



**UNIVERSITI PUTRA MALAYSIA**

***MEDIATING ROLE OF CIVIC TALK ON RELATIONSHIP OF NEWS  
CONSUMPTION AND SENSE OF CIVIC RESPONSIBILITY AMONG  
YOUTH***

**TILAGAVATI A/P SUBRAMANIAM**

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By

**TILAGAVATI A/P SUBRAMANIAM**

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia,  
in Fulfilment of the Requirements for the Degree of Doctor of Philosophy**

**December 2020**

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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Doctor of Philosophy

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**December 2020**

**Chairman : Associate Professor Jusong Bolong, PhD**  
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Sense of civic responsibility is fostered and developed through frequent involvement in sharing civic knowledge and solving social problems, individually and collectively. In other words, a citizen who has attained a sense of civic responsibility would be more responsive and supportive of developmental efforts at all levels (i.e., social and political). Hence, this sense of civic responsibility is widely recognised as an important stepping-stone towards becoming a productive citizen in the future. Past studies have shown that various factors impact the youth's willingness to inculcate a sense of civic responsibility. This research attempts to clarify the influence of news consumption from a variety of media and civic talk on the sense of civic responsibility.

Using self-administered questionnaire, 300 final year undergraduates' students from three Research Universities (RUs) participated in a cross-sectional survey. Sampling method used for the population of this study was stratified systematic sampling. All variables were tested for validity and reliability in a pilot test prior to the field data collection. Descriptive analysis and the Structural Equation Modelling Partial Least Squares were employed for data analysis.

The result show that news consumption had no significant positive correlation with sense of civic responsibility, but civic talk had a strongly significant and positive effect on news consumption and sense of civic responsibility. Civic talk fully mediates this relationship. The variance value explains an adequate sense of civic responsibility and civic talk in this study. The predictive power ( $Q^2$ ) of the hypothesised relationship was strong, as it was above the cut-off point (zero) for sense of civic responsibility and civic talk. Therefore, the current study has predictive relevance values for its endogenous constructs. From a predictive viewpoint, the model in this study could be considered beneficial for the youth to develop a better sense of civic responsibility.

One significant contribution of the study findings is that it has clarified the role of civic talk in the relationship between news consumption and sense of civic responsibility. A respondent with a low level of news consumption seemed to benefit from civic talk involvement and this influenced the development of his sense of civic responsibility. This result is a pertinent input that could be used to ensure a good educational outcome for students, particularly to develop a sense of civic responsibility in them.



Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Doktor Falsafah

**PERANAN KOMUNIKASI SIVIK SEBAGAI MEDIATOR DALAM  
HUBUNGAN ANTARA PENGGUNAAN BERITA DAN RASA  
TANGGUNGJAWAB SIVIK DIKALANGAN BELIA**

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Rasa tanggungjawab sivik dipupuk dan dikembangkan melalui penglibatan yang kerap dalam berkongsi pengetahuan sivik dan menyelesaikan masalah sosial, secara individu dan berkumpul. Dengan kata lain, seorang warganegara yang telah mencapai rasa tanggungjawab sivik akan lebih responsif dan menyokong usaha pembangunan di semua peringkat (iaitu sosial dan politik). Oleh itu, rasa tanggungjawab sivik ini dilakukan secara meluas sebagai batu loncatan penting untuk menjadi warganegara yang produktif pada masa akan datang. Kajian lepas menunjukkan bahawa pelbagai faktor mempengaruhi kesediaan remaja untuk menanamkan rasa tanggungjawab sivik. Penyelidikan ini cuba menjelaskan pengaruh penggunaan berita dari pelbagai media dan komunikasi sivik terhadap rasa tanggungjawab sivik.

Borang soal selidik digunakan ke atas 300 mahasiswa tahun akhir dari tiga buah universiti awam. Kaedah persampelan yang digunakan untuk populasi kajian ini adalah persampelan sistematik berstrata. Semua pembolehubah diuji kesahihan dan kebolehpercayaan dalam ujian rintis sebelum pengumpulan data lapangan. Analisis deskriptif dan Pemodelan Persamaan Berstruktur berdasarkan varians digunakan untuk menganalisis data.

