

Accepted Manuscript

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PII: S0360-1315(18)30043-5

DOI: [10.1016/j.compedu.2018.02.010](https://doi.org/10.1016/j.compedu.2018.02.010)

Reference: CAE 3306

To appear in: *Computers & Education*

Received Date: 17 April 2017

Revised Date: 6 February 2018

Accepted Date: 9 February 2018

Please cite this article as: Al-Rahmi W.M., Alias N., Othman M.S., Marin V.I. & Tur G., A model of factors affecting learning performance through the use of social media in Malaysian higher education, *Computers & Education* (2018), doi: 10.1016/j.compedu.2018.02.010.

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

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