



UNIVERSITI PUTRA MALAYSIA

**EXPLORING NEW MEDIA INFLUENCES ON SOCIAL ENGAGEMENT
AMONG YOUTHS IN MALAYSIA**

NUL WIDAYA BINTI MOHAMED NAWI

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By

NUL WIDAYA BINTI MOHAMED NAWI

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

July 2022

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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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July 2022

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The influence of new media on social engagement among Malaysian youths is increasingly challenging. In the past, the issues of youth social problems arose only in a relatively limited scope, but now issues, especially those that are at risk straightforward influence youth through new media. Some youths can process information, interpret, and provide feedback by showing positive behaviour. Among the factors trapped in youth in social engagement is the lack of an empirical information-based mindset by investigating first before believing something. This erroneous belief system forms values and attitudes that make them vulnerable to unhealthy and risky activities. Today's youth are urged to strengthen their internal and external assets and polish their potential to achieve excellent quality and well-being. This study related to the exploration that youth social problems are caused by the influence of new media where youth are exposed to information without borders. The study's objective is to explore new media's dependency on social engagement among youth. Apart from that is to explore how new media influence youth toward social engagement, explore the recent trends in further media usage, how the new media contributes to enhancing identity among Malaysian youth and study the behaviours of users towards new media use in daily life. This study will explore qualitative research using Focus Group Discussion (FGD), in-depth interviews and document analysis on the use of new media among youth. Two (2) theories have been discussed as guidelines studies: Media Dependency Theory and KAP Theory. Researchers conclude 14 Themes; 28 Categories, and 175 Codes based on the Themes and Categories and make the final statement by interpreting the research findings. Researchers analyse the data and find out the dependency of new media on social engagement among youth in Malaysia. The researcher divides the implication into two (2) significant perspectives: implication to theory and implication to the practice including Law Enforcement on Cyber Security Threats, Powers and Implementing Bodies in Controlling Cyber Security Malaysia and Cyber Law Implementation in

Malaysia. The importance of study is paramount in terms of the needs of the government in formulating relevant new policies.



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

MENEROKA PENGARUH MEDIA BAHARU TERHADAP PENGLIBATAN SOSIAL DALAM KALANGAN BELIA DI MALAYSIA

Oleh

NUL WIDAYA BINTI MOHAMED NAWI

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Pengaruh media baharu dalam penglibatan sosial dalam kalangan belia Malaysia semakin mencabar. Dahulu isu masalah sosial belia yang timbul hanya dalam skop yang agak terhad, tetapi kini isu khususnya yang berisiko amat mudah mempengaruhi belia melalui media baharu. Sesetengah belia dapat memproses maklumat, mentafsir dan memberikan maklum balas dengan menunjukkan tingkah laku yang positif. Antara faktor yang memberi kesan terhadap belia dalam penglibatan sosial ialah kekurangan minda berasaskan maklumat empirikal dengan menyiasat dahulu sebelum mempercayai sesuatu. Sistem kepercayaan yang salah ini membentuk nilai dan sikap yang menyebabkan mereka terdedah kepada aktiviti yang tidak sihat dan berisiko. Belia hari ini digesa memperkukuh aset dalaman dan luaran serta menggilap potensi mereka untuk mencapai tahap kualiti dan kesejahteraan yang cemerlang. Kajian ini berkaitan dengan penerokaan bahawa masalah sosial belia berpunca daripada pengaruh media baharu di mana belia terdedah kepada maklumat tanpa sempadan. Objektif kajian adalah untuk meneroka kebergantungan media baharu terhadap penglibatan sosial dalam kalangan belia. Selain itu adalah untuk meneroka bagaimana media baharu mempengaruhi belia ke arah penglibatan sosial, untuk meneroka trend terkini dalam penggunaan media baharu, untuk meneroka bagaimana media baharu menyumbang kepada meningkatkan identiti di kalangan belia Malaysia dan untuk mengkaji tingkah laku pengguna terhadap penggunaan media baharu dalam kehidupan seharian. Kajian ini akan meneroka penyelidikan kualitatif menggunakan Focus Group Discussion (FGD), temu bual mendalam dan analisis dokumen mengenai penggunaan media baharu dalam kalangan belia. Dua (2) teori telah dibincangkan sebagai garis panduan kajian iaitu Teori Kebergantungan Media dan Teori KAP. Penyelidik membuat rumusan 14 Tema, 28 Kategori dan 175 Kod berdasarkan Tema dan Kategori serta membuat pernyataan akhir dengan mentafsir dapatan kajian. Pengkaji menganalisis data dan mengetahui kebergantungan media baharu terhadap penglibatan sosial dalam kalangan belia di Malaysia. Penyelidik membahagikan implikasi mengikut dua (2) perspektif

