

“Enhancing the reading skills of Form 2 students through model reading based on the Social Learning Theory.”

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Abstract: This study reviews the factors associated with using WhatsApp in education management among Indian lecturers in Malaysian public universities. This study aims to determine the level of WhatsApp usage among Indian lecturers in the aspect of educational management in Malaysian public universities. The second goal is to determine the level of factors that influence WhatsApp usage. This study uses a quantitative approach based on a survey design. The study population consisted of Indian lecturers from Malaysian public universities. A total of 292 young lecturers were randomly selected as a sample for this study. Descriptive statistics were used to analyze the data in this study. This study's data was analyzed using the Statistical Package for Social Science (SPSS) program. The results of the study show that the mean for the level of WhatsApp usage in education management at public universities is 5.47 (standard deviation: 0.965). The level of the factors of using WhatsApp shows that all four factors are at a high level, namely performance expectations with a mean value of 5.47 (standard deviation 0.890), effort expectations with a mean value of 5.58 (standard deviation 0.935), social influence with a mean value of 5.05 (standard deviation 0.872), and convenience conditions with a mean value of 5.46 (standard deviation 0.932). In conclusion, most public university lecturers use WhatsApp for education management. Performance expectancy, effort expectancy, social influence, and facilitating conditions are the dominant factors in using WhatsApp among public university lecturers. The result is expected to give policymakers guidance on how to effectively use social media in education management at the

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Keywords: WhatsApp, factors, Indian lecturers, educational management, public university (TNR/Text 11pt/ Justify/ Single Spacing)

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INTRODUCTION (Uppercase/ 14pt/ Bold/ Align Left)

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Nowadays, communication has evolved to the point that various social media platforms facilitate the process. Social media means a network built to launch social interaction and two-way communication (Normazaini, Tengah, & Wawarah, 2018). The distribution or sharing of information from one party to another has become very easy with social media (Azul, Ekhwan, & Ali, 2019). (TNR/Text 12pt/ Align Left/ Justify/ Single Spacing)

WhatsApp has become a famous social media platform in the world (Odili & Ngozi, 2021; WhatsApp, 2019). More than 180 countries use WhatsApp around the world (Lin, 2020). In Malaysia, WhatsApp is also the main choice of users (Subramanian, 2017). Following the trend of the WhatsApp application in Malaysia, this application is increasingly used in public and private organizations (Mariana & Putri 2017). Safwan and Norazan (2019) stated that the variety of functions in WhatsApp caused it to become increasingly popular. Among its functions are sending information in the form of text, pictures, audio, video, files, or documents; making audio and video calls; sending audio messages; sharing location; and so on (Jailobaev et al., 2021) at a low cost (Chaputula et al., 2020). (TNR/Text 12pt/ Align Left/ Justify/ Single Spacing)

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BACKGROUND OF THE STUDY (Uppercase/ 14pt/ Bold/ Align Left)

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Social media, especially WhatsApp, has been recognized as an indispensable platform for communication (Bhanot, 2012). The use of social media in higher education institutes in the future is a certainty. Therefore, most public universities have issued policies and guidelines for the use of social media in their institutions (Universiti Malaya, 2016; Universiti Kebangsaan Malaysia, 2015; Universiti Teknologi Mara, 2016; Universiti Sains Islam Malaysia, 2020; Universiti Teknologi Malaysia, 2021). Lecturers use WhatsApp to conduct meetings Ariffin, 2020). However, university lecturers are passive in using social media in education (Georgios, Efrosyni, & Ioannis, 2018). (TNR/Text 12pt/ Align Left/ Justify/ Single Spacing)

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FINDINGS AND DISCUSSION (Uppercase/ 14pt/ Bold/ Align Left)

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Findings from Questionnaire (Lowercase/ 12pt/ Bold/ Align Left)

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In terms of experience as a lecturer, it was found that most of the lecturers, a total of 152 (52.1%) lecturers, had experience as a lecturer between 1 and 10 years. Furthermore, it was discovered that the majority of lecturers (141 in total) have experience using WhatsApp between the ages of 10 and 13 years old. (TNR/Text 12pt/Align Left/Justify/ Single Spacing)

Table 1: Frequency and overall percentage of WhatsApp usage levels (TNR/11pt/Lowercase/ Italic/Align Left)

EPT		DSMS1	DSMS2	DSMS3	DSMS4	DSMS5	DSMS6	DSMS7	DSMS8	DSMS9
1	Mean N Std. Dev.	4.1600 150 .66635	4.2600 150 .66987	4.7467 150 .54572	3.4333 150 .54854	1.6933 150 .63401	2.1000 150 .39714	1.0467 150 .21163	4.3733 150 .48531	3.0667 150 .29914
2	Mean N Std. Dev.	2.2733 150 .44716	2.5000 150 .64246	2.8200 150 .38547	1.9267 150 .61411	1.1867 150 .39095	1.3000 150 .45979	1.0267 150 .16165	3.1267 150 .33371	2.1333 150 .45857

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According to Fahmi et al. (2016), the use of WhatsApp in particular is heavily influenced by the performance expectancy component (Zulhanifand Roslinda, 2019). This is consistent with this study's findings, which revealed that the majority of respondents, 285 (97.6%) Indian lecturers, were at a high level, 7 (2.4%) Indian lecturers were at a moderate level, and no Indian lecturers were at a low level in terms of the performance expectancy factors of lecturers in using WhatsApp for education management in Malaysian public universities. (TNR/Text 12pt/Align Left/ Justify/Single Spacing)

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CONCLUSION AND RECOMMENDATION (Uppercase/ 14pt/ Bold/ Align Left)

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Social media application development is a phenomenon whose significance cannot be downplayed. Applications for social media, particularly WhatsApp, are growing more and more prevalent and are used in most facets of human life, whether in formal or informal situations. The university's education management is another area in which the WhatsApp application is crucial. Therefore, the university must be prepared to move forward with the creation of this social media application, whether it is the administration or the lecturers. (TNR/Text 12pt/ Align Left/ Justify/ Single Spacing)

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