gratifications Theory to explain issues related to social media use and internet as a whole some of which are Parker & Plank (2000), Papacharissi & Rubin (2000), Dimmick et al. (2000), Chou & Hsiao (2000), Song, LaRose, Lin & Eastin (2002), and Flanagin & Metzger (2001), in citing a few of the studies conducted.

According to Rice and Williams (1995) “the new media provide fertile test beds for many of our theories and models.” Not to mention that the theory mentioned practically is a good solution and an absolute recommendation in analysing media that are latest to the recent generation such as the Internet specifically, in essence of the social networking media since there are elements which are beneficial within the internet.

The Uses and Gratification theory has been used as the frontline method in making observation to the conclusion whether there is any current medium that are convenient not only towards the university students but to others as well. An instance can be cited as there are times during which has been invented during the 19th century such as radio and television, and now the Internet in addition, has been introduced in the 20th century (Ruggerio, 2000). Ruggerio again states that the Uses and Gratification theory are definitely the correct method especially for the research in relation to the social media mostly because of its capability to have these current technologies inspected, along with the strengths in making evaluation towards these medium because of what they can do and what benefit that they can get from it. Plus, the assertion is being supported by Severin & Tankard (2001) who admit that the uses and gratifications theory is an extreme and sensational method to be used as technology that have whatever it takes in

moving the entire universe into the age of electronic information. Which is why based on the information given previously, the researchers that are conducting the topic for the research that I am currently conducting for certain will have the theory chosen and applied towards the study of the use from UTAR students towards frequently used social media.

According to Severin and Taknard (2007) and Ko et al., (2005), they also propose that the particular theory can also be described as some sort of rather thoughtful transmission from the perspective that gave their attention towards unfamiliar people within the community, having their access through the following social website in an unfamiliar way just to alleviate both their social and psychological obligations along with their main objective. On top of that, they also found that there were certain spontaneous elements that were associated to the use of these websites and had been addressed in numerous contexts, where they are social interaction or escapism, seeking for information, time had passed by, collective control, information and communication which affect the motivation of the users towards Facebook and their relationship and infatuation with one another.

As for the term of social escapism, Ko and Chen (2005) themselves states that it is some part of the social process that can be broaden and have equivalence between two or more individuals whereby their primary objective is to have a way-too-long communication with one another, can they may have the tendency to practice them so that they can use them in their daily life. Secondly, information seeking can be defined as some sort of an action whereby we can search for a precise and accurate materials that we actually need in certain activities. Moving on to the pass time, whereas is the distribution of our time in doing something meaningful, and for other theme that followed by which is interactive control where it is a situation that include consolations or actions, in connections to a two-way electronic communication system. Apart from the definitions as mentioned, there are some themes to be discussed which they are entertainment, relaxation, communicatory utility and convenience utility. Comparably, there

are indeed students who were usually use certain social networking sites not only for the purpose of communication, but also for the purpose of self-pleasure and the state of oddity has been shown in how these components from the theory followed being adapted efficiently can be purposeful towards them (Krause & Coates, 2008).

2.2 Facebook Addiction

From the terms that followed which has been used towards the relationship between the obsession that Malaysian university students always had all the way towards Facebook specifically, along with other subclasses which had been well-known and noticeable such as Youtube, Twitter and more, and there are no absolute definition in defining or interpreting the following sensation that can be completed in helping characterize the addiction of Facebook.

According to Rotsztein (2003), the following philosopher that conduct the exact comparable study made a statement that the existence of the Internet has indeed experienced towards the know-how participation regarding growth which are both astounding and remarkable, not to mention unrivalled notable in terms of both size and number of effective users across the globe since the mid-1990s. Based on the observation from UN-APCICT (2009), there are about 56.45% of the residents in Malaysia were known to be the user of the internet, while another report has been identified where there are about 23.41% of Malaysian had computers in year 2008. Following the services of the Internet which is vital within the country where the particular topic that I am currently further conducting my research are on the verge of making progress in terms of enlargement and the internet users which shows astonishing outcome, there is an outstanding flow specifically on the adjustment of the moderate hours of internet used by the users in a week. According to the report by (Malaysian Communications and Multimedia Commission (MCMC), 2008), the total number of active users using the Internet in just less

than 4 hours per week shows a declination to the percentage of 34.9% from 2005 to 2008, while the total number of effective users using the Internet for more than 28 hours in a week shows a continuous increase to the percentage of 79.8%.

In its most compatible flow and no clear definition in studies that are being carried out and consistently structured where the term mentioned are mostly recognizable to one another, but certain investigation are being made for the time being, analysing it in ways that certain researchers had the name prepared for those who are quite keen and experience in using the particular social networking sites with the name of 'Facebook Junkie' to be exact according to Henrichs (2009). Therefore it is extremely proportional that the actions performed can be actually be compatible with certain activities that we may have heard of at certain times such as gambling, paying out and the obsession towards the Internet.

Possible reasons for the obsession which shows identical data is that most students in Malaysia have certain blocks of time to which they did not structure well, universities provide free-for-access along with unlimited time especially to those who were just about to enter and officially start their diploma or degree courses depending on their choice which are essential during their university life are away from parental control without the monitor process control from their parents for the first time, young students tend to experience latest problems of trying to get themselves used to their recent life in university of their choice and find new acquaintances that they can get close with, and for sure end themselves up by looking for a desperate companionship by applying unfamiliar applications of the internet (Young, 1996), to the extent that they take in full aspiration and consolation from both faculty along with administrators in using the different functions from the Net, adolescents discovered that they are more and willing to be trained in developing these different applications of these miraculous creations and through the learning from the internet, students had their mind-set or motive to flee themselves from being at the bottom of the 'food-chain' which is the source from the source

of university that cause stress, as a result from their accountability in passing through their examination, show excellent skills in their writing part and of course, pursue and thorough their degrees during their duration based on the course that they are pursuing with extraordinary and satisfactory marks, and students themselves will finally had the feeling that university life that they are experiencing for the time being totally had themselves isolated from fully participating in any of activities within the campus, and they will have to start looking for jobs according to the programme of their choice by the time they got graduated.

Based on the study conducted by Stutzman (2005) on similar topic as mentioned, he proposes that the population of the people nowadays had the inevitable habit of accessing through Facebook like 24 hours per day not for the purpose of giving their own point of views on another person's status, followed by flourishing civil structure with their friends and families during their university life, to the extent that it is both imperative and vital at the same time for them just to get mix around with those who are non-Facebook users, knowing that the procedure will absolutely mark a climax or draw a conclusion to the resolution of an addictive behaviour (Lenhart, Purcell, Smith & Zickuhr, 2010), not to mention that the following statement also had the people in the society had their time used mostly on Facebook made, facing on the effects especially on the bad side when their achievements are certain to be devastated (Violini, 2009).