Hasil kajian menunjukkan penggunaan berita tidak mempunyai hubungan positif yang signifikan dengan rasa tanggungjawab sivik, tetapi komunikasi sivik mempunyai pengaruh yang sangat signifikan dan positif terhadap penggunaan berita dan rasa tanggungjawab sivik. Komunikasi sivik berperanan sepenuhnya sebagai mediator dalam hubungan ini. Nilai varians dalam kajian ini menjelaskan rasa tanggungjawab sivik dan komunikasi sivik memadai. Perkaitan ramalan ( $Q^2$ ) hubungan yang dihipotesiskan adalah kuat, kerana berada di atas titik pemotongan (sifar) untuk rasa tanggungjawab sivik dan komunikasi sivik. Oleh itu, kajian ini mempunyai nilai perkaitan peramalan

yang sesuai untuk membina pemboleh ubah endogen. Dari sudut pandangan ramalan, model dalam kajian ini dapat dianggap bermanfaat bagi para remaja untuk mengembangkan rasa tanggungjawab sivik yang lebih baik.

Satu sumbangan penting dari hasil kajian menjelaskan peranan komunikasi sivik dalam hubungan antara penggunaan berita dan rasa tanggungjawab sivik. Seseorang responden dengan tahap penggunaan berita yang rendah nampaknya mendapat manfaat daripada penglibatan komunikasi sivik dan ini mempengaruhi perkembangan rasa tanggungjawab siviknya. Hasil kajian ini merupakan input yang relevan yang dapat digunakan untuk memastikan hasil pendidikan yang baik bagi siswa, terutama untuk mengembangkan rasa tanggungjawab sivik pada mereka.



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## LIST OF ABBREVIATIONS

MSD	Media System Dependency Theory
CIT	Communication Infrastructure Theory
ICT	Information and Communications Technology
TV	Television
NYDP	Malaysia National Youth Development Policy
MYP	Malaysia Youth Policy
MM	Mainstream media
NMM	Non-mainstream media
CT	Civic Talk
NC	News Consumption
SCR	Sense of Civic Responsibility
UPM	Universiti Putra Malaysia
UKM	Universiti Kebangsaan Malaysia
UM	Universiti Malaya
Ru	Research universities
KTDI	Kolej Tun Dr Ismail
SPSS	Statistical Package for the Social Sciences
SEM	Structural Equation Modelling
CB-SEM	Co-variance-based approach
PLS-SEM	Partial Least Squares-Structural Equation Modelling
ML	Maximum likelihood
LV	Latent variable
CA	Cronbach's alpha



CR	Composite reliability
AVE	Average variance extracted
ASTRO	ALL-Asian Satellite Television and Radio Operator
BERNAMA	Berita Nasional Malaysia
COVID	Corona Virus Disease
CNN	Cable News Network
BBC	British Broadcasting Corporation
AUCCU	University and University Colleges Acts

## CHAPTER 1

### INTRODUCTION

Students that graduate from a university should have gained important experiences, including a sense of civic responsibility. Civic responsibility is a vital social element that ensures a properly functioning democracy and a healthy pluralistic society. According to Gurin, Dey, Gurin, and Hurtado (2002), there are two dimensions to educational outcomes: learning and democracy. Learning outcomes focus mainly on academic-related outcomes such as active thinking skills whereas democratic outcomes focus on the characteristics that students should have as members of a pluralistic world. This study investigates student development, especially the relationship between news consumption in inculcating a sense of civic responsibility while considering the possible mediating role of civic talk in this relationship. This chapter covers the background of the study, the problem statement, objectives of the research, and the significance of the study.

