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THE IMPACTS OF SOCIAL MEDIA AS AN EMERGING MEDIA TO THE SOCIAL SKILLS AMONG STUDENTS IN KUPTM KL

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ABSTRACT

The emerging of social media recently becoming a trend and it continuously restructure the process of interaction and socialization between individuals. The study focus on the emergence of social media and the impacts of using social media with social skills. Since there's still very limited research focused in the area, the study was aimed to prove a content used on social media, type of social media users, the difference between male and female using social media contributes to the social skills which are behaviour and reaction of an individual that is deemed unimportant and irrelevant among students. Therefore, the Media and Technology Determinism Theory was used as the main theory to fortify and explain the relationships at a greater distance between each variable. Quantitative methods were applied in this study and data were collected through the distribution of questionnaires to 165 respondents who were students at Kolej Universiti Poly-Tech MARA pursuing a Diploma in Corporate Communication and Bachelor in Corporate Communication. In addition, the findings indicate a significant relationship between the emergence of social media and the impacts of using social media on social skills. Established evidence between variables shown the emergence of social media and the impacts of using social media affecting the student's social skills. Hence, this study assisted the field of communication through the establishment of more comprehensive variables related to how social media affect the social skills of an individual and supported theory the establishment of theory used.

Keyword: social media, emerging media, social skill, students, Technology Determinism Theory.