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A Model of Factors Affecting Learning Performance through the Use of Social Media in Malaysian Higher Education

Waleed Mugahed Al-Rahmi¹, Norma Alias^{1*}, Mohd Shahizan Othman², Victoria I. Marin³ & Gemma Tur⁴ ¹Ibnu Sina Institute for Scientific &Industrial Research (ISI-SIR), Faculty of Science, University Teknologi Malaysia, 81310, UTM Skudai, Johor, Malaysia.

²Faculty of Computing, University Teknologi Malaysia, 81310, UTM Skudai, Johor, Malaysia.

³Faculty of Education and Social Sciences, University of Oldenburg, Oldenburg, Germany.

⁴Faculty of Education, University of the Balearic Islands, Ibiza, Spain.

*Corresponding author: norma@ibnusina.utm.my

Phone: 6075536041

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