#### **Background of Study**

Scholars have argued that a sense of civic responsibility contributes to improving life quality (Nurhadi & Muchtarom, 2020; Halberstadt, Timm, Kraus, & Gundolf, 2019; Huda, Teh, Muhamad, & Nasir, 2018). They also consider this value as one of the essential elements of a democratic society. It is widely assumed that a sense of civic responsibility is fostered and developed through frequent involvement in sharing civic knowledge and solving social problems, individually and collectively. The term “civic” refers to public life in general. If a person actively takes action to address community issues and problems, such as attending a community meeting, volunteering, or raising money for charity, he or she is considered to be a good citizen. Sense of civic responsibility could also be perceived as a personal investment in the wellbeing of others and society as a whole. In other words, a citizen who has attained a sense of civic responsibility would be more responsive and supportive of developmental efforts at all levels (i.e., social and political). Hence, this sense of civic responsibility is widely recognised as an important stepping-stone towards becoming a productive citizen in the future.

A productive citizen is a person who has successfully embraced his sense of civic responsibility and feels that he belongs in his community. It is, therefore, crucial to promoting a sense of civic responsibility among the youth, to ensure true values of civic responsibility can be instilled in them from a very young age. The youth is the nation’s greatest asset. They are expected to continue to lead the country to future success. They are also the driving force that ensures that the country progressively develops.

Various factors impact the youth's willingness to inculcate a sense of civic responsibility. Previous studies have found that curricular and co-curricular activity (Tamam & Waheed, 2019; Cole & Zhou, 2014; Gainous & Martens, 2012; Denson & Zhang, 2010), the institutional environment (Packard, 2013; Park, Denson, & Bowman, 2012; Bowman, 2011), and peers (Colvin, Volet, & Fozdar, 2014; Brennan, Osborne, & Osborne, 2008) were the main determinants of sense of civic responsibility in youth. It is supposed that exposing the youth to news from various media could increase their involvement in society.

The consumption of news from the mass media could result in the mobilisation of information (Bakker & Vreese, 2011), besides providing resources for political discussion (Dauda, Mohamad, & Muda, 2016), the possibilities to be exposed to conflicting viewpoints (Boulianne, 2016), and increased opportunities for audiences to reflect on political and civic activities (Pancer, Pratt, Hunsberger, & Alisat, 2007). News media are significant sources of learning and socialising, which, in turn, influence attitude and behaviour (Tamam, 2016).

Since Malaysia's independence five decades ago, the mainstream news media has been functioning as an agent and partner in nation-building (Tamam, Raj, & Govindasamy, 2012). Malaysians have a strong interest in reading, listening to, watching, and discussing news (Ming, Azhar, Hazri, & Mulakala, 2012). From live breaking news to daily news summaries, Malaysians want to be well informed of the goings-on of their town, city, country, and the world. However, innovations in communications technology have rapidly changed news consumption practices, with people obtaining incidental news from social communication technologies.

Reuters Institute Digital News Report (2018) published that social media and aggregators are the main sources of news nowadays, followed by TV and print. Malaysia is no exception: a plethora of studies have indicated the changes in the news consumption pattern of young adults — from traditional media towards digital media — largely from social networking sites and Internet websites (Freeman, 2013; Amirfarhangi, Sidin, & Ahmad, 2015; Hashim, Noordin, Husain, & Rahman, 2016). These social communication technology platforms provide Malaysian youth with the opportunity to participate in socialisation and democratisation.

Media news consumption will directly or indirectly contribute to the youth's social expectations, cultural norms, inter-ethnic tolerance, attachments to national ethos, and national pride (Sparks, Wang, Lü, & Wang, 2016; Metzger, Syvertsen, Oosterhoff, Babskie, & Wray-lake, 2016; Oosterhoff, Metzger, & Babskie, 2015; Chan-Olmsted, Rim, & Amy Zerba, 2012, Tamam, 2011). Citizens obtain information regarding issues and problems plaguing the community alongside exploring new opportunities and ways to take part in social, political, and economic issues. Drawing on updated information about society from the news, these individuals will then provide their friends with information and influence them to engage in the community. The basic cornerstone of

any democracy is its active citizens, and mass media serves as a critical driver of civic engagement (Zhang, Zheng, & Peng, 2017).