The existence of any social media especially in this far modernized world allows most of the people especially among undergraduate students to have themselves participate and have to get themselves examined as administrator of having the attempt to accept or tolerant. Any of the available medium of internet is in relation with the commerce for an upscale in its programs. The characteristics of online situations which is collective with social networking has been continued for a long period. The linkage through any of the accessible social networking began as an activity as a niche or within the place all one's own, although may be sensational through

time. The continuous presence of these web sites are committed in many possible approaches such as speaking, blogging, establishing areas that are metropolitan and more. In addition to that, there are institutions nowadays that are contrasting, even had the attempt into establishing groups on certain websites that are in relation to the discovery by Saba Mehmood (2013).

Not only that, Ellison (2007) proposed that the usage of Websites that has been simultaneously upgraded at last has become a sensational happening for a long period of time after being created. It began out as some sort of a practice or hobby for several available medium that most educated and knowledgeable people has been reorganizing to a social norm and continuation-and-presence-style specifically for individuals from around the world. Not to mention that both teens and teenagers have the tendency in perceiving and remembering these following website in order for them to make contact with their respective peers, information sharing, having their very own personas updated when they had available time to do so, and demonstrate their actions on live version towards other users within the society (Coyle, 2008). While using some of the technological stuffs within the expansion that brought lots of benefits into getting the people together with their close acquaintances along with the acceptance and awareness on the internet, most of the applicable sites are now being practiced and used as an exercise that has been done especially on the sites that are certain linkage to be connected to.

Based on the observation by one of the researcher with the name of Khan (2009), the researcher proposes that the population of Facebook users will have their available but precious time to be spent mostly got themselves involved in showing their poor performance especially in terms of academic aspect. In relation to that, there are philosophers presuppose that any of the social networking sites is sceptically correlated specifically with the performance from these students in education, therefore led to the extent that the issue is even more consequential and challenging comparing to its advantages. The following term consequently shows a drastic increase within the usage from the people across the globe for the past few decades. Englander

and Wang (2010) came up and provide certain possible solutions towards the main issue that has been the happening, whereas the obsessive users would prefer approach the internet for the intention of setting both their their intimate and competent obligations which had conclusively led themselves to an extreme poor academic performance.

Based on the inspection conducted by Karpinski and Duberstein (2009), the researcher had specified that the community especially on Facebook had their time contributed which are very less towards their studies if making comparison to users that not Facebook-users did and had their GPA lowered awfully. Not to mention that they also voiced out that that among a wide variety of disturbance which is quite exclusive towards generation by generation, Facebook still remains as a dominant disturbance especially for generation nowadays. Based on another comparable observation by philosophers such as Kubey, Lavin, and Barrows (2001), whereas they mention that the academic performance from these undergraduates along with their dependency on the internet which shows deterioration are considerably corresponded by resorting to simultaneous programs related to communication which include the sites along with the forums within. There are advantages and disadvantages in relation to using any of the social website. There are few of the reports related to the effect of these website specifically on students' educational performance (Rouis, Limayem, & Salehi-Sangari, 2011; Stollak, Vandenberg, Burklund, & Weiss, 2011; Wang, Chen & Liang, 2011). Some researchers took initiative into inspecting more towards the end result of the connection between the practice towards how frequent they access through certain social network among these students along with their achievement in academic, whereby they discover the fallout and the consequence when the media is depleted in ways that do not exactly academically shows any improvement in literature or process all the way (Canales, Wilbanks & Yeoman (2009). There are some researchers that pore over the similar issue but initiate either not even a positive contact

between the usage towards social website and their education achievement (Ahmed & Qazi (2011) or really is a circumstance on students' academic performance Pasek & Hargittai (2009).

The expeditious enlargement of social media and caught the attention of the society especially nowadays is currently connected to their satisfaction of using them, immediate distribution, not to mention that the recognition showed a drastic increase and of course, the access that is universal through smartphones and tablets, not to mention the desktop too. Due to the presence of the advanced machinery inventions, they also had the impulse of taking down both information exchange and length of the barricade and enable real-time interactions and transmission in the first place (Junco, 2015; Al-Rahmi & Othman, 2013). What keeps the users interested is that these inventions initiated as a purpose of amusement for people with knowledge on these computers has partially become a social norm, not to mention the way of life for people across the universe, such as Facebook and the messenger, along with Twitter, Skype and other-related social network within the site. Earlier task has estimated that college-aged entity within the percentage of 67%-75% are mostly users of any-related social network and there is another equal study noticed and realized that 90% of Facebook users are principally and essentially from college students (Kirschner & Karpinski, 2010).

There are certain welfare for accessing through certain social network which encompasses both swift and practical communication among themselves, along with productive social and collaborative surroundings, not to mention approach to information which they are as advantageous as it seems in the first place, as well as advertising appliance for the intention of businesses. On the other hand, there are certain difficulties whereas certain social media encompass cutback of having a face-to-face interaction among themselves, in addition to sleeping disorder, nervousness and despair, not to mention their hardship towards privacy, fake identifications, their utilization on time and most crucially is how their obsession really occurs when it comes to social media that having interference with their on-daily-task performance.

Not only that, the upgrading breakneck from any of the social network along with their functions collaborate together with the popularity that showed a continuous upturn among students in Malaysia where I am conducting my research, have definitely gain more and more burden every single day especially when it comes to the these media that showed negative significance towards the academic performance from these undergraduate students (Banquil, Chuna, Leano, Rivero, & Bruce, 2009).

The main issues which brought dilemma and inconvenience at the same time especially for their respective professors and parents is that the extravagant time that these students had spent on the frequently visited social network (Facebook) and other-related social networking site at the expense of accomplishing their important task in academic aspect. The outcome of the studies regarding the impact of these websites on both their achievements and grades have never been this astonishing and frustrating as before (Dianalan, Matienzo, & Timog, 2009). Based on one of the study being administered at one of Malaysian university, the respondents pointed out that any of the available social website plays a compelling and fascinating role with the objective of boosting up their grades, partly because these websites mentioned did have the tendency to boost up both their conversations and idea exchange among students themselves, and of course with their respective instructors at about the same time. There is another study on the other hand, made certain statement that the frequent usage on those social website mentioned previously had conclusively led to a simple but precise aftermath which their outcome within academic aspect showed a continuous downward (Pasek & Hargitai, 2009). Of course that these students even until at a time like this, will always have their results affected, and they will never have enough room for more improvements even if they improvise. So it is crucial that they were to find any of the solutions for as soon as possible in order to prevent themselves from facing the issues as mentioned earlier.