utama iaitu implikasi kepada teori dan implikasi kepada amalan termasuk Penguatkuasaan Undang-undang Mengenai Ancaman Keselamatan Siber, Kuasa dan Badan Pelaksana dalam Mengawal Keselamatan Siber Malaysia dan Pelaksanaan Undang-undang Siber Di Malaysia. Kepentingan kajian itu amat penting dari segi keperluan kerajaan dalam menggubal dasar baharu yang berkaitan.



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LIST OF ABBREVIATIONS

CAGR	Compound Annual Growth Rate
CV	Curriculum Vitae
DBP	House Bahasa dan Pustaka
ICT	Information and Communication Technology
ILO	International Labour Organization
IP	New Media Protocol
LDC	Least Developed Countries
MCMC	Communications Commission and Multimedia Malaysia
MIMOS	Institute of Microelectronic Systems Malaysia
MOU	Memorandum of Understanding
MSC	Multimedia Super Corridor
MTMK	National Information Technology Council
MYP	Malaysian Youth Policy
NBI	National Broadband Initiative
NFCP	National Fibersation and Connectivity Plan
NGO	Non-governmental Sports Organizations
PDRM	Royal Malaysian Police
PI1M	1 Malaysia New Media Center
Rangkom	Malaysian Computer Network
RTM	Real Trade Money
SPM	Sijil Pelajaran Malaysia
STPM	Sijil Pelajaran Tinggi Malaysia
SWCorp	Solid Waste and Public Cleansing Management Corporation

TCP Transmission Control Protocol

9MP Ninth Malaysia Plan



CHAPTER 1

INTRODUCTION

This chapter discussed the background of the study, the problem statement of the study, the research questions, the research objectives, and the significance and scope of the study. In addition, these chapters also include discussion of the definitions of keywords such as new media, social engagement, and youth.

1.1 Background of the Study

The main idea of this study is to highlight the new media and its role in influencing the behaviour of social engagement among youth in Malaysia through general discussions on the background of the studies related to social issues.

The increased use of technology in the new media has inspired many scientists and researchers to study how to further media communication, and youth groups affect the fastest-growing online technology recipients (Way & Redden, 2017).

New media is referred to in social engagement and activity as a form of "mediation" for youth engagement, education, and social action. In the process by which youth acquire knowledge, skills and recognition through social education, youth need a clear understanding, participation, and interaction in various forms of community life (Wargo & Clayton, 2018).

According to the 2020 Malaysian Communications Statistics on Social Engagement, because of the new media, it is estimated that 87% of households in Malaysia have unique media access. Meanwhile, 30% of smartphoare used to access new media.

New media has a huge impact on social engagement, and as a result, these social shifts in youth thinking and lifestyle have been profoundly influenced. This predicament necessitates a new approach to youth development planning (Mohamad, 2020).

These communication modes are always revolving because of technological growth or a structural and technical revolution. Furthermore, communication is now in its fifth stage, focusing on interactive communications enabled by new media-based technology and computing (Coderoni & Perito, 2020).

The new media is based on a much more interactive interface that gives the user as many different types of information and enjoyment as he desires. This dominant medium is observed in the present era rather than conventional or ancient media such as print, new media, and other personal media in this age of digitalization. As a result, today's society evolves and no longer revolves around a tiny or marginalised group (Shahizan Hassan et al., 2016). It is becoming clear that the link between the age of society and the effect of new media is steadily dissolving, and that it is being replaced by a social structure in the form of a network connection. Despite traditional media, new media retains a strong position by generating more extensive and important new media (Hefler, Kerrigan, Freeman, Boot, & Thomas, 2019). The rise of new media had acted as a catalyst for information democracy. According to Akmal & Salman (2015), new media includes video, audio, weblogs, social networking sites, and other content that streaming users can access. In fact, a hyperlink, and a search engine work together to provide users with numerous possibilities for exploring and sharing the information acquired. Furthermore, the advancement of communication technology provides convenience to youth, and the global spread of new media has radically altered the youth's lifestyle. Youth have been labelled as digital natives, digital generation, and millennials in this modern day, where they have acquired computer skills and knowledge (Hussin, Ghanad, & DeWitt, 2016).

