

An Analytic Hierarchy Process (AHP) Model to Anticipate Student Preference for Social Networking Sites

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Abstract

University students today have a number of choices of social networking sites such as Facebook, Twitter, Google+, Instagram, and so on. How students choose among these social networking sites is a matter of interest to both site operators, who are keen to increase the number of active users and improve site traffic; and marketers, who are excited to know how students make the choice so as to form a more effective social media strategy. The objective of this paper is to develop an analytic hierarchy process (AHP) model to anticipate student preference for social networking sites. The AHP model depicts the main criteria and sub-criteria that were used by university students in a research study to choose between two social networking sites. We proposed that there were four groups of main criteria, i.e. content, functionality, usability, and security; and that each main criterion consisted of three sub-criteria. The priorities of these criteria, sub-criteria, and alternatives are reported in the paper.

Keywords: analytic hierarchy process, social networking site, website evaluation, selection criteria, university student