

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

MOHD ZAIROL BIN YUSOFF

A thesis submitted to the College of Arts and Sciences
in partial fulfillment of the requirement the degree Master
of Science (Information Communication Technology)

Universiti Utara Malaysia

**COLLEGES OF ART AND SCIENCES
UNIVERSITI UTARA MALAYSIA
SINTOK
2010**

Copyright © Mohd Zairol Bin Yusoff , 2010. All Rights Reserved



**KOLEJ SASTERA DAN SAINS
(College of Arts and Sciences)
Universiti Utara Malaysia**

**PERAKUAN KERJA KERTAS PROJEK
(Certificate of Project Paper)**

Saya, yang bertandatangan, memperakukan bahawa
(I, the undersigned, certify that)

MOHD ZAIROL YUSOFF
(801365)

calon untuk Ijazah
(candidate for the degree of) **MSc. (Information Communication Technology)**

telah mengemukakan kertas projek yang bertajuk
(has presented his/her project paper of the following title)


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

seperti yang tercatat di muka surat tajuk dan kulit kertas projek
(as it appears on the title page and front cover of project paper)

bahawa kertas projek tersebut boleh diterima dari segi bentuk serta kandungan
dan meliputi bidang ilmu dengan memuaskan.
(that the project paper acceptable in form and content, and that a satisfactory
knowledge of the field is covered by the project paper).

Nama Penyelia Utama
(Name of Main Supervisor): **DR. MASSUDI MAHMUDDIN**

Tandatangan
(Signature)

: 

Tarikh
(Date)

: 16/8/2010

PERMISSION TO USE

In presenting this thesis in partial fulfillment of the requirements for a postgraduate degree from Universiti Utara Malaysia, I agree that the Universiti Utara Malaysia the Library may make it freely available for inspection. I agree that permission for copying of this thesis in any manner, in whole or in part, for scholarly purpose may be granted by my supervisor or, in her absence by the dean of the Faculty of Information Technology. It is understood that any copying or publication or use of this thesis or parts thereof for financial gain should not be allowed without my written permission. It is also understood that due recognition shall be given to me and to Universiti Utara Malaysia for any scholarly use may be made of any material from my thesis.

Request for permission to copy or to make use of material in this thesis, in whole or in part should be addressed to:

Dean Academic, College of Arts and Sciences

University Utara Malaysia

06010 UUM Sintok

Kedah Darul Aman

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.

ACKNOWLEDGEMENTS

“ In the name of Allah the Most Gracious and Most Merciful”

First and foremost, all praises to the Almighty, Allah (SWT), the Most Gracious and Most Merciful. Peace upon the prophet Muhammad S.A.W. Ahamdulliah, a foremost praise and thankful to Allah for His blessing, giving me opportunity, strength in completing this study.

My sincere and deepest thanks to my supervisor, Dr Masuddi Bin Mahmuddin for his guidance and full support, my gratitude to the evualators Mr. Adi Affandi Bin Ahmad for their valuable and constructure comments. To all people in SMK Sanglang Ayer Hitam Kedah for the cooperation.

It would not been possible for me to complete the programme and this project without the support from my family and friends. First and foremost, my gratitudes goes to my loving wife, Azra Hiryani Bt Ahmad. To my son Iskandar Zulqarnain and lovely daughter Alia Soraya Azlin thank you for your understanding your father life long passion for learning. To My friends Mohd Fadhli B Abdul Karim thanks for giving support.

I would like to thanks to the IT students in UUM for their contribution and support throught out my completion of the programme.

TABLE OF CONTENTS

	PAGE
PERMISSION TO USE	i
ABSTRACT	ii
ABSTRAK	iii
ACKNOWLEDGMENTS	iv
LIST OF TABLES	ix
LIST OF FIGURES	x
LIST OF ABBREVIATIONS	xi
 CHAPTER 1 :INTRODUCTION	
1.1 Background of Study	1
1.2 Problem Statement	4
1.3 Research Objective	5
1.4 Research Question	6
1.5 Scope and Limitation of Study	
1.5.1 Respondents	6
1.5.2 Usability of Boundaries	6
1.6 Significant of Research	6
1.7 Organisation of Report	7
 CHAPTER 2 : LITERATURE REVIEW	
2.1 Introduction	8
2.2 What is blog	8