Online social networks or OSN for short, indeed played an international role into having the trend of penetrating the population of the users towards Internet especially towards the generation nowadays, therefore led to a possible conclusion that the particular advanced inventions had become a proper and outstanding conversations tool, to be used especially among the students within the society. So, educational institutions along with their respective faculties within the campus will have their available time spent on any of the social networking sites as stated earlier for the intention of having discussion regarding assignment with their classmates and respective lecturers (Paul, Baker, Cochran, 2012), not to mention that they were to distributing contented instructional information as well. On the contrary, some of the philosophers (Lenhart, et al., 2010 & Chen & Bryer, 2012) along with their research that conduct further regarding the complementary topic came to a disagreement with the previous proposal, whereby they said that that regardless of the popularity of social media for the intention of personal use shows only a short amount of percentage from students themselves and therefore use them for educational usual procedure at certain faculty.

Certain networking sites such as Facebook itself, followed by Twitter and more, are practically used most of the time on a routine basis by millions of people across the universe. The majority of the community within the participation towards the online social networking is theoretically made up of students that are currently on the process of tertiary education (Grunwald & Vockley, 2011). As a matter of fact, there is a survey whereby 3000 students from the States had acknowledged that about 90% of tertiary education students tend to use Facebook and another 37% from them use Twitter which is another website (Dahlstrom, de Boor, 2011). According to the research being inspected by Reynol Junco (2012), he discovered that the time used and spent by these upcoming scholars, not to mention that frequent checking on Facebook were definitely in parallel to both GPA within long-term process, and time spent on Facebook has a slight connection to their study time. Also, the capability of these students and had their

handy and convenient time spent on Facebook to possibly anticipate the entire GPA conclusion, may actually show that there may be consequences which may be devastating for them if they kept on accessing through the following social website in ways they did not think of in the first place.

In addition to the analogous study towards the following field, there are researchers in the identical field with the name of Paul and Baker (2012) whereby they wrote an article related to how compulsive these students can actually be especially after the existence of these social network within any of the feasible technological devices, and had their achievement from educational aspect although they used to have certain extraordinary and astounding outcome, therefore led to the unexpected result whereby there are studies that the consequences that these students were to face both physically and mentally after having the access through certain group of connected web pages as mentioned has been conceded.

This goes pretty well and collaborated with the data that has been conferred from some philosophers such as Kirschner and Karpinski (2010), that over-involvement or 'overdosed' habit towards some connected web pages by these freshmen can have themselves on the verge of facing the stage of collision especially on the bad side. Additionally, they do have a sense of trust that this particular area is a world where they are rich with excellent machinery or automations, where multitasking can be exactly practiced as apart of the norm and is practically far more outstanding especially among these students. Not to mention that they also make certain discovery when further conducting the topic that I am currently conducting as well, that the most of the students (Junco, 2011) within campus had the capability in multitasking such as effectively perform their very best in school work and having frequent conversation with the virtual surroundings.

As from what I can actually found out that the most accessible and frequently visited Facebook has millions of users according to the observation by Smith (2012) with more than 90% of teens that consists of students on stage of tertiary education got themselves hooked towards the social network (Common Sense Media, 2012). As for the outcome that the authors had made certain analysis that the effort towards the consequences of social networking sites or SNSs' for short, on their achievement on academic aspect has been authenticated, in addition to the people who takes part in having the access through Facebook for multiple times during their period on study had their grade point averages lowered down gradually. Likewise, Junco (2011) which is one more philosopher discovered that checking up with the acquaintances and have discussions among themselves on the following connected web page are more often to have make forecasting higher grades within college, not to mention that updating their very own status at the same time, are also more often to have make their forecasting lower grades, therefore led to an obvious conclusion that the overall of the students with their GPAs has slightly reduce to approximately 12 points for every 93 minutes exactly, which has exceeded beyond the moderate time of 106 minutes being spent on Facebook per day.

Both the inventions along with the Internet use that gradually accessed by tertiary education students (Clark, Frith, & Demi, 2004) have somewhat been correlated with more and more long-lasting interactions not only with their friends, but family members as well (Howard, Rainie, & Jones, 2001). Based on a few equivalent inspected being conducted, the proper intention of the Internet for college students are mostly based on face-to-face conversation or interpersonal interaction (McKenna and Bargh, 2000; Hampton & Wellman, 2001; Howard et al., 2001) through in two-way radios such as email, immediate notice, and of course program that involve chatters (Kraut et al., 1998; Jones, 2002).

Although most of the students among the society has come to an agreement that the recognition and the preference of the computer network as a worthwhile activities that are vigorous, as in

these freshmen had the agility and can follow up any of the chances given to them by filtering through web-sites, engaging in discussion which are suitable and convenient within the chat-room, not to mention that the particular computer network also being initiated as an excellent educational tool for research purpose and other-related activities according to Young (1996). On the other hand, there are still many freshmen within the similar category had an extreme hard time, therefore unable to catch up with those who had excellent grades in their studies due to an enormous assets being contributed in relationships online, which are known to be the internet addiction (Hansen, 2002). The issues mentioned on the previous chapters which they are suffering from severe disorders such as having the backache, eye-pain and so on, not to mention that their contact with their associates will never be the same as before, definitely will bring plenty of pressure towards their performance in education indirectly. Although there are studies where most of the philosophers have declared that people will always be sitting near the web pages as they were somewhat became a 'plague' upon the globe (Young, 1996; Scherer, 1997; Nalwa & Anand, 2003), and that will definitely cause some hazardous, not to mention calamitous effects not only towards individuals, the problems they are facing in academic aspect, their social attitude that has changed, in addition to the routines and abilities that they had been performing in such a negative way (Kraut et al., 2002; Kubey et al., 2001).

Despite the fact that the presence of the Net could possibly devote a lot to the literature they are pursuing for the time being, it is extremely fundamental and of course indispensable, for the purpose of further inspecting students' their use towards the webpage trend, and must be addressed for as soon as possible for find proper solutions for the problems faced by these students regardless not only at times like this, but also in the future that awaits them.