According to Aslamiah Ali (2011), adopting new social networking sites is no longer novel in Malaysia. Furthermore, this medium has shown to be quite popular with students and college students, and it is also remarkable that government organisations, cooperatives, and civil officials utilise it to communicate the most up-to-date information. Furthermore, the new media is viewed as a means of approaching and forging connections with society.

New media has become a popular channel due to the practices of the information democracy system used (Castellanos, 2016). The current situation has shown a change in social culture among youth because they are more comfortable using the new media. Moreover, the concept of information democracy is one of the elements of democracy in providing the medium for discussion on any topic. Nelson and Carlson (2013) believe that new media play a democratic role because it can be used to spread information without traditional media as a medium. Cyberspace like blogs, websites, online forums, emails, Facebook, Twitter, and YouTube have the potential to expand the medium of voice and thereby increase participation, society and democracy. Himelboim et al. (2012) said that in their study, the new media could adapt to different directions of information movement by allowing users to interact with each other. Besides, the new media is more popular with youths because of its role in disseminating information without limits. Mohamed Fouad Matt Galli (2012) stated that the choice of youths. Unfortunately, they use this method to identify social engagement. (Wook, Mohamed, Noor, Muda, & Zairon, 2019).

According to the Malaysian Youth Index study in 2017, the identity and behavioural domains are the biggest contributors to the influence of new media outlets. The Malaysian Youth Index is an indicator developed specifically to monitor the development of youth welfare in Malaysia. This indicator will serve as a benchmark for measuring the level of achievements in the welfare of youth, either an increase or a decrease in the result obtained. Youth development confronts challenges and illogicalities. While the youth are recognised as a national asset, on the one hand, they are also perceived as being immature for constantly thought-provoking status quo, leading them to be labelled as lacking social responsibility. The domain of the use of new media is divided into two different forms, participation in the new media and social engagement.

Youth participation in the new media involved 5 identities which is, competitiveness, volunteerism, patriotism, integrity, and unity. New media has become a tool for youth to boost their competitiveness and influence organisational strategy and practice. For instance, new media enables new communication preparation outside of organizational boundaries as well as allows youth to connect with other youth on a scale and scope that was not achievable by previous forms of information technology.

Aside from competitiveness, the influence of new media on youth volunteerism serves as a tool to develop the feeling of ethics in self and societal responsibility toward the country. The significance of volunteerism as a means of raising awareness among youth. It also examines a worldwide picture of youth volunteers, with a focus on the local situation. Most significantly, concerns that motivate individuals to volunteer are reviewed to guide youth volunteerism (Mohd Yusri Ibrahim, 2017). Volunteerism in Malaysia has a long history that is like that of other societies. Individual responsibility for fervent and generous selflessness is the starting point. It's also a way of dealing with human tragedies like wars, political turmoil and economic downturns.

According to the Ministry of Youth and Sports, Malaysian youth should be empowered to assume their roles as future leaders who would undoubtedly contribute to the country's development. One of their responsibilities is to develop strong personalities, ideals, skills, and leadership qualities to become assets to society. These eccentricities could not be achieved merely by listening to seminars or programmes. Still, they should be actively involved in social events and voluntary programmes that would assist Malaysian youth in developing strong characters and important human capital.

Next, new media has changed youth perspectives on social contributions, such as patriotism and racial tolerance among youth from diverse ethnic groups in Malaysia. The endeavour to promote youth engagement in various activities with their peers from other cultural groups should be pursued regularly through promotion via new media platforms to raise their understanding of positive

awareness through an effective communication network (Mohamad, 2020). This study supports the findings of Mohd Anuar Amri and Mohammad Aizat Jamaluddin (2011). They found that Malay, Chinese, and Indian youths frequently participated in social activities in workplaces and universities without incident. This demonstrates that youth are more accepting of diversity among themselves.

Youths with integrity should become a culture among the younger generation nowadays as a future leaders, the leadership should come with integrity besides maintaining strong moral values. The growth of new media plays a great role in Malaysia's public and political landscape. Thus, it is imperative to recognise the main concerns arising from the improvement of new media, which touches society and help in understanding the concept of integrity among youths (Delahunt-Smolenc & Smith-Merry, 2019). Youth experimenting with drugs and alcohol is nothing new. Nevertheless, social engagement sites provide new and potentially harmful chances for youth to be introduced to substances. Youth are particularly vulnerable to the consequences of what they see on new media, as this age group is particularly vulnerable to peer pressure and peer influences. New media expands the opportunities for dangerous items and deeds to be marketed and shared socially. In this light, the dangers of digital communication in favour of increased publicity to the favourable staging of harmful substances, such as alcohol and tobacco, on new media also increased opportunities for youth to grasp how harmful the substances may be.

