

**Relationship between the Facebook Usage and the Student  
Engagement in Education of Sri Lankan  
Management Undergraduates**

**By**

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### Declaration

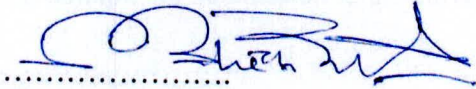
The work described in this research was carried out by me under the supervision of Mr. W.M.N. Fernando and a report on this has not been submitted in whole or in part to any university or any other institution for another Degree/ Diploma.



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## Supervisor Approval

I certify that the above statement made by the L C H Jayarathna is true and that this research is suitable for submission to the university for the purpose of evaluation.



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## LIST OF ABBREVIATIONS

AGFI= Adjusted Goodness-of-fit statistic

AMOS= Analysis of Moment Structures

CFI= Comparative Fit Index

EDA= Exploratory Data Analysis

FB= Facebook

GFI= Goodness-of-fit statistic

GPA = Grade Point Average

ICT= Information and Communication Technology

MAU = Monthly Active Users

ML = Maximum Likelihood

NFI= Normed-Fit Index

NSSE = National Survey of Student Engagement

PSS= Perceived Stress Scale

RMSEA= Root Mean Square Error of Approximation

SD= Standard Deviation

SE= Student Engagement

SNS = Social Networking Sites

SPSS= Statistical Package for Social Sciences

SRL = Survey Research Lanka

TAM= Technology Acceptance Model

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Relationship between the Facebook Usage and the Student Engagement in Education  
of Sri Lankan Management Undergraduates

**Lakmali Chandani Herath Jayarathna**

**ABSTRACT**

Effects of Social Networking Sites (SNSs) on college students' engagement, development and success, has become one of the contemporary research areas today. Because of the popularity of the Facebook among the other SNSs, the academics put their interests on studying the impact the Facebook may have on student engagement, development and success in college students' education.

Few previous studies which were based on the western higher education context have examined the relationship between Facebook usage and the student engagement in education of college students and concluded with contradictory results. Where some scholars concluded with positive influence from Facebook usage on the student engagement in education, others concluded with negative or neutral influence.

Accordingly, the purpose of this research was to find out whether the Facebook usage has an impact on student engagement in education and determine the factors influencing the Facebook usage and student engagement in education. Thus, this study fills a gap in the literature by exploring the contradictory results on the same topic using a sample of Sri Lankan management undergraduates. Three hundred management undergraduates from five state universities who were randomly selected, participated as the respondents of the study.

Student engagement was measured by an adopted scale based on the National Survey of Student Engagement scale and Facebook usage by Facebook Intensity scale. Findings confirmed that, in Sri Lanka also Facebook is the most popular social networking site among the undergraduates. And there is a significant negative relationship between the level of Facebook usage and the level of student engagement in education. Accordingly, if students have at least moderate level of Facebook usage, it reduces the level of student engagement in relation to studies.

Moreover, the level of loneliness of the students and their intention on technology acceptance factors were significant in affecting both the level of student engagement and the level of Facebook usage. Agreeableness and the conscientiousness personality types were the only personality types that had a significant effect on student engagement while openness personality type had a significant effect only on the level of Facebook usage. The study highlighted that the level of Facebook usage negatively influences the level of student engagement in education of the Sri Lankan management undergraduates.

*Key Words: social networking sites, student engagement, Facebook intensity*

## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background to the study

Social network sites (SNSs) have become one of the most popular online destinations in recent years (Comscore, 2007). Also SNS are one of the major categories of web based communication applications which have been widely used, and many college students have integrated these sites into their daily lives (Boyd & Ellison, 2008). With such social networking activities, Facebook has become the most popular SNS and the largest proportion of overall Internet traffic (Wang et al., 2013). Especially for college students' most popular SNS is the Facebook (Staff, 2007; Hargittai, 2007). It is used by the majority of undergraduate students on a daily basis (Ellison, 2010) and researchers have shown that in anywhere between 85% and 99% of college students use Facebook (Hargittai, 2007; Matney & Borland, 2009 cited in Junco 2011). Hence, Facebook has attracted a substantial consideration among researchers nowadays. With that can be seen a fair amount of interest among the researches on the effect of Facebook use on university students' development and success. Mainly because of the wide spread of Facebook usage, the academics put their interests on the impact that these technologies may have on student engagement, development and success (Junco et al., 2010) and so on.

Based on the previous research findings, the researcher noted that there are different findings by various scholars on the relationship between the level of Facebook usage and the student engagement in education (Junco, 2011; Kirschner & Karpinski, 2010; Ellison et al, 2011; Wang. J. et al, 2013). Most of these studies are based on the western