As far from what we had known about the particular topic with no absolute definition as mentioned earlier, internet addiction can be described as the latest research in the aspect of media which has ten years of history or less than that, not to mention that the term as said had

become an international issue to the public and therefore got identified especially on the issue on health to be occurred especially on students who are in their university life process. Similarly, we had known of the term 'Internet Addiction' as some sort of an individual's act or having the action to do whatever it takes in taking control of the usage towards any of the social website that they may be having their frequent visit to (Chao & Hsiao, 2000). Similarly, the overdone of the work being towards the computer that may have led in intervening or making certain adjustments can also be defined as a part of the addiction towards the Internet since the students tend to treat them as if the prepared social media are a part of the daily exercise to be done every single day regardless of the time being set for their own. Of course on the term as acknowledged by certain researchers, most of the people within the community became a lot obsessed not only to the element which may be the matter, but also to work with certain technological devices in order to have the feeling of accomplished or attained during working with the internet, depending on the time they favour to. This is partly because internet users especially the young ones are on the verge of the exposure in becoming internet addicts, comparing to the older users according to Thatcher and Gooloman (2005).

Of course that university students nowadays are way too available and tend to access through Facebook most of the time regardless of the location and became even more obsessive towards it, led to the extent that they will be less monitoring and more facilities within the campus that are available for them to access the internet in case they do not wish to continuously access through smartphone or laptop. On the argument that follows, Suhail and Bargees stated that although knowing the advantages of how useful the internet not only in their educational performance such as having a communication term with their respective lecturers, followed by having their student access to libraries and databases for their assignment purpose, it is to be certain that these undergraduate students are indeed at high level of risk to be associated

towards the addiction and will keep on repeating the same action that they can never keep their eyes off from.

Not only that, the advancement and well-updated social networking site which is Facebook specifically, had caught the attention of the people across the globe regardless of both the older and younger people, therefore become an international sensation right in just few weeks after it was published to the public. Though it all had started as a hobby instead of an occupation in several medium such as computer to be specific, whereas is some sort of an immediate action that educate most of the individual and evolve them in becoming certain part of a cultures and norms to be practiced for students around the world along with the knowledge sharing amongst themselves within the society (Nicole, 2007).

According to the research conducted by Nicole herself, she states that both students and teenagers have took notice and make good use of certain social website such as Facebook as mentioned previously followed by other well-known website for the objective of being able to make contact to their peers of course, followed by share information that can be utilized, posting their own Facebook status profile or share their thoughts and point of view towards certain issues that got their attention paid to in live version, led to the degree that most of the Facebook users or 'Facebook Junkers' often face bad experience and perform pretty bad especially on the aspect of academic. This is partly because Karpinski (2009) stated that the existence of social media in times that we are in a far modernized society with technological advancement has quite a contradictory relationship with students definitely on their performance towards education aspect within the school, which shows how much greater and how serious the consequences are, rather than the benefits that these students can actually obtain or gain from accessing these websites repeatedly. The university students around the world have indeed or somewhat got themselves 'attached' to the world of social media especially when they were established which gave boost to more and more students into

connecting these websites and had their own precious time to be spent more often than it used to be. According to Nalwa & Anand (2003), these researchers gave certain advises and recommendations which may be beneficial towards those who are ‘Social Media Addictions’ love using the internet into spending a little of their time to setting their own commitment in terms of both their social and professional obligations and regulations in which the last but not least fallout is definitely their very own educational performance which shows a devastating result as they were mentioned according to the finding of Karpinski (2009) whereby she states that most visited and accessed website (Facebook, LinkedIn, Whatsapp, etc) costumers basically had their own precious and important time to be spent on their studies and affect their own GPAs comparing to non-social media users. The following consequence which was the focus of the research conducted by Karpinski, & Duberstein (2009) whereas they were highlighted towards the research being studied for the time being, that within the huge disturbance towards the generation especially in the twenty-first century that social media platform as mentioned earlier will always remain a huge disturbance and made the students could not put their attention into any of the school activities and have face-to-face interaction in order to make it more lively.

Based on the research being conducted and studies by researchers such as Kubey, Lavin, and Barrows (2001), they propose that there is an interrelationship between academic performance and the dependency on social networking sites. Therefore the researchers have inspected different studies in checking out the importance and leverage of these social website to these users such as the study on “consequences or effects of connecting through Facebook by undergraduates and how their academic performance being influenced at the same time”, stated that social platforms have impact on students especially on the bad side.

Not to mention that Facebook can also be defined as the latest virtual spaces and most frequently visited social networking sites among most of the social website as mentioned

previously, enabling the people to develop and creating long-lasting, not to mention that non-stop contact between themselves within the society whether in terms of interpersonal or intrapersonal communication. According to Boyd & Ellison (2007), they deliberately or pointed out that generally accessed social website like Facebook for instance, changed the essence or character along with the flow of social relationship since the day it became so well-known for the past few years back then. Nowadays, undergraduate students especially the females are getting occupied almost every day during their university life, got themselves associated with the social networking site as mentioned earlier just for the intention to initiate their own commitment and desire as a positive result due to the inappropriateness of the time being spent on such site had increased gradually. According to another researcher with the name of Jalalian (2010), the researcher proposes that the online world has proven in such short period of time, to the impact on numerous aspects of people's daily life which sums up education, commerce and health other than the aspect of politics and economics. Therefore the following term that became the international phenomenon is definitely a rise-up issue to be discussed among the mass medium and the people within the society as well, because Facebook for certain is categorized as the ultimate technology that had what it takes to keep the students from unable to be detached to one another, not to mention the social website had indeed further decline the females especially the young and talented students from participating in most of the activities that they can perform in the real world. Use Facebook is practically like a culture or a benchmark or an exercise to be precise, that they can practice among themselves even until now, regardless of age at anyplace, anywhere and anytime. The researcher also proposes that most of them use Facebook for most of the intention as mentioned in previous chapter which shows a compatible and similar answer such as having an online conversation with their close acquaintances through instant message whenever they have time to spare for one another even when they are away from meeting each other (Ridings & Gefen, 2004). However, the issue

that they will be facing due to the obsessive behaviour towards accessing through the particular social networking site is that female students themselves had themselves occupied or engaged and their time has been invested for their class assignment which was one of the objective and the occasion spent on Facebook over and over again, only contain a small fraction of the truth contributed to the website as mentioned just now, therefore led to another research that Caplan (2003), discovered that the overuse of Facebook eventually had the potential to bring absolute negative impact not only on their studies, but also on their work when they graduated, health, along with personal relationship as well.

Based on the results from certain studies related to the topic which is my focus for the research, the academic performance from these students are influenced for sure from the moment they use Facebook. Despite knowing that these platforms mainly designed and used by tertiary education students for any of the program that involve socializing rather than program that involve education aspect (Adam & Zor, 2012). According to Adam, Zor, & Oye (2012), these researcher added that most of the students had their utmost assumption that social platforms they have access through, certainly have positive impact and shows improvement on the growth of their education. In another research conducted by Shana (2012) that it was double-checked the fact that these students during their university life tend to use these platforms especially for the objective of instant messaging along with making acquaintances online.

