

THE IMPACT OF WHATSAPP APPLICATION (AS SOCIAL NETWORKING  
PLATFORM) TOWARDS THE EFFECTIVENESS OF STUDENT LEARNING  
BEHAVIOR.

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## SUPERVISOR'S APPROVAL

'I hereby declared that I had read through this thesis and in my opinion that this thesis is adequate in terms of scope and quality which fulfil the requirements for the award of Bachelor of Technopremeurship'

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## DECLARATION

“I hereby declare that this project paper is the result of my own and independent work except the summary and experts that have been specifically acknowledgement”

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## **DEDICATION**

This paper is dedicated to both my father and mother who always motivate me in completing this research. They always give me support and advice to me in order to fulfill the requirement of the research. Without their support and motivation, it will be impossible for me to complete the research.

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## ABSTRACT

The dimension of education has changed as a result of the rapid development of the technology. The appearance of social networking tool has allowed people to connect and collaborate through computer. The popularity of social networking tools, especially among young people, has led many educators to use WhatsApp application as a means of education to attract students towards education. The purpose of this research is to study the impact of WhatsApp application towards the effectiveness of student learning behavior in Universiti Teknikal Malaysia Melaka (UTeM). This research used quantitative method to collect and analyze the data. Thus, questionnaire will be used as a method to collect primary data. Social networking is a tool on the Internet that can allows for two-way interactions in the field of education, where encourage interactions between students and exchange information with their educators. By using social networking, students no longer rely on the web to get the information, but rather create information and share it with others through WhatsApp application.

Keywords: Social Networking, WhatsApp application, Student Learning Behavior, Universiti Teknikal Malaysia Melaka (UTeM)

## **ABSTRAK**

*Dimensi pendidikan telah berubah akibat daripada perkembangan pesat teknologi. Kemunculan alat rangkaian sosial telah membolehkan manusia untuk berhubung dan bekerjasama melalui komputer. Populariti alat rangkaian sosial, terutamanya di kalangan anak-anak muda, telah mendorong ramai pendidik untuk menggunakan aplikasi WhatsApp sebagai alat pendidikan untuk menarik pelajar terhadap pendidikan. Tujuan kajian ini adalah untuk mengkaji kesan aplikasi WhatsApp terhadap keberkesanan tingkah laku pembelajaran pelajar di Universiti Teknikal Malaysia Melaka (UTeM). Kajian ini menggunakan kaedah kuantitatif untuk mengumpul dan menganalisis data. Oleh itu, soal selidik akan digunakan untuk mengumpul data primer. Rangkaian sosial adalah alat di Internet yang boleh membolehkan interaksi dua hala dalam bidang pendidikan, di mana menggalakkan interaksi antara pelajar dan pertukaran maklumat dengan para pendidik mereka. Dengan menggunakan rangkaian sosial, pelajar tidak lagi bergantung kepada web untuk mendapatkan maklumat, tetapi sebaliknya mencipta maklumat dan berkongsi dengan orang lain melalui aplikasi WhatsApp.*

*Kata Kunci: Rangkaian Sosial, Aplikasi WhatsApp, Tingkah Laku Pembelajaran Pelajar, Universiti Teknikal Malaysia Melaka (UTeM).*



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## LIST OF ABBREVIATIONS

UTeM	=	Universiti Teknikal Malaysia Melaka
FPTT	=	Faculty of Management Technology and Technopreneurship
SPSS	=	Statistical Package for the Social Sciences
PSM	=	Projek Sarjana Muda
CILP	=	Collaborative in Learning Process
CVC	=	Connect to Learners in Virtual Community
ICC	=	Integrating Content of the Course
SLB	=	Student Learning Behavior

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Background of Study**

Education is a systematic process that is taught in school, college, university or other educational institution to improve learning, knowledge, skills and understanding anything that gives us an enlightening experience. Education has played an important role in the modern world. Improving education is a big issue and always has been. Dimension in education have changed as a result of rapid technological developments. Technology such as social networking can be used to improve teaching and learning and to help students succeed.

New developments in the technological world have made the social networking an innovative way for people to communicate. Social networking such as WhatsApp application has created a phenomenon on the Internet that has gained reputation over the last five years. Social networking refers to the use of internet software for creating social relationships or interactions among people in this age. The term social networking sites have been defined in several ways. According to Kaplan and Haenlein (2010) in their literature review define the social networking sites as media “that allow the creation and exchange of user- generated content”. This basically shows all media that are used to support exchanges among people.

