

Online Media and Political Participation: The Case of Malaysia

ABSTRACT

This study is based on a survey of 526 adult Malaysians who were interviewed shortly before the 2008 national election about online media use, levels of political participation, and voting intentions. The goal was to document the role of online media in a society that controls political information in traditional media and, in turn, compels citizens to seek alternative news sources online. As predicted, the findings indicated that online media use was positively associated with higher levels of political participation among Malaysian voters.

Keyword: Online media; Political; Malaysia