Furthermore, because the use of new media has gone above and beyond, it has increased the risk of cyberbullying. As we can see on youth new media, they have the idea of sharing their true feelings, yet those feelings might lead to cyberbullying because it is difficult to regulate and apparent to a wide number of youths, this type of bullying can be exceedingly difficult to deal with. Because it's likely that your child spends much time, we must teach our parents what to do if their child's online conduct becomes problematic. Aside from that, youths can educate themselves about cyberbullying and determine the best course of action to take. Parents must ensure that their children understand that cyberbullying is wrong and that they should not engage in it (Weigle, 2019).

This research determines the relevance of this new media. New media can be found everywhere and has dramatically changed how we live. The youth in Malaysia has a wealth of knowledge on the new media and the use of the latest technology tools, especially smartphones and computers (Choi, Tan, Yasui, & Pekelnicky, 2014). New media is a powerful global medium with great potential to conquer the whole world. Its' existence plays a crucial role as a communication medium and provides an unlimited information to the user. The emergence of new media allows people to enjoy a dual life: world and virtual world. With the existence of such search engines as Google, Yahoo, Bing, and other sites video sharing like YouTube causes the information its fingertips (Ching-Fu, 2016). The two most popular search engines which are Google and

Yahoo are well known among youths. Google gather more influential search engine until to be nickname as “Mr. G” or “Mr. Google”. These two search engines are very convenience to the youth in providing information more effectively.

It cannot be denied that virtual world provides much faster information on some cases or issues compared to other media. Youth can obtain faster information on new media as compared to traditional media such as television, radio, or even newspapers. Youth in Malaysia is more interested in obtaining and extracting information through new media. Therefore, new media and youth cannot be separable. The impact of developments in new media had resulted in several popular terms used on social sites among community such as the words Selfie, Hashtag, and Tweet. Thus, in 2014, the *Dewan Bahasa dan Pustaka (DBP)* has included the definition words to be part in Dewan Dictionary (Awang Sariyan, 2014). In DBP, Selfie itself refers to an act of taking picture of you and uploaded it to new media via Facebook, Instagram, and others. As for the term Hashtag, mostly use of the symbol “#” by Twitter users to tag hot keywords or topics while, Tweet refers to the status placed by Twitter users on social sites. The rise of new media has benefited especially LG Electronics companies to launch an upgraded smartphone of G3 which specially designed for Selfie fans(Puri, Coomes, Haghbayan, & Gunaratne, 2020).

However, the rapid growth of technology in this cyber world may cause negative impact to the country especially among users of such technologies. Low level of new media awareness may expose users to cyber threats such as online scams, aggression of personal information and others. Lack of knowledge in the awareness among society would give an excused to the increasing of cyber crime cases in Malaysia. Table 1.1 below shows Reported Incidents based on General Incident Classification Statistic by Cybersecurity Malaysia 2015 to 2021. This report has been released officially by CyberSecurity Malaysia every year. These statistics are released based on categories such as Cyber Harassment, Fraud, Spam, Denial of Service, Intrusion, Content Related, Malicious Codes, Vulnerabilities Report and Intrusion Attempt. Based on Table 1.1, year 2020 recorded the highest number of incidents involving cyber security which was 10,790 compared to year 2019 which was 10,772 and 2018 which was 10,699.

Table 1.1 : Reported Incidents based on Incident Classification Statistic by Cybersecurity Malaysia Year 2015 to 2021

Year	Incident Classification
2021	4,615
2020	10,790
2019	10,772
2018	10,699
2017	7,962
2016	8,334
2015	9,915

[Adapted from Cybersecurity Malaysia (Cyber Harassment, Fraud, Spam, Denial of Service, Intrusion, Content Related, Malicious Codes, Vulnerabilities Report and Intrusion Attempt)].

This study identifies the influence of new media on the social engagement among Malaysia's youth. Today, messages can reach the target group in real time, hence lead to the changes and the interest. Many people are gaining power through technology, as it has the ability to unite them (T. Liu, 2019). This qualitative study, concerned with studying social approach of phenomenology, aims to determine the impact of new media on social engagement and the impact of changes in identity and youth behavior by using the focus group method, by following the concept of media dependence theory.