Additionally, it is undeniable that news consumption through a variety of media promotes better social interaction among youth. Nowadays, the youth are used to sharing current issues obtained from the news media with families and friends. At the same time, they tend to have a shared opinion about society. Interactions between family and friends could open up a space for the youth to share and trade information, deliberate on issues plaguing the community, and explore how they can be active participants in the community. This social discussion will bring about a deeper sense of attachment to the community (Klofstad, 2009; Ksiazek, Malthouse, & Webster, 2010; Rojas, Shah, Cho, & Schmierbach, 2005). In this study, the quality interaction between family and friends regarding civic engagement is termed 'civic talk'. Thus, involvement in civic talk is assumed to help youth understand news content and to keep them interested in and aware of the current social, political, and economic climate in society (Kligler-Vilenchik, 2021; Pinetta, Blanco Martinez, Cross & Rivas-Drake, 2020). To delve more into the impact that news consumption poses on instilling a sense of civic responsibility, the present study hypothesised civic talk as a mediator of this relationship.

This research attempts to clarify the influence of news consumption from a variety of media and civic talk on the sense of civic responsibility. Review from ProQuest journals, Scopus, Sciencedirect, Taylor & Francis online, and SAGE Journals from 2015 to 2020 shows that very limited empirical studies have attempted to integrate civic talk as an intermediary in the relationship between news consumption and sense of civic responsibility among graduating university students. These databases were chosen because they are considered highly relevant for researchers in social sciences.

### **Statement of the Problem**

Despite the importance of inculcating a sense of civic responsibility as a possible educational outcome in the now-globalised world, empirical evidence on the link between frequent news consumption and sense of civic responsibility is scant, particularly within the Malaysian context. The news in the media is regarded as a salient source of information (Reese & Shoemaker, 2016). News is also a socialising agent and a resource for development, with a major influence on attitude and behaviour. Furthermore, the key roles of news media are to impart the right knowledge, attitude, and behaviour, in line with the notion of responsible citizenship, civility, and harmonious multi-ethnic society. A few local studies have focused on news consumption, but most focused on studying social outcomes such as political participation (Alivi, Ghazali & Tamam, 2018; Willnat, Wong, Tamam & Aw, 2013), civic engagement (Amirfarhangi et al., 2015), national pride (Tamam, 2011), ethnic tolerance (Tamam, Tien, Idris, & Hamzah, 2006), and volunteerism (Rabun, Hussin, & Ridzuan, 2017; Raja-yusof, Norman, & Abdul-rahman, 2016). Nevertheless, Western countries have begun to conceptualise the effect of youth engagement with news media on political and civic engagement (Zhang et al., 2017; Beam, Hutchens, & Hmielowski, 2016; Ha et al., 2016),

with findings showing a significant positive association between news consumption with civic and political engagement.

The contribution that news consumption has on the quality of university graduates i.e. their sense of civic responsibility has not been studied extensively (ProQuest journals, Scopus, Sciencedirect, Taylor & Francis online, and SAGE Journals 2015 – 2020). Indeed, a few studies in western countries (Molyneux, 2019; Ku, Kong, Song, Deng, Kang, & Hu, 2019; Moore & Hatcher, 2019) have stated news consumption equips a person to participate in civic life. In general, previous local studies placed more focus on media use (Alshuaibi, Alshuaibi, Shamsudin, & Arshad, 2018; Ting, Ahmad, & Sophia, 2018). However, these studies were conducted in mutual exclusion and did not attempt to narrow down on the relationship between news consumption and sense of civic responsibility, particularly in the context of a multicultural and multi-religious society such as in Malaysia. Hence, to help fill this gap in literature, this research is aimed at investigating these two variables and their subsequent inter-relationship. By doing this, this study will help current literature by shedding light on the nature of the relationship between news consumption and sense of civic responsibility among university graduates.

