

HOW UNDERGRADUATE USE SOCIAL MEDIA IN INQUIRING INFORMATION

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Abstract

At present, the use of social media is extremely important as one of the medium to communicate. The use of social media regardless of age, from the young to the old. Each one has their own social media accounts and use them to communicate with each other. With technology and gadgets that are growing rapidly, social media has affected the daily lives of people in terms of learning, human behaviour, business and etc. it is so hard at this age for us to avoid from using social media, although we recognize the positive and negative of using the social media. The subject area will mainly focus on how undergraduate using social media in inquiring information.

Keywords: Social media, technology, undergraduate, learning.

INTRODUCTION

What is social media? It is an internet form of communication used by people to connect to each other. Social media is places that allow users to have conversations, share information and create the web content for user to do their work. Social media is not just on the mobile phone or smartphone nowadays, it can be installed or found on internet such as blog, messenger, video conference website and so much more.

Billions of individuals around the globe using the web-based social networking to share data and make friends. On an individual level, social networking permits you to speak with loved ones, learn new things, build up your interests, and be engaged. On an expert level, you can used social networking to expand your insight in a specific field and assemble your expert system by interfacing with different experts in your industry. Before the age of social media began to expand, mobile phones are booming with the new technology brought from outside the country that has long been advanced, sophisticated and modern, such as Korea and Japan.

Social media can be a greatest platform in spreading information, not just in grownups environment, but also in students level. It takes some process of planning and implementation that must be teach by teacher to the students. Educators need to fine effective ways to make students becomes efficient in searching, evaluating, implementing and organize information on their daily task.

After beginning the era of generation Y, the use of internet are more advanced than ever before. Youngsters are better versed in using the Internet, coupled with the existence of diversified technology and powerful gadgets. They are exposed to the internet while they are still young, and when was in school. The growing of technology, the more advanced humans in the making of the website that are more robust. They are skilled in making a website that can attract more people to sign up on their pages. There is also population on earth stated that 80% of 15 years old have their own social media account. For example the website that are famous right now are the Facebook, Twitter and Instagram.

There are also some of social media that are being used right now by youth on searching information, sharing information and also create new information such as WhatsApp Messenger, Facebook, Instagram, Foursquare, Pinterest, LinkedIn, Twitter, Tumblr and YouTube. The function are mostly the same, to tie the relationship with the love one, to communicate and sharing information.

ISSUES

In this paper, I identify several issues regarding to how social media has changed us in business, education, healthcare and human behavior. Based on my observation from the previous study, there are still some limitations on how undergraduate use social media in inquiring information, some of the limitations are:

- Lack of awareness in social media environment
- Uncontrolled information in social media
- Education barriers at the poor country side
- The changing of social media site
- The effect of social media on science students

RESEARCH QUESTIONS

- How does students used the social media platform to share the information?
- Why social media are important in the sharing of information?
- How implementation of social media in sharing information towards students and education?

RESEARCH OBJECTIVES

The purpose of this report is to assess the impact of smartphone that use in business, education, healthcare and human behavior, there are my objective to accomplish:

- To identify the way students shared their information at social media.
- To enhance the important of social media in sharing information among students
- To evaluate the effectiveness of social media in searching information.

LITERATURE REVIEW AND PROPOSED FRAMEWORK

In this era of growing technology, we have seen mostly people are using smartphones and up-to-date in gadgets. Internet are now being used for communication, searching information and entertainment. For young adult generations, they are very good in handling the technology rather than their parents. With the advanced technology, there are also growing rapid of social media applications in the internet.

Social network sites (SNS) are platform of communication for people to interact with each other beyond the globe. Now, they should not have to buy airplanes ticket to see and meet each other. Just sign up for registration on the SNS to communicate with each other. Social media on internet are growing rapid from time to time since the generation X. There are so many types of social media application we can see on internet such as messenger, blog, video conference, chat messenger and many more. The unifying term "Web 2.0" is closely linked to the thought of social media. This term refers to technologies described as being, open, participating, user-centered, and collaborative and knowledge sharing.