1.1.1 New Media Users Survey by MCMC

The New media User Survey 2020 (IUS 2020) is the latest in a series of MCMC surveys that began in 2012. The key goals are to measure new media access and use, as well as to comprehend changing new media behaviours and patterns. As Malaysia transitions to a digital economy, the findings of the IUS are critical for policy development and business growth. During the Covid-19 pandemic, IUS 2020 was implemented, and a considerable amount of activity shifted to the new media. As the public embraces technology and the digital transformation more readily because of the epidemic, changes in user behaviour and new media usage trends are predicted to intensify. More importantly, the findings of IUS 2020 can serve as early data points for policymakers in determining the amount of access vulnerability among various groups if critical public services such as education make significant shifts to the digital platform. IUS 2020 data is added to a time series that began with the first new media user survey in 2012. As society strives to strike a balance between protecting online privacy and preventing fraud and cybercrime, digital identification is projected to become a big concern in the future. Table 1.2 illustrates the percentage of Malaysians who use the new media.

Table 1.2 : New Media Users Survey 2020 (IUS 2020)

THE KEY FINDINGS	NEW MEDIA USERS
New media Users Surveys 2020	88.7% of the population are new media user in 2020 1.3% increase from 87.4% in 2018.
New media Users Survey 2018	The survey determined that percentage of new media users in 2018 stood at 87.4%, a 10.5% percentage point increased from 76.9% in 2016
New media Users Survey 2017	The survey determined that the percentage of new media users ² in 2016 was 76.9%. Approximately, there were 24.5 million new media users, an increased from 24.1 million in 2015.
New media Users Survey 2016	The percentage of new media users in 2015 showed a remarkable increase of 11.0 points (2015: 77.6% and 2014: 66.6%) making the online community from two-third to three-fourth of the entire national population.
New media Users Survey 2014	A marginal increase (5.6%) of the number of new media users in year 2014 compared to the new media Users Survey conducted in 2013. Two-third of all respondents claimed that they used the new media within the past twelve months regardless of where they use it.
New media Users Survey 2012	18.6 million (or 63.6% of all inhabitants in Malaysia)

[Adapted from New media Users Survey 2020 (IUS 2020) by Malaysian Communications and Multimedia Commission, MCMC]

Since 2012, the New Media Users Survey (IUS) has been a series of purpose-built surveys aimed at monitoring new media activities and understanding user patterns and tendencies. As a result, the surveys have served as steppingstones in determining Malaysia's position in terms of new media use in recent years. Based on Table 1.5 a statistical report released by the Cyber Crime Investigation Division and Multimedia, Royal Malaysian Police, telecommunication fraud is in a worrying state. This case recorded a total increase of 5998 cases in the year 2020 compared to the year of 2019 which record of 5725 cases. In addition, Mohd Roslan (2014) stated that, Malaysia once being shaken by an incident of the arrestment of 18 -year -old teenage boy in the year of 2014. He was apprehended due to committing an offense under the Copyright Act 1987 in which the juvenile uploaded and downloaded local music and international movies without the permission of the owner. This is a clear proves in placing the teen in misuse of technological facilities provided by the government.

Table 1.3 : Statistic of Victims' MO Year 2020

	Total of IP	Total of Losses
Fake News [CODE:74]	0	-
Personal Data Protection [CODE:76]	12	RM 449,547.70
233 AKM (New media) [CODE:7]	48	RM 15,702.48
Telecommunication Fraud (Online/SMS) [CODE:3]	5,998	RM 287,298,685.91
E-Financial Fraud [CODE:62]	662	RM 25,635,220.69
419 Scam (Love Scam) [CODE:2]	1,582	RM 58,335,797.29
E-Commerce (On-line Purchase) [CODE:1]	5,847	RM 41,332,618.48
Intellectual Property (CD/VCD/DVD) [CODE:6]	19	-
Pornographic Material (Sek 292 KK) [CODE:61]	49	-
Total	14,205	RM 412,618,024.85

(Adapted from Cyber Crime Investigation Division and Multimedia, Royal Malaysia Police.)

Therefore, such a thing should be given a proper attention since an early stage so that it does not give a huge impact on the country. Campaigns are among the easy steps to educate new media users. However, the effectiveness of the campaign depends on its essence and the way of implementation. The purpose is to equip the new media users some knowledge and awareness about cybersecurity. Unfortunately, the study cannot measure to what extent understanding of to the concept of cyber awareness and security. Furthermore, social engagements and environments factors might take into consideration when its' determine a youth consciousness towards new media is either high or low. Moreover, this study cannot calculate on how the role of parents and peers might influence a person in providing them awareness of cybersecurity practices. The cyber casualties among children might be high if the parents did not execute their role well in monitoring their children when using the new media. Table 1.6 below showed Statistics of Victims by Gender and Race in year 2020 under category of youth's age.