Higher education institutions are the best places to raise awareness and educate the youth on their role in society and community development (Lu, Laux, & Antony, 2017). Higher education institutions are entrusted to facilitate the development of a sense of civic responsibility among students. The higher education sector's main goals are not limited to grooming students for successful careers but to help shape and fit them into a citizenry with public good in mind as well. Malaysia's Minister of Higher Education has continuously demanded universities and colleges to produce highly qualified graduates that can serve the society; therefore, prompting institutions of higher learning to reconsider fostering a deeper sense of civic consciousness among university graduates. Developing civic responsibility among students allows higher education institutions to fulfill their basic mission, which is to prepare the students to become good citizens upon graduation.

Nevertheless, the National Indicators of Malaysia indicate that community engagement among the youth has declined. Many studies (Galiberti, 2019; Alias & Balakrishnan, 2016) have demonstrated that plenty of youth are less engaged in social issues and have become passive spectators. Maher (2016) showed that 60 percent of the youth in Malaysia are not interested in joining any civic activities and would declare that they had participated in these activities for assignment or credit requirement purposes only. Lack of awareness and consent about society is reason youth are not engaged in community activities (Yahya, 2020). Generally, the participation of university students in community engagement is still low although they have been exposed to theoretical and practical community courses. According to Rozumah, Sheereen, Najiha and Syuhaida (2015), Tamam (2016), and Tamam and Waheed (2019), little is known about the extent to which civic responsibility is instilled within the youth.

The fact that the education system has succeeded in producing youth who are knowledgeable and are experts in technology, but less involved in the community, is quite telling (Huda, Jasmi, Alas, Oodriah, Dacholfany, & Jamsari, 2018). The reduced community engagement could foster youth that is violent and less humane, becoming the root cause for their engagement in negative attitudes such as participating in crime, vandalism, and bullying, all of which are very worrying. According to Shaari, Sarip, Rajab, and Wan Zakaria (2018), lack of involvement in the quality of life in the community foster university students to become less empathetic and immoral. Hence, this sense of civic responsibility is yet to gain traction in higher education students, the pioneers of society's future, thus creating a gap in the literature. Thus, this study aspires to help fill this void by identifying the level of civic responsibility among students in higher education.

To deepen our understanding of the relationship between news consumption and civic responsibility, an assumed mediating variable, civic talk, was integrated into this relationship. Tamam (2016) found that university students preferred getting news from interpersonal sources. Past studies in Western countries have indicated that the effect that news consumption has yielded on several democratic outcomes is not as straightforward as assuming that it can potentially be mediated by civic talk, yet not many studies have looked into the role of civic talk to mediate this relationship. Findings from past studies have also indicated the potential role of civic talk as a mediator in civic engagement; however, it has not particularly been tested for the above relationship. Ibrahim (2017) argued that civic talk helped individuals deepen their attachment to the community, which then extended to more active civic participation. However, past studies have yet to integrate news consumption and civic talk in one cohesive analysis that aims to predict civic responsibility among the youth, inclusive of the ones in tertiary education, so this case is another remarkable gap that requires to be addressed. Thus, the current research is aimed to empirically test civic talk as a mediating variable in the relationship between news consumption and sense of civic responsibility.

University students are of particular relevance to this study because university life is an important time to foster student connections with civic life in the communities surrounding them (Shaari et al., 2018). Besides, the news media is full of opportunities for university students to explore and develop their connection to society. Moreover, tertiary education students are the best representation of young people's accessibility to news media and the effects that news consumption has on their voluntary sense of civic responsibility.

Therefore, this present study shed a better light on news consumption, sense of civic responsibility, and civic talk among graduate students. Understanding the potential influences of the above factors on the youth's sense of civic responsibility could be useful for educators, the community, and policymakers. As argued, it is important to instill a sense of civic responsibility in the youth to ensure they become good citizens. Also, emerging adults need to become involved in community activities, so they can nurture positive social skills while still in university.

## **Research Questions**

Drawing on the aforementioned discussion of the research problem, the following questions hold:

1. What is the level of news consumption among youth in Malaysian public universities?
2. What is the level of sense of civic responsibility among youth in Malaysian public universities?
3. What is the level of civic talk among youth in Malaysian public universities?
4. What is the relationship between news consumption and sense of civic responsibility among youth in Malaysian public universities?
5. What is the relationship between news consumption and civic talk among youth in Malaysian public universities?
6. What is the relationship between civic talk with sense of civic responsibility among youth in Malaysian public universities?
7. Does civic talk mediate the relationship between news consumption and sense of civic responsibility?