“The impact of excessively access through the internet and social platforms that may cause disturbance to the students’ academic growth’ which is another one of the study related by Young (2006), where the researcher mention that the internet has got its wings spread widely in giving huge influence to most lives of the youngsters especially towards those who are currently in the level of tertiary education within the school. Not only that, Young (2006) also gave proposition that these undergraduates most likely to be vulnerable towards the internet and became ‘victims’ especially when they are on the verge into accessing certain information

that may be related to their academic life other than amusement objective. Additionally, huge amount of time has been used just to attending Facebook, to the extent that they had been confirmed to have focus less on their studies (Wang, 2011; Jeong, 2005; Seo, 2004). Due to their overuse towards Facebook and had their own performance distracted, therefore their emotional aspect got affected as well.

Rather giving the statement that the communication platform which are being coordinated even until today with great aspiration along with its interest have indeed been modified in ways that these students using them in this far more modernized world by giving definition both online instruments and utilities where they were allowed for the purpose not only in terms of conversation that may be the happening most of the time, the participation from themselves into the world of social media but of course, the collaboration of networked material that are useful and beneficial especially for their assignment intention. The recent generation, aimed especially towards the university students having the tendency in using these medium available for them through ingenious solutions to which they are preferably known and referred as in millennial amount, and have indeed change them in ways they had the capability of thinking possible solutions to the problems faced, working on the problems faced and improve from the mistakes they did, not to mention that they even had this habit of communicating though they are within developmental stage during their university life, thus led to the conclusion that the students today are quite withdrawn and known as junkies towards Facebook, spreading around towards their friends who may not be users of Facebook users like a 'plague' across Earth.

According to Needham and Company (2007), they reported that Facebook is an exceptionally worthwhile social website to be opened widely to education institutional students within the States due to the potential specifically on what the social website is capable of, for the intention of education. For example, Florida University uses Facebook for the intention of academic teaching and learning by their respective teachers and students, not to mention that the

University of Michigan also tend to access through Facebook for the objective of news distribution and correlate the students altogether at the same time (Boyd & Ellison, 2007; Cassidy, 2006; Schwartz, 2009; Selwyn et al., 2008). These explanations earlier had make accurate and precise justification that Facebook was therefore categorized as being an exceedingly compelling and momentous especially among themselves within the education institutional, mostly because these students are being acknowledged to make certain progress in show improvements that they can develop unquestionably (Kirschner & Karpinski, 2010) on the aspect of their intellectual, social efficiency, in addition to a decent behaviour that they must be practice onto the learning process, not to mention developing skills in having a conversation alongside their respective teachers outside the classes (Ross et al., 2009).

Similarly, Yu, Tian, & Vogel (2010) also took notice that these institutional students basically having the positive thinking and opinion of how valuable the following social website as mentioned is indispensable and an integral key in gaining some familiarity towards certain subjects that they are not good at (Selwyn, 2009), social acceptance and wisdom, whereas these students for the time being can be guided to even better stage of their own self-development, capability to perform on their academic, along with the satisfaction within university life (Selwyn, 2009). Based on the research discovered by Chu and Meulemans (2008), they sense to found out whereas the population of these students connect towards Facebook just for the purpose of getting across with one another regarding their courses along with the assignment to be discussed with their respective tutors at the same time for certain. As in extra information to the topic conducted, Bosch (2009) shows that courses offered within university depending on the choices from the students themselves, that they tend to have comparison with one another, a huge amount of them are gradually connected to Facebook for more participation in discussions between members in a group, since the social website had the capability to be carried out and forwarded as an academic tool (Pasek & Hargittai, 2009). From what some of

these information has been stated whereby these data has also been used in Malaysian context whereby the motive of these students were absolutely comparable and appropriate, therefore will be used to be gone through for further investigation towards the research which is the topic for my Final Year Project proposal. Additional research according to Capano, Hargittai & Hsieh (2010) and Pasek & Hargittai, (2009), these researchers that are oversees similar studies had come up with agreements that are critical in order to make decision to whether the use of the well-known social networking sites from the students and other related website is an involvement of concern for those who are capable of showing their expertise in higher education of not. Not only that, there are researchers conduct on similar have somewhat discover the aspect especially on the correlation between Facebook use and had their own grades affected within the campus accordingly (Deris, & Desjardins, 2010). Along with the findings that are logical and make full sense of it, Kandell (1998) which is one of the researchers discovered that these education institutional students are possibly on the verge of facing certain danger stages of getting themselves 'upgraded' towards the particular social networking site other than those mentioned due to their stage whereby is still on the process, therefore to the extent that the consequences may be in relation to Erikson's (1963), who is another researcher regulating similar topic whereby he is capable of recognizing and creating identity, not to mention progressing along building close-contact relationship as the main tasks of establishing stage for both youngsters and elders.

On certain comparable study, there is another researcher with the name of Sharifah et al. (2011) whereas she has surveyed that approximately 380 female students in universities that were chosen in Malaysia for further studies and had discovered that there is an absolute, compelling and positive connection between the intention for using Facebook in the first place such as pass themselves by through time, amusement, along with conversation which is indeed the main objective for the users, as well as their obsession towards the social website. Most important

of all, the discovery as mentioned previously can absolutely strengthen other scholars in inspect the impact and consequences further that can possibly show the outcome due to their time inappropriateness on Facebook and figure out proper solutions in solving the issues mentioned earlier on most of the analogous and complementary studies.

Although thinking that the latest flow of conversation along with the element that has been developed on Facebook can be as compatible as both online and offline activities at their very own foundation level, especially on the time appropriateness that the users especially tertiary education students can have their own access towards the following social networking site are expanding drastically and at short amount of time, self-claim that they deliberately posting their own status or condition live on Facebook, therefore those who are keen and experienced on the following field such as certain well-known people that we may be aware or notice of, had the impulse or action to creating their own Facebook profiles, amend certain information along with uploading videos of themselves in live version for their respective fans or audiences while they will consistently keep themselves up-to-date on their profile pages whenever they had time to spare, but they mostly will had their time spent by posting certain videos such as videos where they took pictures with other celebrities in ceremonies and so on.

For example, the term which is the focus of the research can be accomplished that the inhabitants of a place especially among undergraduate students in UTAR whereby is my focus nowadays played a compelling and critical role exclusively as a result of their frequent involvement in the world of social media to the extent that these social networking sites is known to have their reputation achieved and had certainly brought certain outcome of actions performed by them for the time being, making themselves even hard to fend themselves off from repeating the analogous process. Despite knowing that these students were to learn about their own opinions and thoughts towards the inauguration along with their level of efficiency and proficiency in order to make good use in their respective technological settings. So it says,

some of the economists gave certain question to themselves whether the ‘Grade Point Average systems’ or GPA’s for short, which is the major obstacle within the visible feature of education that these students had been facing during their studies are being affected or not, other than certain matters such as health, commerce and other related obstacles, depending on the time appropriateness that they had contribute on the social website as indicated earlier (Nalwa & Anand, 2003; Choney, 2010).