Table 1.4 : Statistic of Victims by Gender, Race Year 2020

Age	Malay		Chinese		Indian		Others		Total		Total
	F	M	F	M	F	M	F	M	F	M	
15-20	363	324	146	125	47	39	51	45	607	533	1,140
21-30	962	1,193	609	708	139	167	229	237	1,939	2,305	4,244
31-40	803	953	519	637	136	100	167	182	1,625	1,872	3,497

(Adapted from Cyber Crime Investigation Division and Multimedia, Royal Malaysia Police)

In addition, there are various acts that had been gazette for online offenses such as the Communications and Multimedia Act 1998, Defamation Act 1957, Sedition Act 1948, Computer Crimes Act 1997, Data Protection Act Personal 2010, Copyright Act 1987 and etc. However, according to Anita (2004), these acts are poorly advertised to the public. There are some of the groups of society is indeed unaware of the existence of these acts. Ahmad Atory (2015) also stated that law enforcement against cyber criminal offenses is too slow and little. This may subject the public to abandon the cyber law. In fact, there are some

users are getting bolder to misuse cyber facilities due to weak enforcement. Royal Malaysia Police and Malaysian Communications and Multimedia Commission are among agencies that enforce cyber law.

Up till now, we still yet to find out what the main causes or challenges of such agencies in enforcing such laws. Thus, based on the discussion of the above, the researcher felt there is a gap between consciousness and new media user's experience, social environment as well as the gaps in the implementation of cyber law. Therefore, this study needs to be conducted to identify and answering those problems. Table 1.5 below showed Statistics of Victims Employment by Gender and Race in year 2020.

Table 1.5 : Statistic of Victim Employment by Gender, Losses Year 2020

No.	Employment	Gender		Total of Report	Total of Losses
		Male	Female		
1	Bussinessman	727	437	1164	RM 39,607,906.09
2	Retiree	450	310	760	RM 89,976,431.11
3	Teacher	122	283	405	RM 9,671,701.36
4	Government	766	799	1,565	RM 44,674,253.42
5	Government Clerk	13	19	32	RM 626,767.11
6	Private Clerk	20	178	198	RM 4,320,507.49
7	Guards	20	7	27	RM 148,266.39
8	Students	471	533	1004	RM 6,625,688.04
9	Private Sectors	3,865	3,467	7,332	RM 149,789,135.83
10	Jobless	366	1,364	1,730	RM 67,623,915.71
Total		6,820	7,397	14,217	RM 413,064,572.55

(Adapted from Cyber Crime Investigation Division and Multimedia, Royal Malaysia Police)

1.2 Problem Statement

Over the past few decades, new media have emerged a significant area of youths' life that offers both obstacles and opportunity. It will be crucial to create evidence-based strategies for encouraging and improving the usage of new media among Malaysian youth as their influence on society grows. Given the importance of appealing youths in minimising potential social networking harm, a preventive strategy will be ineffective. In fact, digital interactions are the norm for today's youth who can no longer comprehend a world without social networking sites, and the future advantages of online access to accurate analytical medical information, along with digital exposure, self-consciousness, a sense of identity, and social engagement are also the norm. The development and maintenance of an online community has many dimensions, and user participation is one of them. The size of such communities appears to be largely determined by the members' ability to assimilate information and maintain a wide range of social links. The COVID-19 pandemic caused problems for youth because pre-pandemic social norms were interrupted by lockdowns or Movement Control Orders (MCO).

New media should contribute to the growth of knowledge on behaviour because it is an important tool for learning about it, directly supports raising awareness among youth, works to improve knowledge of new media influences among community members, and aids people in developing specific trends toward knowledge of the new media employed by youth. However, the most important informant mechanisms it uses to spread the demands of the knowledge awareness through new media are interactions interested in exchanging news of the knowledge, particularly related to cyber issues and propaganda in society, and commenting on knowledge of privacy life attacks issues (Singh, 2019). The biggest obstacles to youth developing knowledge related to new media users' effects on behaviours that are necessary for the knowledge of enhancing identity of youth are a lack of proficiency in the use of information and communication technology and new media employed among youth will be trends in a new digitalisation era (Coderoni & Perito, 2020). Practical information on the influence of Malaysian youth's reliance on new media, as represented by new media sites, on their behaviour toward social engagement will be made available by this study. Due to the increase in cybercrime, academics and politicians frequently disagree on the introduction of specific cyber laws. Therefore, this study can investigate whether Malaysia requires new cyber laws. The lack of filtering or restrictions on new media practises may have an impact on the rise of cybercrime in Malaysia. To stop the misuse of new media, the government has not yet passed any specific legislation.