## **Research Objectives**

### **General objective**

This research is aimed at examining the relationship between news consumption and sense of civic responsibility among youth in three public universities in Malaysia, as well as exploring the role of civic talk, an assumed mediating variable, in the aforementioned relationship.

### **Specific objectives**

1. To identify the level of news consumption among youth.
2. To identify level of sense of civic responsibility among youth.
3. To identify the level of civic talk among youth.
4. To determine the relationship between news consumption and sense of civic responsibility among youth.
5. To examine the relationship between news consumption and civic talk among youth.
6. To determine the relationship of civic talk with sense of civic responsibility among youth.
7. To examine whether civic talk partially or fully mediates the relationship between news consumption and sense of civic responsibility.

## Significance of Study

This study is instrumental because no study has yet investigated the role of news consumption and civic talk in instilling and cultivating civic responsibility among students, especially within a Malaysian context. This study was conducted among final year undergraduate students. Three higher educations with distinct student compositions were chosen as the location of the study. Therefore, the contributions of this study will provide insight into the sense of civic responsibility among university students who are about to graduate, against the backdrop of a multicultural society. Therefore, the settings of this study will improve the generalisability of the findings.

Several Western studies have been conducted on news consumption and civic talk separately within different democratic outcomes; however, the current research investigates three variables (news consumption, civic talk, and civic responsibility) in a single study, and provides two novel contributions to the literature presented as an overview of student engagement and campus diversity. First, it examines news consumption and sense of civic responsibility, an under-explored area in campus diversity research, particularly in Malaysia. Second, this study attempts to shed a light on the role of civic talk as an intervening variable in the relationship between news consumption and sense of civic responsibility. Besides, this research also focuses on sense of civic responsibility, which is an important element that the youth should have gained throughout their campus life.

The result of this study can theoretically confirm the applicability of the Communication Infrastructure Theory albeit in a different context. The Communication Infrastructure Theory is originally a socio-ecological theory that was later embedded with the Media System Dependency (MSD) theory to investigate the relationship between mass media and individuals based on the reciprocal relationship, of individuals, communities and communication environments. The Communication Infrastructure Theory was integrated into this study to analyse the development of sense of civic responsibility thus demonstrating the heuristic value of this theory.

Using Partial Least Squares-Structural Equation Modeling (PLS-SEM), this research methodologically helps overcome limitations found in other analysis methods more frequently used in Social Science research. This analysis focused on the predictive ability of the model. PLS-SEM is able to consider the effect of measurement errors by directly including measurement error variables. Therefore, conclusions about the relationships between constructs will not be biased because of the measurement error. Furthermore, the use of other analytical methods may lead to hazier conclusions, needing few more levels of analyses.

Furthermore, higher education institutions primarily aim to ensure that their graduates are prepared to serve the community. Students are national assets, so higher education institutions hold a pivotal role in preparing educated students to become efficient and



capable of serving the society. The outcomes of this study allow the higher education sector to evaluate its basic mission, which is to produce graduates who will be good citizens.

The research finding is useful as input for higher education practitioners and policymakers, especially in providing a larger angle of looking at the effect of news consumed from a variety of media — whether it strengthens or weakens the sense of civic responsibility among the youth. Hence, the findings of this research clarify the significant role of news consumption, sense of civic responsibility, and civic talk as pillars of student development in Malaysia. This study may stand to contribute to national stability in the long run by underscoring how nurturing students would result in more responsible citizens.

### **Scope of Study**

This dissertation is aimed at investigating the sense of civic responsibility among university students in Malaysia. Thus, the research scope has been narrowed down to local undergraduate students enrolled in public universities. Public universities were selected rather than private institutions because the author wanted to access different student ethnicities for the study. Since the enrolment of students in the research universities is centralised and controlled by the Ministry of Higher Education, the population of the students in these institutions represent all ethnicities in Malaysia (Sherif & Abdullah, 2017).