Couple of years back then, there has been amount of studies whereby there is a proper and similar connection between context regarding the topic within Malaysia with other countries such as Iran, followed by United Kingdom, and certain South-American region such as Ghana, Somalia and Nigeria using *Users and Gratification Theory* (U&G) as a philosophical framework. According to Raacke and Bond-Raacke (2008), they request that they tend to utilize the following theory in their research paper that sought to inspect more on the intention of both the presence and importance of these website among these students from the perception of the particular theory being proficient although there are some mentioning about gaming violence, health issue and so on (Joinson, 2008; Reich, Subrahmanyam & Espinoza, 2012; Sheldon, 2008; Pempek et al., 2009), and there are a few studies significantly share comparable data concerning about the duration and their participation in using Facebook pointedly among all social networking sites as talked about earlier for the purpose of interpersonal communication mostly because their main objective is to search for more acquaintances’ as discussed on previous chapter (Lampe, Ellison and Steinfield, 2006; Reich, Waechter & Espinoza, 2008; Tosun, 2012).

Chapter 3

Methodology

3.1 Methods used

The method that I will be using for my Final Year Project proposal will be in qualitative methods. In this method as mentioned, the precise and proper interpretation for the following term according to Brady and Collier (2004) and King et al., (1994), is that the method could be defined as some sort of an objective for the research that consists analysis that allow us to inspect and have more information on the answers we may need to certain questions that may be asked, collecting the evidence along with produce appropriate data that are way beyond the frontier that are punctual and expeditious to the study, especially on the statistical data in multimethod work while they are in the middle of advocating inequalities between methods according to Lieberman (2005). And the explanation of why the method mentioned will be regulated for my proposal mostly because of its capability and potential, depending on the quality along with the passion of the information provided to us (Huberman, A.M. & Miles, M.B., 2002; Russell, L., 2005).

3.2 Research Instruments

A qualitative method of research will be engaged specifically in the form of a focus group interview session where a list of interview questions based on the topic for my Final Year Project conceptual framework of Users and Gratification Theory along with the elements mentioned on previous chapter in my research.

According to Kirk and Miller (1986), whereby the researchers that came up with the particular type of interview is that there are advantages in proceeding through the following interview as

a research method. At first, the particular type of interview consists of four main elements, starting with arranging, inspection, and reasoning along with coverage especially in the life of a research-based project, therefore the following presentation will mostly be contributed towards an entire chapter to the arranging stage. Arranging stage will be the first stage right before I proceed to the next stage partly because this is probably the type of field whereby most of the focus groups will be withdrawn mostly from practices that are basic in other comparable qualitative methods. The fact that they are group interviews and used as the main source of most of these following needs. Similarly, the particular had the tendency in gathering several participants requires full concentration altogether at the same time to who the participants are, and how the researcher will figure out something in order to have proper discussion with them as a group. Once the choices made covering the composition of the group interview are practically done, which include the inspection that follows, along with the reasoning, and coverage aspect most of the time pose issues that they are already treating as a part of the routine that they got used to, towards qualitative researchers that are keen to.

Not to mention that the following method contribute wide variety of range through complementary information and offers comforting and appliances in asking follow-up questions, along with the inquisition additional information, providing assistance to the answers and making a connection between several topics at the same time. Not to mention that it also attempt to offer a comforting environment to the extent that people will have the feeling of loosening themselves, also got themselves off the chains and not adding pressure when they are in a middle of a conversation.

The planning for a focus group project includes a number of decisions about how the data will be collected. Considered in order of their impact on the nature of the data, the first decision concerns who will participate in the groups. The next decision determines how structured the groups will be, including the level of moderator involvement. After that, there are further

decisions about the size of each group and the number of groups in the total project. Over the years, a number of “rules of thumb” have evolved to capture the most common choices that researchers have made with regard to each of these decisions (Morgan, 1992a). According to these rules of thumb, focus group projects most often (a) use homogeneous strangers as participants, (b) rely on a relatively structured interview with high moderator involvement, (c) have 6 to 10 participants per group, and (d) have a total of three to five groups per project. Unfortunately, some people act as if these rules of thumb constitute a standard about how focus groups should be done rather than a descriptive summary of how they often are done. In reality, most projects have some elements that require special attention, and it may be relatively rare for a project to match all four of these criteria.

3.3 Participants and Sampling

Based on the study conducted through previous research, purposive sampling will be used and evaluated on term of proportionate sampling as a part of the approach where the respondents had the exact comparable attributions upon the research questions provided. The questions based on the topic of my research where I am conducting and experimenting will be given to approximately 25 UTAR students where 5 people in a group will be distributed and had successfully achieve these principle as follows :

- a) A full-time UTAR student.
- b) Have utmost participation which include an active account into any of the social networking sites (Facebook mostly, Twitter, Whatsapp etc).

As such, a sequence of interview questions will be on standby mode, for further inspection which are similarly linked to the components of *Users and Gratification Theory* that influences

the usage of Facebook along with the consequences that the undergraduate students had encountered amongst themselves in Malaysia. The questions are as follows :

- i) How usually did you access through Facebook?
- ii) What is your main intention of visiting Facebook?
- iii) How do you interact with your acquaintances most of the time when you are in the particular social networking site?
- iv) Will having the access through Facebook provide more assistance to you such as help you perform well, especially on your education?
- v) Did you happen to have learn any of the valuable lesson from the following social website, unlike in school?

Chapter 4 & 5

Findings & Discussions

Chapter 4 & 5 : Findings and Discussions

- 1) **How usually did you access through Facebook.** Based on the answers received from the respondents especially when they are the students from UTAR, there are about 15 of them made an absolute comment that **they gain access through Facebook most of the time through their own smartphone.** For instance, they admitted using Facebook when they were meant to be studying, concentrating in class, or completing their respective coursework. Same goes for three of the respondents giving in their answers whereby they were using laptops as a time-spending activities, but the remaining respondents on the other hand, did not give their answers accordingly. This shows that unlimited time especially to those who were just about to enter and officially start their diploma or degree courses depending on their choice which are essential during their university life are away from parental control without the monitor process control from their parents for the first time.