According to Malaysian Communication and Multimedia, Facts and Figures 1Q 2020, approximately 70% of household in Malaysia have access in new media and about one fourth ($\frac{1}{4}$) a day is use in browsing the new media. Youth also have new media's access for 24 hours a day with 30% of them using a smartphone to access the new media. Youth's engagement in new media networking is crucial to the study of new media. Social connections in online communities are cited as major risk factors for mental health problems. Users of new media are constantly exposed to glorified self-shows. This puts youth in danger of coming out as shallow, but the terrible effect can depend on how they interact with new media. Problem should be highlights are possible risks while youth who primarily view and respond to different posts which may also cause a fall in self-esteem, youth who actively stay up to cyber victimisation, or feeling like a victim of online bullying, has repeatedly been linked to higher rates of self-harm, suicidal ideation, and stress-related problems (Othman & Ameer, 2020). Youth may also be at risk from other peer interactions they may have on new media, like social isolation and online conflict. Youth self-harm and depression are also on of the issues effect by new media (Rouf, Nour, & Allman-Farinelli, 2020). Creating new media for safer and better use is important because new media use tends to appear as complex (Gibson & Trnka, 2020). This study explores additional research-based variables and has broader implications for how new media can encourage youth social engagement. This study's finding will benefit social institutions and the media. Contribution to media and youth groups, policymakers, media practitioners, media sector workers, as well as mass communication majors, is also necessary to guarantee the beneficial effects of the new media reliance. This study will advance our knowledge of the logic behind youth social engagement.

The research problem in this study lies in knowing the extent of the impact of the Malaysian youth dependence on new media on their behaviour because the dependence of individuals on the media meets a set of needs arising from social roles and individual behaviours, and that achieving impact on individuals who depend on a specific media outlet depends on resources information and the method provided by the new media. The research problem also focuses on unstable and ambiguous attitudes of Malaysian youth towards social engagement, and that many studies predict that unstable and ambiguous attitudes in society lead to increased dependence of individuals on the new media to obtain information to help them understand this ambiguity and meet their ambitions. Inquiry mind is one of the factors affecting the youth in social engagement. Inquiry mind is an empirical information based mindset by going through investigation process first before decided on believing (Moon & Bai, 2020). This misguided system may create values and attitude that may exposed the youth in unhealthy and risky activities. Besides, influenced of new media may cause youth social problem thus exposing youth to the information without boundaries (Q., X., & R., 2018). The relationship between new media and the youth to whom the message is directed will clarify in this study, it is also contributed to the further development of experimental support for the Media Dependence Theory and KAP Theory. This mapping of the workers and those interested in mass communication will help them determine how to assess the impact of these theories on the identity and behaviour of the public after learning how the public evaluates the media's coverage of this issue. Additionally, there has been a focus on comprehending how youth think and how social engagement affects their impressions of how new media works. Studying the KAP Theory and the Media Dependence Theory, both of which Sandra Ball Rokeach and Melvin DeFleur presented in 1976, might broaden one's theoretical horizons. The theoretical perspective of this study makes it a useful resource for academics. Since these two theories are interdependent, it is possible to generate and organise ideas in novel ways. Ideas also provide a strong defence for the study's key finding. These ideas will be used to provide a full understanding of the phenomena of new media's impact on youth reliance on social engagement. It's also challenging to explore how dependent a youth is on media. In the theoretical gap, theory makes the incorrect assumption that a medium's ability to maximally satisfy youth's wants directly relates to the degree of a person's dependence on it. A medium will be more highly dependent on a youth or community if it meets a larger proportion of their demands than if it just meets a smaller proportion. Youth's reliance on new media declines as the situation becomes more stable as an engaged youth in the conversation based on their own requirements as well as external influences like culture, social politics, and economic realities, audiences choose their ideal medium. These all will contribute to enhancing identity among Malaysian youth. When youth participate in decision-making, especially when their opinions are considered and valued by encouraging adults, positive youth development is maximised (Alla Guslyakova, 2020). The degree of a person's media dependence may also rely on their behavioural characteristics. The goals of individual will change the behaviour through knowledge, attitude, and practice. The media use this power to accomplish their objective because they are aware of their capacity to develop a dependent relationship with their target audience. As youth become more

reliant on new media, the greater influence of new media on their perception and behaviours.