2.3	Business Blog	10
2.4	Public Acceptance	11
2.5	Public Confidence	11
2.6	User Acceptance Theories	12
2.7	User Confidence Theories	14
2.8	Social Networking Blog	16
2.9	IT Students	18
2.10	Relation between Acceptance and Confidence	18
2.11	Summary	19

CHAPTER 3: RESEARCH METHODOLOGY

3.1	Introduction	21
3.2	Methodology	21
3.2.1	Gathering Respondents Profile	22
3.2.2	Survey	22
3.2.3	Questionnaire	23
3.2.4	Data Collection	23
3.2.5	Data Analysis	24
3.2.6	Prototyping	24
3.3	Data Gathering	26
3.3.1	Respondents Profile	26
3.3.2	Evaluation Method	26
3.3.3	Data Collection	29

3.4	Pilot Study	30
3.5	Data Analysis	30
	3.5.1 Mean	31
	3.5.2 Correlation test	31
	3.5.2 Analysis of Variance	31
3.6	Data Interpretation	32
3.7	Summary	33

CHAPTER 4: ANALYSIS AND FINDINGS

4.1	Introduction	34
4.2	Evaluation Method	34
4.3	Data Collection	35
4.4	Demographic Background	36
	4.4.1 Gender	36
	4.4.2 Age	37
	4.4.3 Qualification	39
4.5	Knowledge on Business Blog	40
4.6	Students Acceptance (Perceived of Usefulness) of Business blog	41
4.7	Students Perception of Business Blog	42
4.8	Students Belief of Business Blog	44
4.9	Correlation Test	46
4.10	Hypothesis Test	47
4.11	Summary	49

CHAPTER 5: CONCLUSION AND RECOMMENDATION

5.1	Introduction	50
5.2	Conclusion	50
5.3	Limitation of the Study	51
5.4	Future Study	51

REFERENCES	52
-------------------	----

APPENDIXES	56
-------------------	----

Appendix A: Questionnaire

Appendix B: SPSS Results

LIST OF FIGURES

Figure 1.1 : Technology Acceptance Model	13
Figure 2.1 : Cognitive processes in solving a two-alternative general-knowledge task	15
Figure 3.1: Research Model	22
Figure 3.2: Shows the overview of Research Methodology	24
Figure 3.3: Data, Information and Knowledge	32
Figure 4.1: Distribution of students based on gender	36
Figure 4.2 : Distribution of students based on age	37
Figure 4.3: Distribution of students based on qualification	38

LIST OF TABLES

Table 4.1: Distribution of students based on gender	35
Table 4.2: Distribution of students based on age	37
Table 4.3: Distribution of students based on qualification	38
Table 4.4: Distribution of student based on knowledge of business blog	39
Tables 4.5: Students Perceived of Usefulness of Business Blog	40
Tables 4.6: Students Perception of Business Blog	42
Tables 4.7: Respondents Belief of Business Blog	44
Tables 4.8: Correlation of Acceptance and Belief variables	45
Tables 4.9: Summary of ANOVA test for Acceptance variable	46
Tables 4.10: Summary of ANOVA test for Perception variable	47
Tables 4.11: Summary of ANOVA test for Belief variable	48

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 exits 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

