

SOCIAL NETWORKING SITES (SNSs):
THE INFORMATION SEEKING BEHAVIOR IN SNS OF MATRICULATION
STUDENTS

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**SOCIAL NETWORKING SITES (SNSs): THE INFORMATION
SEEKING BEHAVIOR IN SNS OF MATRICULATION STUDENTS**

A thesis submitted to the Graduate School in partial fulfillment of the
requirement for the degree Master of Science (Information Technology)
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By

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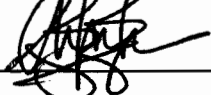
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ABSTRAK

Penyelidikan ini adalah satu kajian kesesuaian tentang Gelagat Pencarian Maklumat dalam Laman Jaringan Sosial (LJS) di kalangan para pelajar matrikulasi. LJS ini digunakan secara meluas untuk bertemu dan berkomunikasi di kalangan pengguna Internet yang mempunyai pendapat, minat dan kepercayaan yang sama. Walau bagaimanapun, kajian ini tertumpu kepada golongan pelajar yang meminati dan mengambil bahagian dalam LJS sahaja. LJS bukan sahaja untuk pertemuan dan komunikasi dengan orang lain tetapi ianya digunakan sebagai wadah mendapat maklumat tentang apa sahaja. Objektif penyelidikan ini ialah meneroka mengapa ada motivasi atau kehendak mengambil bahagian dalam LJS, memahami bagaimana atau proses pelajar mengambil bahagian dalam LJS dan apakah jenis maklumat yang dicari oleh pelajar matrikulasi bila mengambil bahagian dalam LJS. Penyelidikan ini bersifat kualitatif, maka semestinya metodologinya pun kualitatif siftnya. Kaedah wawancara merupakan satu teknik pengumpulan data yang penting daripada para pelajar matrikulasi untuk mengukuhkan Teori Grounded dalam penyelidikan ini. Dalam kajian ini, satu sesi wawancara diadakan dan dilaksanakan bagi memahami gelagat mencari maklumat dalam LJS di kalangan pelajar matrikulasi. Seramai 20 orang pelajar telah diwawancara: 10 pelajar lelaki dan 10 pelajar perempuan. Mereka dipilih daripada jurusan yang berbeza seperti Perakaunan, Sains Hayat dan Sains Fizikal. Mereka juga dipilih berdasarkan "snowball sampling". Teori Grounded digunakan untuk mengenalpasti dan membahagi mengikut kategori berdasarkan respon yang menarik dalam sesi wawancara. Pada akhirnya, isu- isu yang berkaitan dengan penggunaan LJS di kalangan remaja yang termasuk pelajar matrikulasi diberi tumpuan. Akhirnya, kajian ini memberi pendedahan pengalaman penyelidikan yang diperolehi dalam kajian dan batasan kajian agar dapat memberi kesimpulan kepada penyelidikan selanjutnya yang lebih komprehensif dan perhatian perlu diberikan dalam bidang ini pada masa hadapan.

ABSTRACT

This research will be a feasibility study on the Information Seeking Behavior in Social Networking Sites (SNSs) of matriculation students. SNS is a widely use to meet and communicate with other Internet users especially those who have the same opinions, interests and beliefs. However, in this research the focus would be on matriculation students who joined SNSs. The SNS is not only for meeting and communicating with other people but it is used as a platform to get information about anything. The objective of this research is to explore why of the motivation or need to join SNS, how or the process of matriculation students in joining SNS, and understand what type of information that the matriculation students seek for when joining SNS. This research is a qualitative research and of course qualitative method is used. Interview which is one of the data sources of the Grounded Theory is conducted to collect all the data from the matriculation students because interview is one of the most useful qualitative techniques. In this study, an interview was conducted and carried out related to understanding the information seeking behavior in SNS of matriculation students. A total of 20 respondents were interviewed: 10 male and female participants. They were selected from different streams such as Accounting, Life Science and Physical Science students and chosen based on a snowball sampling. Grounded Theory is applied in identifying and categorizing interesting responses of the interview. At the end, issues pertaining to the usage of SNS among teens which include the matriculation students are highlighted. Finally, the study also reveals research experiences that have been gained during the study, study limitations and concludes with a recommendation for future research or work directions which suggests a measure that should be considered in any future attempt in this area.

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LIST OF ABBREVIATIONS

SNS	Social Networking Site
SNSs	Social Networking Sites

CHAPTER 1

INTRODUCTION

This chapter presents problem statement, research question, research objectives, scope and significance of study.

1.0 Background of Study

Matriculation College is a government college under the administration of the Ministry of Education. The colleges offer a One and Two Year Programme for students to further their study after SPM and as a preparation for the students before pursuing their study to the university. In this research, the focus will be on Kedah Matriculation College students that are aged 18 to 19.

As social computing systems persist over time, the user experiences and interactions they support may change. One type of social computing system, Social Network Sites (SNSs), are becoming more popular across broad segments of Internet users. Social computing systems, which include SNSs, are increasingly becoming spaces where many users interact over long periods of time. Understanding and designing for sustained use in social computing systems becomes essential as they become a more common piece of the interaction landscape (Boyd & Ellison, 2007).

There are hundreds of Social Networking Sites (SNSs) which are places on the Internet where people meet in cyberspace to chat, socialize, debate, and network. Facebook, Friendster and MySpace are some examples of SNSs (Boyd & Ellison, 2007). Regardless of the language, culture, or the nation where the Social Networking Site originates, all of them share the same feature of helping people connect with others who have similar interests.

The contents of
the thesis is for
internal user
only

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