

**PERSONAL BRANDING THROUGH SOCIAL MEDIA USAGE AMONG
ACADEMICS IN INFRASTRUCTURE UNIVERSITY KUALA LUMPUR**

By

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Education**

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in fulfillment of the requirement for the degree of Master in Communication.

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CHAIR: PROF. DR. FARIDAH IBRAHIM

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This study investigates the use of social media among academics' in Infrastructure University Kuala Lumpur. The purpose of this study is to examine the development of the academics' personal brand through usage of social media via the lens of Personal Branding Theory. At the same time, it also seeks to explore whether the academics staff's use of social media as part of their professional work has any impact on the personal brand. The finding of this research was obtained using online survey questionnaires. A total of 189 academics from Infrastructure University Kuala Lumpur answered the survey. This study found that the use social media tools and platforms by academics in Infrastructure University Kuala Lumpur in their professional work have resulted in increased satisfaction acquired from the establishment of personal branding on social media.

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APPROVAL

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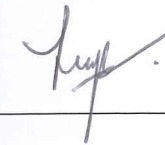
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DECLARATION

I declare that the thesis is my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously, and is not concurrently, submitted for any other degree at Infrastructure University Kuala Lumpur or at any other situation.



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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Owing to its immense popularity, social media users are growing by leaps and bounds. People appear to rely on social media to stay connected with one another and build their personal brand. The establishment of digital technology has begun to attract discussions in various forums. More specifically, calls for academics to employ social media tools and platforms have emerged in recent years. Universities have started to widely incorporate digital technology across a wide range of research and public relations activities so much so that there is even a guide book that has been published on the subject titled *Social Media for Academic: A Practical Guide*(Neal, 2012). Then there is also the introduction of the term 'digital scholar' by an academic, D. Neal in her book, *Social Media for Economy : A Practical Guide*(2012) which adds weight to the role technology plays in transforming scientific practices.

However, among academics, only a minority has adopted social media tools to support their academic expertise. The number has all the earmarks of gradually increasing as moves towards making research information and distribution accessible outside the institute, thus allowing academics the opportunity to draw extensive academic transparency, have turned out to be more predominant in advanced education (Lupton, 2014).

In 2009, a survey was undertaken by the publishing company, Pearson, using representative samples of academics in America to inquire whether respondents use social media more in their personal lives than for professional purposes. However, latest findings indicate that the professional use of social media has increased since the survey first began in 2009. More than half or 55 per cent of respondents claimed that they utilized social media for professional purposes other than in-class instruction in any event and only 41 per cent utilized it for teaching purposes.

Another study reported to the World News Media in 2015 stated that social media penetration grew by 222 million from 2014 to 2015, showing an increase of 12

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