

Title of Thesis	A Study on Social Media Usage Influence the Academic Performance in IBS College Miri
Name	Brenda Niut Martin Jeli
Program	BBA (Hons) International Business (In collaborations with Twintech International University College of Technology, Kuala Lumpur)
Date of Submission	December 2019
Student Thesis Code	2019/DEC/TIUCT/BBAIB/06

ABSTRACT

The purpose of this research is to study about the social media usage influence academic performances in IBS College Miri. There is no doubt that social media has gained wider acceptability and usability and is becoming probably the most important communication tools among students especially at the higher level of educational pursuit. As much as social media viewed as having bridged the gap in communication that existed. Within the social media Facebook, Twitter, Instagram and others are now gaining more and more patronage. These websites and social forums are way of Facebook, Twitter, Instagram and others are now gaining more and more patronage. These websites and social forums are way of communicating directly with other people socially. Social media has the potentials of influencing decision-making in a very short time regardless of the distance. On the bases of its influence, benefits and demerits, this study carried out in order to highlight the potentials of social media in the academic setting by collaborative learning and improve the students' academic performance. The results show that collaborative learning positively and significantly with interactive with peers, interactive with teachers and engagement, which affect the students' academic performance. For this research, 80 questionnaires were distributed; 76 questionnaires returned and utilized for research purposes. The sample was limited to a population that was easily accessible. A questionnaire was developed and used to gather data for this research. The data for the research was analyzing using tables by finding the percentage.