According to DeAndrea et al. (2012), social media have support students in determine to successful adjustment to college. The mediation of social media are intended to build association among incoming college students with the objective of expanding feelings of connected to the university, expanding view of readiness and viability to their successful at college. While Cheston, Flickinger & Chisolm (2013), she said that there is effectiveness of social media in medical students. By using social media, students can overcome some temporary/ physical barriers and encourage interactivity in studying. It shows that, students are more likely to use social media in their academic. Online networking tools can possibly expand on the intelligence of e-learning with extra features that are more learner-produced, united, and engaging. E-learning also can be as efficient as traditional teaching formats in imparting knowledge (DeAndrea et al., 2012).

As a librarian in this century, duty given is to have the capacity to utilize and appropriate data in various formats other than print, he or she should have the capability to utilize all media, counting advanced and web-based social networking. Essentially, librarians are likewise progressively in charge of conquering any limitation between social networking sites and end-users to allow the end-users to successfully and proficiently utilize these media sources (Vanwysberghe et al., 2014). According to Vanwysberghe et al., (2014), they also have create term which is "social media literacy" (SML) to start implementing of social media in the libraries. SML are describes as not just the functional and fundamentally psychological abilities controlled by patrons of web-based social networking, additionally the inspiration to utilize these media adequately and suitably for social connection and correspondence on the web. To achieve such information arrangement, librarians must be capable with online networking use.

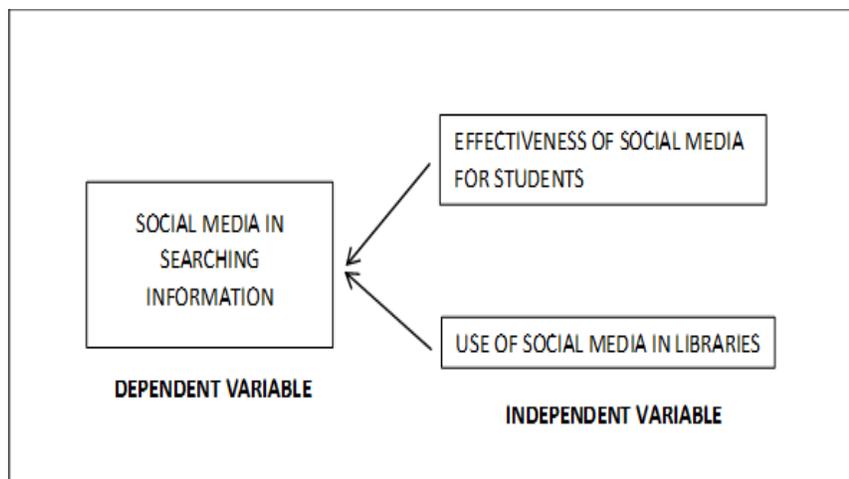


Figure 1. Theoretical Framework.

There are two variables which are independent and dependent variables. Independent variable is a situation creates change to dependent variable. While, dependent variable is an outcome of the topic that bring by independent variable. The design of research framework is analyses from the literature review based on the topic which is How undergraduate use social media in inquiring information. Based on this research framework will provide the outcome of the topic. There are independent variables which are the effectiveness of social media for students and use of social media in libraries. There two independent variables are outcomes of the dependent variable which is Social Media in Searching Information.

CONCLUSIONS

The rise of web-based social networking advances and the effects on every day exercises and additionally the agreeableness by whatever remains of the world, particularly in scholarly situations, to share, trade and connect with partners, companions and relations is an improvement that has come to remain. Students primarily utilize informal communities to reach different scholastics, disperse their examination comes about and take after other specialists' exercises, despite the fact that an investigation of the client profiles recommends that they don't take full preferred standpoint of the administrations available to them, likely because of the exertion that should be made. They esteem the showcasing capability of informal communities and utilize them as needs be, despite the fact that there is a gathering of clients who don't have any reason as a main priority when they make their profile, however simply need to join different partners on the site.

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