REFERENCES

- Argawal, N., Liu, H., & Tang, L. (2008). Identifying the Influential Bloggers in a Community. *ACM*, 207-209.
- Arsham, H. (2008). *Topics in Statistical Data Analysis*. Retrieved January 15, 2010, from Revealing Facts From Data: <http://home.ubalt.edu/ntsbarsh/stat-data/Topics.htm#ranova>
- Blair, J.H. (1974). "Evaluation and Analysis of an Augmented Knowledge Workshop: Final Report for Phase 1". Rome Air Development Centre. RADC-TR-74, 79. Griffis Air Force Base, New York. pp 28-31.
- Bausch, P., Haugey, M., Hourihan, M (2002). We blog - Publishing online with eblogs. Indianapolis: Wiley
- Becerra-Fernandez, I., Gonzales, A., & Sabherwal, R (2004). Knowledge Management- Challengers, Solutions, and Technologies. New Jersey: Prentice Hall.
- Brodkin, J. (2010). *SFGate*. Retrieved February 12, 2010, from Teen blogging replaced by Facebook status updates: <http://www.sfgate.com/cgi-bin/article.cgi?file=/g/a/2010/02/04/urnidgns852573C400693880002576C0006291A8.DTL>
- Bennett, S., McRobb, S., & Farmer, R. (2002). Object-oriented System Analysis and Design 2nd Edition. UK, McGraw Hill.
- Cavana, R.Y., Delehay, B.L. & Sekaran, U. (2001). *Applied business research: Qualitative and Quantitative Methods*. Singapore: John Wiley and Sons.
- Chau, P. Y. K. (1996). An empirical assessment of a modified technology acceptance model. *Journal of Management Information Systems* 13, 185-204.
- Chafe, W. (1986). Evidentiality in English conversation and academic writing. In Chafe, W. and Nichols, J., editors, *Evidentiality: The Linguistic Coding of Epistemology*, volume 20, pages 261-273. Ablex Publishing Corporation
- Cronbach, L.J. (1951), Coefficient Alpha and the Internal Structure of the test, *Psychometrika*, vol. 16 No 3, p.p 279-333
- Dillon, A., & Morris, M. (1996). User acceptance of new information technology: theories and models. In M. Williams (ed.) *Annual Review of Information Science and Technology*, Vol.31, Medford NJ: Information Today, 3-32.

- Davis (1989). Perceived usefulness, perceived ease of use and user acceptance of information technology. *MIS Quarterly* , vol.13, no3, pp.319-340.
- Fielt, E., Janssen, W., Faber, E., & Wagenaar, R. (2004). Confronting the design and acceptance of electronic intermediaries: A case study in the maritime sector. *ACM*, 392-401.
- Fogel, M. (2005). *Blogging for dollars*. Inc.,25(5),36. Retrieved December 5, 2009, from Ebsco database.
- Furneaux, B. (2006). Theories used in IS Research: Technology Acceptance Model. Retrieved December 17, 2009. <http://www.istheory.yorku.ca/Technologyacceptancemodel.htm>,
- Gigerenzer, G., Ulrich, H., & Heinz, K. (1991). Probabilistic Mental Models: A Brunswikian Theory of Confidence. *ACM* , 1-2.
- Goodwin, J. (2009). *Business Blog*. Retrieved April 25, 2010, from Bad Advertising. <https://www.library.ohiou.edu/subjects/businessblog/>
- Gui, R. X., Ni, X., Xiao, L., Yong, Y., & Qiang, Y. (2007). Exploring in the Weblog Space by Detecting Informative. *ACM* , 281.
- Guo, C. Q. (2008). Blogonomics:Business and Social Changes From the Blog. *ACM* , 94.
- Holtz, S. D. (2006). *Blogging for Business: Everything You Need to Know and Why You Need*. Dearborn Trade, A Kaplan Professional Company.
- Hsu, C.-L. (2008). *Information and Management*. 65-74.
- Hong, Z., & Masumi, I. Interpretation of real data by static inverse optimization with quadratic constraints. *Neural Information Processing, 2002 Proceedings of the 9th International Conference on* , vol.2, no., pp. 819- 823 vol.2, 18-22 Nov. 2002.URL: <http://ieeexplore.ieee.org/stamp/stamp.jsp?tp=&arnumber=1198173&isnumber=26965>
- Hilbert, D., Redmiles, D. Large-Scale Collection of Usage Data to Inform Design, Eight IFIP TC 13 Conference on Human-Computer Interaction (INTERACT 2001, Tokyo, Japan), July 2001, pp. 569-576.
- Iriberry, A., & Leroy, G. (2009). A Life-Cycle Perspective on Online Community Success. *ACM* , 11.
- Karahanna, E., & Straub, D. W. (1999). The psychological origins of perceived usefulness and ease of use. *Information and Management* 35(4), 237-250.

