THE INFLUENCE OF COLLABORATIVE LEANRING STYLE, RECIPROCITY AND EXTROVERSION ON KNOWLEDGE SHARING VIA SOCIAL MEDIA AMONG UUM UNDERGRADUATES

By

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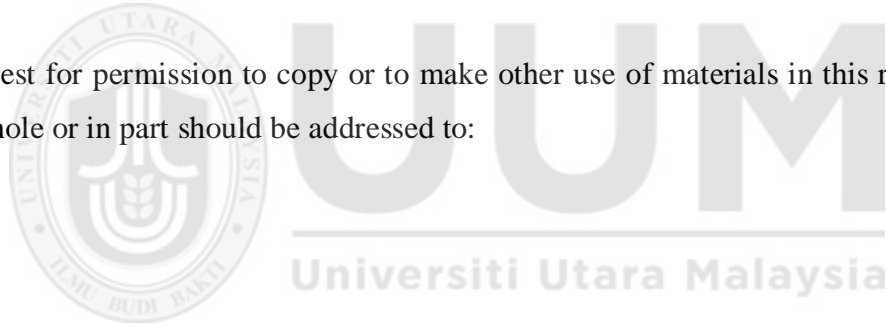
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ABSTRACT

This quantitative study is aimed to study the relationship between collaborative learning style, reciprocity and extroversion on knowledge sharing via social media in Universiti Utara Malaysia (UUM). A total of 400 set of questionnaires were distributed to undergraduate students from three (3) academic colleges which are College of Business (COB), College of Arts and Sciences (CAS) and College of Law, Government and International Studies (COLGIS). However, only 363 set of questionnaires were return and usable for analysis. Regression analysis was performed to tests the hypotheses of the study. The result indicated that collaborative learning, reciprocity and extroversion were positively significant to knowledge sharing behavior via social media. The findings were discussed and recommendations for the future research were also addressed.

Keywords: Knowledge sharing, collaborative learning style, reciprocity, extroversion.

ABSTRAK

Kajian kuantitatif ini bertujuan untuk mengkaji hubungan antara gaya pembelajaran kolaboratif, salingan dan extroversion kepada perkongsian pengetahuan melalui media sosial di Universiti Utara Malaysia (UUM). Sebanyak 400 set soal selidik telah diedarkan kepada pelajar-pelajar sarjana muda dari tiga (3) kolej akademik iaitu Kolej Perniagaan (COB), Kolej Sastera dan Sains (CAS) dan Kolej Undang-undang, Kerajaan dan Pengajian Antarabangsa (COLGIS). Walau bagaimanapun, hanya 363 set soal selidik kembali dan boleh digunakan untuk analisis. analisis regresi yang dilakukan untuk menguji hipotesis kajian. Hasilnya menunjukkan bahawa pembelajaran kolaboratif, timbal balik dan extroversion adalah positif signifikasi kepada gelagat perkongsian ilmu melalui media sosial. Hasil kajian tersebut telah dibincangkan dan cadangan diberi untuk kajian akan datang.

Katakunci: Pengkongsian pengetahuan, gaya pembelajaran kolaboratif, salingan, extroversion.

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List of Abbreviations

UUM	Universiti Utara Malaysia
COB	College of Business
CAS	College of Arts and Sciences
COLGIS	College of Law, Government and International Studies
KM	Knowledge Management
KS	Knowledge sharing
KSB	Knowledge Sharing Behavior
CLS	Collaborative learning style
REC	Reciprocity
EXT	Extroversion
GEN Y	Generation Young

List of Appendices

Appendix A   Letter of Application to Collect Data

Appendix B   Questionnaire

Appendix C   SPSS Results

CHAPTER ONE

INTRODUCTION

1.1   Background of the Study

In today economy, physical or tangible assets no longer measure an organization's strength or success. Experiences and insights in other words called knowledge are not housed in the 'organization' but knowledge lives in the people. Knowledge is something subjective that majority of people know and every individual have different kind of knowledge. However, organization gathered the knowledge either from the internal (within organization) and external (outside organization) sources for years. Organizations had been struggled with the knowledge and skills that they have to stay competitiveness in the market or industry. According to World Economic (2016), businesses today had gone through three different stages of industrial revolution which are mechanical production, mass production and automated production

Organizations started to realize that there is a huge undiscovered asset in the organization, which called knowledge. Knowledge becomes one of the most powerful assets in any organizations or enterprise, but very few are adopting and managing it. The problem is that most people don't know who has what information, or how to connect the dots and enable the knowledge to flow through into organizations or enterprises.

The contents of the thesis is for internal user only

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