A major proportion of this social networking sites community is made up of students. For example, Facebook and Twitter are used on a regular basis by many millions of people today especially students. The ubiquity of social networking sites is no more obvious than at the university where the technology is transforming the ways students communicate, cooperate and learn (Tess, 2013). Students use social networking sites to connect with classmates, to work on assignment and to some extent and also to connect with their faculty. Therefore, we try to emphasizing on the use of social networking in Malaysia's education.

WhatsApp application is changing the environment and possibilities for education. Due to the rapid development of social networking sites, students can now be active participants in the construction of their own learning experiences. Modern students are already fully engaged with social networking sites and confidently use it in their personal lives. This is an opportunity for educators to harness this eagerness for WhatsApp application and utilize these resources within an educational framework. This study is tried to see the relationship of WhatsApp application usage between students. Therefore, it is important for this research to study about how the student can improve in their education by using WhatsApp application.

## **1.2 Social Networking in Education**

Technology is all over the place in education. Although there are many studies about how students learn from a computer or on a computer, there is a greater need today for knowledge and scientific data about student learning with computers. Expertise in using computer for such contemporary tasks like searching the Internet and communication through multimedia presentations has become an important educational outcome.

Besides that, social networking has been used widely to replace or reinforce traditional methods of teaching by focusing on comfort and efficiency less common to use information technologies to transform teaching and learning. According to

Lavin, Korte and Davies (2011) in their research, there are specific benefits that related with technology use in the classroom. WhatsApp application may be one method that instructors can maintain student interest. Students shows that they would be less tending to take extra classes from the instructor if social networking were not used and they might also be less tending to take more courses in the same subject matter if social networking were not a part of the classroom experience. The role of information technologies is increasing instructors' effectiveness in organizing and presenting teaching.

According to Al-Zaidiyeen and Mei (2010), the integration of WhatsApp application in the process of lesson and learning is thought by many researchers and to improve student and instructor productivity as well as to make huge amounts of information available. Other than that, integrating WhatsApp application in learning classrooms has been shown to encourage instructors and students' performance and motivation. WhatsApp application also would make instruction and learning scientific, understandable, efficient, effective, and attractive due to the function of the WhatsApp application itself.

According to Gu, Zhu and Guo (2013), the impact of social networking depends on both the instructors and students who use it. A better understanding of the benefits, obstacle, and other factors affecting the end users' acceptance of technology would be helpful in preparing them with the appropriate support, services, and tools. WhatsApp application has played a dictating role in the field of education. Researchers have shown that WhatsApp application integrated into mainstream classrooms endorse higher-level education and thinking skills among students (Al-Zaidiyeen and Mei, 2010).

### **1.3 Student Engagement in Social Networking**

There may be several reasons why instructors eventually agree to accept social networking such as WhatsApp application in their teaching process.

WhatsApp application as a phenomenon of the revolution that changed the way people function and also are the subject of much discussion in various fields. Potential users of WhatsApp application to form the shape of contemporary education terminate the dominant role of universities and schools of old-school that relies on outdated teaching methods. For some, by using social networking as a medium for their teaching, it may assist them to create better organized and more focused lectures. For others, they believe that the use of social networking can give benefits to students by engaging them more in the classroom and allowing them to paying attention and listen more closely without transcribing every word that is spoken.

According to Anderson, Poellhuber and McKerlich (2010), they found that a majority of the students were attracted in using WhatsApp application in educational settings, but that the students with most experience of WhatsApp application were more attracted in using it to support their studies. Typically, teenagers and adults often use WhatsApp application as a medium for them to communicate with others. WhatsApp application allows students to build profiles, make contact with the old and new acquaintances that they met through this application (Tasir, Linggu and Harun, 2011). Rouis, Limayem and Salehi-Sangari (2011) state that students with certain profiles focus on bridging social relationship, keeping in touch with old contacts and developing new friendships. For instance, students' likes share information with their friends and participate in discussions about daily issues through WhatsApp application.

According to Hrastinski and Aghaee (2012), based on their research, they review that students prefer social networking like WhatsApp application for some types of communication such as brief questions and answers and coordination of group work as well as face-to-face meetings for other types of communication such as collaborative group work. Besides that, Lavin et al. (2011) found that technology will improve the course, involve the students and allow them to learn more. Active participation in WhatsApp application is beneficial to students in terms of building confidence in the ability to find what is needed, the ability of real and personal growth, solve problems through communication with others and also build relationships with people known.