

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

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ABSTRAK

Perkembangan teknologi komunikasi terkini, khususnya aplikasi berdasarkan web seperti weblog, telah mengubah lanskap media. Di negara-negara dengan sistem media yang dikawal, munculnya weblog memberikan pilihan saran untuk mereka yang ingin menyebarkan pandangan umum yang selalunya ditekan oleh media arus perdana. Isu-isu yang dianggap sebagai sensitif oleh media tempatan selalunya jarang mendapat liputan meluas. Bahkan jika ada liputan, sumber maklumat itu disajikan dari sudut pandangan yang konsisten dengan pandangan dan falsafah elit dan kerajaan. Merujuk kepada pernyataan bahawa blogging menawarkan ruangan awam yang relatif lebih luas dibandingkan dengan media cetak; wacana tentang isu-isu politik dalam bentuk yang berbeza. Oleh kerana itu, tujuan kajian ini adalah untuk mengkaji dan membahas persepsi, penerimaan dan keyakinan pelajar UUM IT melalui blog politik.

ABSTRACT

The developments of newest communication technology, especially web based applications such as weblogs, have changed the media landscape. In countries with controlled media system, the emergence of weblogs provides an option medium to those who want to disseminate views generally suppressed by the mainstream media. Issues deemed sensitive by the local media seldom get due coverage. Even if there is coverage, it is presented from the viewpoint that is consistent with the views and philosophy of the elite and the government. Departing on the premise that blogging offers a relatively wider public sphere than the print media; discourses on political issues on different forms. Hence, this paper examines and discusses the perception, acceptance and belief of UUM IT student through political blog.

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CHAPTER 1

INTRODUCTION

This chapter provides an overview of blog and political blog and its usability issues. This chapter also holds through background explanations of the study, problem statements, and research questions along with its objectives, significance of the study, problems and limitations and study scopes. All the subtopics will then be described in an overall review of this particular chapter.

1.1 Background

All the developing countries accept the fact that communication has been as important as a policy tool and act as a conduit in plan development. Our country, Malaysia is also not an exception in this case. Now, in this era of globalization is increasingly lively, communication can be done through various channels. Uses of new media such as Internet and blogs have caused communications through intermediate computer faster moving steps. We can observe blog emergence as phenomenon means explosion trigger information technology at the time in era borderless nation. We shall see in this case in general related what does it mean by blog, its difference from social network another and why it so popular nowadays and by slow we will see as to why it so popular at the time.

A blog is a website updated frequently and combines text, images, and links to other web pages related to its topic. Entries are commonly displayed in reverse chronological order. Many blogs provide commentary or news on a particular subject; others function as more

The contents of
the thesis is for
internal user
only

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