As discussed earlier about how these respondents tend to access through Facebook most of their time, it is to be believed that there is a positive relationship between how addictive they really are in the first place without any questions asked. In addition to that, there are also some of them whereby they state that they had certain trouble giving time limits to their own Facebook use. Based on the research inspected by both Suhail and Bargees (2006) respectively, they stated that the advantages known of how useful the particular social media not only occurs towards their performance academically such as conversation regarding the subjects they currently taking on the trimester that follows with their respective lecturers, not to mention that they access themselves by using their very own student ID's which is compulsory to libraries within the website and databases as part of the process on homework that assigned by their

teachers as well, it is to be certain that they are on the verge of facing an extremely high level of risk to be associated towards the addiction and will keep on performing the repeatable action that they can never hinder themselves from.

Besides that, both the improvement along with the proper-updated social networking site, had attract the concentration of the people across the world that they will be focusing on regardless of socio-demographic status such as their age, gender and any of the related status, to the extent that Facebook has definitely became an universal impression in just few months time right after it was created and published to the public. Though the people such as the UTAR students in which they are part of the users that gained access through the website and implement it as a hobby instead of an occupation in several medium such as smartphones other than desktops to be specific, whereas is a movement that is prompt that had the tendency in providing extra assistance to cultivate the individuals and evolve them as if they were actually part of a cultures and norms that they can be practising in order for themselves to be proficient throughout the surroundings, not to mention that they can also share their intelligence amongst themselves within the society which include their family members and friends at the same time (Nicole, 2007).

- 2) **What is your main intention of accessing through Facebook.** According to the comments that has been given by these respondents, a large proportionate of UTAR students states that **their primary objective in looking through the newsfeed that was posted by Facebook homepage itself**, other than the purpose of searching for any of the hilarious videos, posts or messages that are related to it, which are not quite a surprise news after all since the answers given were for, correlate them together at about the same time according to the research inspected similarly (Boyd & Ellison, 2007; Cassidy, 2006; Schwartz, 2009; Selwyn et al., 2008). And there are other intentions which they include checking out on their Facebook

friends' birthday and having a proper conversation with their own close acquaintances from the rest of the respondents too.

The briefing as explained had make precise and definite confirmation that Facebook was therefore well-known by the population of the users as being an international and exceptional website especially among themselves within the academic institutional, mostly because these students have been recognized into make progress during their time in college for the intention of showing developments that they can unquestionably acquire without facing any problems for the time being (Kirschner & Karpinski, 2010) especially on the perspective of their rational, social competence, not to mention a modest attitude that they must be practice onto the learning process, and keep those skills that they have acquired in their mind, in case they would like to have a conversation alongside their respective teachers outside the classes (Ross et al., 2009).

In addition to that, the responses showed demonstration that a cycle of Facebook-related thoughts and Facebook checking behaviour could express certain effect in some users, therefore it is possible that this cycle could be provoked such as the latest content on Facebook which can be provided as a way out from undesirable mood states. And these participants also stated that they had been giving their thoughts about the pop-up messages from Facebook itself even when they did not access through. And any of the status that they were to update through their very own Facebook walls, not to mention the photos or videos related to their own lifestyle to be shared towards their close acquaintances just for the objective of obtaining more likes and gain more attention from them which is can possible be some kind of symbolic action that they may not possibly hinder themselves from after all as these actions performed were a part of 'assignment' that needs to be done with unlimited time, causing consequences that their grades may be affected and they were unaware or did not have the tendency to fix the issues

that they currently faced, and for sure they need to immediately figure certain solutions into making amendments especially on their grades academically before it is too late.

3) How did you interact with your acquaintances most of the time when you are in the particular social website? There were about 11 respondents, among 25 of them has responded to the question by stating their answers that **they were mostly having communications with their families and friends through Instant Messaging or IM for short**, while there are respondents shared their answers and they are about exchanging pictures with one another, followed by voice-chatting which is an oral form comparing to the message-chatting, and updating their very own status on their Facebook walls respectively. In addition to that, the population of the students shows that the instant messaging were mostly referred to women, comparing to men. It is indeed noteworthy that the students of UTAR will be having conversation either with their family members or friends through convenient messaging style excessively.

The result is expected, based on the questions asked towards these students who felt that they had their time spent on Facebook. Furthermore, Shana (2012) reported that it was double-checked the fact that these students during their university life tend to use these platforms especially for the objective as mentioned above, to the extent that they had brought an extreme influence especially on their performance academically and due to their overuse towards Facebook and had their own performance panicked, therefore their sentimental aspect will be influenced as well. As noticed from the respondents that Facebook has always been exceptionally known as the most renowned, not to mention the most frequently visited website that are being accessed mostly as they approach the following website not only for the objective of exchanging useful information and data among themselves, but also for the motive objectives or point of view correspondence such as topics that they are discussing for their

assignment purpose so that they may compatible way of thinking in settling the tasks given by their lecturers. Not to mention that the following website also provide extra assistance to users in having the inclination as a proper evidence according to the research being inspected, in making up contents and implement a positive and new relationship through IM which is 'instant messaging', so that they can have more cozy and useful conversation as compared to face-to-face conversation (Asur & Huberman, 2010; Kaitlin, 2010). In addition to that, the respondents will be able to be aware of the fact that that Facebook is an absolutely convenient and advantageous social network in having a proper interaction with each other regardless of the location depending on the time, and it is totally beneficial for them in case there might be certain cases that prevent them from having a face-to-face interaction in location that they have decided, and that goes to other-related websites as well.

4) Will having the access through Facebook provide more assistance to you such as help you perform well, especially on your education? According to the answers given by these students, there are 7 students where they states that having the access through Facebook could aid any of the assistance especially for their education purpose is not completely helpful at all, and in conjunction to another 7 students whereas **they quote that Facebook can be used as an extremely useful tool in providing lots of beneficial information related to their academic purposes.** Besides that, there is only one respondent whereby the advantages of accessing through the particular social website still depends on whether the materials obtained can be used fully or not in the first place. And the answers from the respondents has definitely show a positive relationship between how beneficial these data really is in the first place when they were to proceed with their assignment purpose according to Pasek & Hargittai (2009). Not only that, these respondents may be aware that it is possible for them to be on the stage of facing stages that can hinder themselves from reaching their objective during their life in

UTAR after gaining access towards the particular social networking site other than those mentioned due to their stage whereby is still on the process.

Rather than giving the statement that the communication platform which are being coordinated even until today with great passion along with its interest that have indeed been updated in ways that these students using them in this far more modernized world by giving definition on both online instruments and utilities where they were granted for the purpose not only in terms of conversation that may be the happening most of the time, the participation from themselves into the world of social media but of course, the collaboration of networked material that are useful and extremely advantageous especially for their assignment intention and they can even discuss about the assignment among themselves within the college or at their own destination. The recent generation, aimed especially towards the university students having the tendency in using these available medium for them through any of the resourceful solutions to which they are preferably referred to as in millennial amount, and have definitely change them in ways they had the capability of thinking any of the answers that is fundamental to the problems faced, making amendments on the issues occurred and try to improvise from the mistakes they did, not to mention that they even had this usual habit into communicating version though they are within the fundamental stage during their university life.

