

**A STUDY ON SOCIAL NETWORK BLOGS AS BUSINESS TOOL  
ON INFORMATION TECHNOLOGY STUDENTS' PERSPECTIVE**

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## **ABSTRACT**

Blog has become an important element of popular culture, mass media and the daily lives. Despite the medium's interactive nature, most research on blog focus on the blog and blogger, rarely focusing on the user acceptance. In order to gain better understanding us of social practice of blogging we must take into account the acceptance, perception and credibility impact of the user. This research paper gives attention on blog acceptance as one of the business tools and its credibility for IT students in Universiti Utara Malaysia (UUM) Sintok, Kedah. Comprehensive on the market business information would be vital to the businesses. From this research, data and information from student perspective would very useful to the company especially to see student tendency use business blog because there are young people and have the influence factors to the community. This paper would look into deeper the correlation of the student's acceptance on to the business blog and what is the credibility impact to the students. The survey was done using the questionnaire consists of five section and twenty six questions. One hundred students from undergraduate and postgraduate students were selected in this study. About 80 percent questionnaires has been reply. Overall finding results show that students like to use blog but do not like to use business blog. Students have knowledge about business blog and believe most of the information on business blog is very important source to the people. This study also found that there are no significant different between undergraduate students and postgraduate students in term of acceptance, perception and belief towards business blog.

## **ABSTRAK**

Blog telah menjadi elemen penting dan telah menjadi budaya di dalam masyarakat serta amat popular di media massa dan kehidupan seharian. Media penyelidikan pada hari ini memfokuskan kepada blog dan blogger, tetapi jarang berfokus pada aspek penerimaan pengguna. Dalam rangka untuk mendapatkan pemahaman yang lebih baik terhadap amalan sosial daripada blog, ia harus mengira aspek penerimaan, persepsi dan kepercayaan terhadap pengguna. Laporan kajian ini memberikan perhatian kepada penerimaan blog untuk perniagaan dan kebolehpercayaannya oleh pelajar-pelajar IT di Universiti Utara Malaysia (UUM) Sintok, Kedah UUM . Maklumat secara komprehensif mengenai pengguna adalah sangat penting bagi setiap organisasi. Dari kajian ini, data dan maklumat dari perspektif pelajar sangat berguna bagi syarikat terutama untuk melihat kecenderungan pelajar menggunakan blog perniagaan kerana golongan muda dikatakan mempunyai pengaruh yang kuat terhadap masyarakat. Kajian ini juga melihat lebih mendalam hubungan penerimaan pelajar terhadap blog perniagaan dan kebolehpercayaan pelajar terhadap blog. Kajian ini dilakukan dengan menggunakan soal selidik . Soal selidik ini terdiri daripada lima bahagian dan dua puluh enam soalan. Seramai seratus orang pelajar sarjana dan sarjanamuda telah dipilih dalam kajian ini. Lapan puluh peratus soal selidik diterima kembali dari pelajar yang dipilih tersebut. Secara keseluruhan keputusan menunjukkan bahawa pelajar memang menggunakan blog tetapi tidak suka menggunakan blog perniagaan. Mahasiswa mempunyai pengetahuan tentang blog perniagaan dan percaya sebahagian besar maklumat di blog perniagaan menjadi sumber maklumat yang sangat penting kepada masyarakat. Kajian ini juga mendapati bahawa tidak ada perbezaan signifikan antara pelajar-pelajar sarjana dan sarjanamuda dari segi penerimaan, persepsi dan kepercayaan pelajar terhadap blog perniagaan.

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## **LIST OF ABBREVIATIONS**

IT	Information Technology
PMM	Probability Mental Model
MM	Mental Model
ANOVA	Analysis of Variance
TAM	Technology Acceptance Model

# **CHAPTER ONE**

## **INTRODUCTION**

This chapter provides an overview of blog and business blog and its usability issues. These include a clear background of this study, problem statement, research question, objectives, scope and limitation of study, significance of the study and organization of study.

### **1.1 Background of Study**

Weblogs or Blogs becomes one of communication media most adored and interaction between masses. February 2008 there are 108 million blog exist which 120,000 blog exists per day and 1.4 blog per second Zakaria (2010). This shows that blog is become important to the community and taken place traditional media to publish the information. Many people seem to get their news and form their opinions from authoritative blogs instead of standard media outlets like broadcast news and newspaper. This makes the potential impact of blogs to public opinion and culture tremendous. According to Zakaria (2010) blog was created by John Barger on 17 December 1997 and the acronym was coined by Peter Merholz.

Agarwal, Liu, & Tang (2008) said that a blog can be defined as a website that displays, in reverse chronological order, the entries by one or more individuals and usually has links to comments on specific postings. Each of these entries is called blog posts. Zahorsky (2008) said, "A blog is a web page made up of usually short, frequently updated posts that are arranged

The contents of  
the thesis is for  
internal user  
only

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