- Kyriakides, E., & Heydt, G. T. (2006). Calculating Confidence Intervals in Parameter Estimation: A Case Study. *ACM*, 1.
- Lerman, K., & Galstyan, A. (2008). Analysis of social voting patterns on digg. *ACM*, 2.
- Moon, J. & Kim, Y. (2001). Extending the TAM for a world-wide-web context. *Information and Management* 28, 217-230.
- Nielsen Online Report. Social networks & blogs now 4th most popular online activity, 2009. Retrieved April 15, 2010. <http://tinyurl.com/cfzjlt>.
- Nunnally, J.C.(1978), *Psychometric Theory*, 2nd. e.d., McGraw-Hill, New York, NY.
- Owyang, J. (2008). *Web Strategy*. Retrieved Mar 25, 2010, from Understanding the difference between Forums, Blogs, and Social Networks: <http://www.web-strategist.com/blog/2008/01/28/understanding-the-difference-between-forums-blogs-and-social-networks/>
- Ped, D. W. (2000). Measuring (And Enhancing?) Student Confidence With. *ACM*, 4-5.
- Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. *International Journal of Electronic Commerce* 7(3), 69-103.
- Rubin V., Liddy, E. (2006). Computational Approaches to Analyzing Weblogs (CAAW). *In Proceeding of the AAAI Spring Symposium*, 924.
- Samuel,O.(2008) demographic and psychological factors predicting organizational commitment among industrial workers = retrieves December 5, 2009,
From <http://www.krepublishers.com/02-Journals/T-Anth/Anth-10-0-000-08-Web/Anth-10-1000-08-Abs-PDF/Anth-10-1-031-08-418-salami-S-O/Anth-10-1031-08-418-Salami-S-O-Tt.pdf>
- Sekaran,U.(2000).*Research Methods for business: A Skill Building Approach*. New York: John Wiley and Sons
- Slaughter L, Norman K, Shneiderman B.(1995) Assessing User's Subjective Satisfaction with Information System for Youth Services(ISYS) Retrieved December 27, 2009.
from <http://hcil.cs.umd.edu/trs/95-09/95-09.html>
- Stanford, J., Tauber, E., Fogg, B.J., Marable, L. (2002). *Experts vs. Online Consumers: A comparative credibility study of health and finance web sites*. Retrieved 24 April 2010, from http://www.consumerwebwatch.org/news/report3_credibilityre-search/slicedbread.pdf.

Tirapat, T., Espiritu, C., & Stroulia, E. (2006). Taking the Community's Pulse, One Blog at a Time. *ACM* , 170-174.

Taylor, M. (2006). *What's the difference between a blog and a Web site?* Retrieved Mac 15, 2010, from The Business Blog at Intuitive.com:
http://www.intuitive.com/blog/whats_the_difference_between_a_blog_and_a_web_site.html

Van House, N. (2004). *Weblogs: Credibility and Collaboration in an Online World* (prepared for CSCW Workshop on Trust, October, 2004, unpublished).

Wilson, M., & Nickolas, C. (2008). Topological Analysis of an Online Social Network for Older Adults. *ACM* , 51-52.

Wright, J. (2005). *Blog Marketing*. McGraw-Hill Companies.

Wong, Y. K., & Hsu, C. J. (2006). A confidence-based framework for business to consumer (B2C). *ACM* , 78-82.

Waddick, P. (2007) Building a Data Collection Paln. Retrieved December 27, 2009 from <http://www.isixsigma.com/library/content/c010422a.asp>

Ward, A. H., & Kirthi, K. (2007). *Internet Marketing And E-Commerce*. South Western: Thomson.

Wikipedia (2009). Retrieved April 24, 2010, from Wikipedia:
<http://en.wikipedia.org/wiki/Confidence>.

Wikipedia. (2009). Retrieved April 30, 2010, from Wikipedia :
http://en.wikipedia.org/wiki/Data_collection

Yardi, S., A. Golder, S., & J. Brzozowski, M. (2009). Blogging at Work and the Corporate Attention Economy. *ACM* , 2071-2075.

Zakaria, M. Q. (2010). *Medium Maklumat Segera*. Kuala Lumpur: Utusan Malaysia.

Zahorsky, D. (2008). *What a Blog Can Do For Your Small Business*. Retrieved Mac 25, 2010, from About.com: Small Business Information:
<http://sbinformation.about.com/cs/ecommerce/a/bblogs.htm>