Only final year undergraduate students were recruited as the respondents in this study. This group is preferred in this study, as they have extensive experiences with the university curriculum and co-curriculum and because they are about to graduate, so they should be prepared to serve the community (Majid, Hassan, & Hassan, 2019). This group of the students are well equipped by university to face challenges and take responsibility in the society. Ergo, their well-educated youth who will take over the country leadership in the future.

Since the data for this study was gathered from graduating students wholly from three public universities, Universiti Kebangsaan Malaysia (UKM), Universiti Putra Malaysia (UPM), and Universiti Malaya (UM), any generalisation from the findings should be made with caution, as the targeted respondent group of university students may not be the best representatives of the entire Malaysian youth population. Moreover, youth who are uneducated or who have abstained from pursuing education as well as students from private institutions may have dissimilar levels in their sense of civic responsibility and news consumption level.

## Definitions of Keywords

**News consumption** — This independent variable refers to the exposure and attention to news content for either social or personal purposes through perusing diverse media platforms such as television, newspaper, the Internet, and radio. News media have a part to play in the learning and development resources of educational activities, to educate young people about interethnic relations issues and to strengthen the unity and harmony among different ethnicities (Tamam, 2016).

**Sense of civic responsibility** — This dependent variable is defined as an individual's personal beliefs and feelings regarding their responsibility and duty to society. This sense of civic responsibility develops from the student's positive experience and socialisation in the classroom and outside the classroom in diverse learning settings.

**Civic Talk** — This mediating variable refers to informal discussions regarding current events and community issues with friends, colleagues, family members, and other individuals. Civic talk can be considered as a form participation that involves conversations regarding news perused from a variety of media that also has the potential for shaping opinions.

**Undergraduate students** — This refers to local (Malaysian) students undertaking a Bachelor's Degree programme, regardless of their field and year of study, at the three study locations.

## Summary

This chapter provided some background of the gaps in research and knowledge contributions that have fuelled the researcher's motivation in conducting this study. The research problem discusses the importance of exploring the impact of news consumption and civic talk on developing an individual's degree of civic responsibility. Inculcating a sense of civic responsibility is a salient educational outcome, but the development of this outcome has been scant within the Malaysian higher education context. Given the gap found in local literature that discusses civic responsibility development, this research conducted an empirical test to study the relationship between news consumption and sense of civic responsibility, mediated by civic talk. The scope of this research is limited to final year undergraduate students currently enrolled in three Malaysian public universities. Next, Chapter 2 delves into the relevant literature that has informed the research framework.

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## BIODATA OF STUDENT

Tilagavati Subramaniam a girl from estate starting journey of higher education in 2004 (undergraduates). The identity as an estate girl never stops her to explore the world. Her desire to achieve higher in education, led her to pursue PhD. In May 2014, she embarked on a doctoral program in Human Communication at the Modern Languages and Communication Faculty.

Tilagavati Subramaniam starting her first job as a lecturer in July 2007. She has experiences working as the lecturer in few institutions. Now, she is a Lecturer at the General Studies Unit, Faculty of Social Sciences, Quest International University (QIU). Throughout her 13 years of service as educator, she has grown tremendously, both personally and professionally. She has held professional responsibilities such as the Head of Department and Programme Coordinator.

She has also conducted training on online teaching and learning and professional communication skills at her institution. She has presented papers at local and international conferences to date. For her the journey is not over, she still wants learn more and share the knowledge and skills to the larger society. The PhD journey has taught her priceless lessons and a lot of unforgettable moments. Her unlimited thanks always to her husband and kids. An estate girl never stops learning and serve the society.

## LIST OF PUBLICATIONS

- Subramaniam,T., Tamam,E., Bolong,J., & Waheed,M., (2021). The Relationship Between News Media Consumption and Civic Responsibility Among University Students. *Asian Journal of Management and Commerce*, 2(1), 74-77
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