And there are examples that can support the following question distributed towards the respondents regarding the assistance provided by Facebook is helpful, whereas Multimedia Journalism and Broadcast Journalism as the major subjects in Journalism courses that the students can access through the effective tool to discuss with one another about the process of their learning by getting themselves adapt to course management system such as Blackboard, MOODLE, or any other related-system that can definitely provide an online learning environment in which they allow the experienced lecturer in the following field in posting the content of the course through the Web as mentioned earlier, and the students in the middle of

pursuing the subjects as mentioned can learn more and practice them into good use in the future according to the research inspect by Madge (2009) and Mendez (2014), whereby the particular e-learning has been conducted in Tbilisi State University in Georgia.

By practicing themselves into participating more on the usage of Facebook that can provide assistance especially on the aspect of their academic process, it is essential and critical for the students in getting themselves adapt to the learning and teaching process especially for the intention of collaborative aim instead of mingling around and communicating with their close acquaintances about their likes and dislikes during their life in college, not to mention that they can also use the following social website more actively especially in their practice based subjects with their respective lecturers and can ask the lecturers in parts that they did not understand just in case.

5) Did you happen to have learn any of the valuable lesson from the following social website, unlike in school? A substantial number of survey respondents where 11 of the students express their opinion that the informations obtained during their time in college are far more worthwhile, comparing to the informations obtained in Facebook. On the other hand, there is one among the respondents and that individual declare that the informations at the same time, were not much of a help after all especially on their academic assignment, not to mention that there are a slight number of respondents claimed that they might be learning certain academical informations from Facebook, especially when they get to learn from their respective seniors or lecturers in case they could not obtain any of it in college. Not only that, also took notice that these UTAR students naturally having the positive-based opinion and thinking of how valuable the following social website as stated is an absolute fundamental and also an important key in gaining certain freshness towards certain subjects that they are not good at which also showed a positive interrelationship according to the research made by

Selwyn (2009), Yu, Tian, & Vogel (2010), and social compliance and their very own intellectual skills, that can be guided to an even advanced stage of their own self-enhancement, and they definitely have whatever it takes to perform well on their academic, along with the satisfaction within university life (Selwyn, 2009).

The students of UTAR may be able to realise and having certain assurance after giving response to the questions distributed that Facebook is an comfortable and advantageous social network in corresponding with each other regardless of the location for the time being, and it is totally beneficial for them in case there might be certain cases that hinder them from having a face-to-face interaction in location that they have decided, same goes to other-related websites as well.

As the students took note of the existence of the following social networking site which has been an encompassing sense of passion around the world, originally developed in year 2004 with 550 million users, implemented by a university student with the name of Mark Zuckerberg in which we had been familiar with whereby he came up with the term 'Facebook' after a few months making improvisation from 'The Facebook' with collaborations with other colleagues, (Martin, 2008; Lusk, 2010; Boyd, 2007; Daniel Zeevi, 2013). With both determination and effort from these amazing students for the past few years that enable the particular website to be periodically known as the most visited website, not only can exchange data and information but also foster a positive relationship through Facebook, and any related websites for the time being.

According to the outcomes as seen earlier, one could argue that there is a positive relationship between how bad their performance in academic aspect with the association of Internet usage such as Facebook that shows an upward sloping among the students themselves because the exceptional students where they are characterized in using the Internet are far more

for the intention in educational aspect, comparing to unexceptional and moderate students. This has been established by the parallel outcome which shows expected results that overuse and time appropriate towards the particular social website for both exceptional and moderate students shows that there is a slight connection between their commitment to have interaction with their close acquaintances and how atrocious their performance in academic perspective. Thus the evidence were to be determined according to the connection as inspected towards the study analysis, not only on how certain atrocious users show worse performance than those who did not commit most of their time on the Internet, but also on an analytical difference that showed compelling outcomes between exceptional, unexceptional and moderate students with their commitment on the particular social website, which in other words, the unexceptional ones devoted their time towards the following and frequently visited website are somewhat more, compared to moderate and exceptional ones. This finding based on the answers from the respondents, where there is a higher possibility relation towards the literature review that I am currently inspecting of how atrocious Internet users will be in the category of unexceptional students, to the extent that there is indeed an interrelationship between heavy Internet usage and how bad their performance in academic aspect.

The studies conducted according to the researchers have unveiled that there is the presence of the dependency on the internet among UTAR students as they have been both identified a proper number as our research participants to be using the Internet much longer if making comparison towards the average those who use Facebook in campus. The outcome of the studies for the research purpose led to the conclusion that the use of self-reported dossier or hard dossier is limited and not adequate into making a proper conclusion whether the connection between the commitment towards Facebook and the performance in educational aspect among university students still shows any presence or not in the first place. Still, there are no connection that can be implemented between their in-depth usage on the following social

website and brought any 'damages' on their work academically, although the studies were practically and theoretically focused specifically on the adverse consequences on the use in which they are offensive from accessing through the Internet has on their academic work. A group of UTAR students that I am inspecting for a certain period of time, were well-aware towards the adoption of Facebook for competitive intention mainly in spite there are no similarities in the measurement of usage for the intentions as mentioned on previous chapters among themselves within the group.

Conclusion

Since the number of Facebook users are on the verge of intensifying in which a greater proportion is of students and undergraduates especially during their time in college. Thus there is an elevated probability for those users to become Facebook addicts or 'Facebook junkies'. Therefore there is a growing concern about such users obtaining lower grades due to excessive Facebook use and will never improve if they wish to proceed with actions that will not bring any benefits to them in the first place as the most frequently visited social website has a significant impact on students' academic performance in Malaysia tertiary institution to be specific. Nevertheless, the time appropriateness and health addiction has a stronger significant influence on students' academic performance. This is because time management from these students plays an essential role in determining the success or failure of an individual. Such students become malnourished and could possibly fall ill which is will directly have an impact and the nature of usage and friend-people connection has an impact also on the performance of students. The negative impacts seemed to be very poor as compared to their positive effects as they described that too much use of social media as a concern, which wastes their time and money. It is suggested that the lecturers, faculties and others social media users, especially Facebook pages owners, disseminate advantageous issues which help students in terms of enhancing their knowledge and information. In addition, no differences were found between students' academic achievements and their positive and negative use on social media.

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