1.3 Research Questions

This study is related to the understanding that youth social problems are caused by the influence of new media where youth are exposed to information without borders. The objective of the study is to identify the dependency of new media on social engagement among youth. Apart from that is to identify how does new media influence youth towards social engagement, to identify the recent trends in new media usage, to know how the new media contributes to enhancing identity among Malaysian youth and to study the attitudes and behaviours of users towards new media use in daily life.

Based on the problem statement of the research, the purpose of this study is to find out the dependency of new media on social engagement among the youth. Specific research questions are to:

- i) What kind of new media influence youth on social engagement?
- ii) How do the trends of new media employ among youth?
- iii) How the new media contributes to enhancing identity among Malaysian youth?
- iv) How does the usage of new media affect users' behaviours in daily life?

1.4 Significance of the Study

This study gains its importance from its interest in the Malaysian youth segment, which is the wheel of society and its future, and this study will have theoretical, research and practical implications.

a) Theoretically

This study contributed to the further development of experimental support on (media dependence theory and KAP theory) by proposing new models that clarify the relationship between new media and youth to whom the message is directed to serve as a way to map the workers and those interested in mass communication and help them in how to assess the impact of these theories on the behaviour of the public after knowing how the public evaluates the media coverage of this issue. Also had been as well as understanding the cognitive youth process and their perceptions regarding of social engagement that cause new media to interact. Additionally, policies can achieve one of Malaysia's

aspirations to build civilized culture that totally appropriate. Somehow, it can assist the government in formulating the policies for improvements to the rhetoric in new media contexts. Conducting the study, particularly the Media Dependence Theory proposed by Sandra Ball Rokeach & Melvin DeFleur in 1976 and the KAP Theory, can improve the theoretical perspective. This study's theoretical standpoint makes it a valuable reference in the academic community. The interdependence of these two theories makes it feasible to develop and arrange thoughts in original ways. Additionally, ideas offer a solid justification for the study's main finding. By using those theories, a thorough understanding of the phenomenon of new media's influence on teenagers' dependence on social participation will be provided.

b) Research

This study also explored factors in research and contains more general implications for how new media can stimulate youth in social engagement. The result of this study will contribute to the media and social institution generally. Besides, contribution also towards media and youth organizations, policy makers, media practitioners, media industry worker and students who majored of mass communication in ensuring the quality and positive of the new media dependency. Specifically, this study will contribute to a deeper understanding towards the rationality of social engagement among the youth. In addition, this study also provides suggestions in clarifying of some issues regarding of the social engagement among youth. So, this study is worth to be an educational resource. Besides, this study's significance can become a guide in maintaining the new media in social engagement.

It is crucial that this study be carried out since it will complement earlier research and provide the most recent facts. The government may receive a recommendation and a solution about youth who regularly use new media because of this study's exploration of the influence of new media in Malaysia. These recommendations come from those in a position of power, such as government employees and new media users themselves. This is because they have a better understanding of the issue and can offer the most effective method for resolving it.

Methodology is the centre of the research study. Using the right methodology can result in dependable, high-quality data. However, the choice of methodology must be consistent with the investigation's goals. As a result, the qualitative approach would be used in this study to address the research issue. Particularly regarding the impact of new media on social involvement in Malaysia, the qualitative analysis approach might offer helpful research material.

c) Practically

In **practical** terms, this study will provide useful information on the impact of Malaysian youth reliance on new media represented by new media sites on their behaviour towards social engagement. In addition, the government may receive information from this study. Due to the rise in cybercrime, the introduction of special cyber laws frequently sparks debate among academics and politicians. Consequently, this study can investigate if Malaysia needs a new cyber legislation. The increase of cybercrime in Malaysia may be impacted by the lack of filtering or restriction of new media rules. The government has not yet passed any specific legislation to curb abuse of new media. Therefore, the government will emphasise the need for self-control on the part of people, groups, or parents. The issue is whether the user prioritises safety when engaging in any sort of transaction using new media technologies. Unfortunately, Malaysians still have a poor degree of awareness, making them more susceptible to being victims of cybercrime (Jerde, 2017). As a result, the study's findings may help identify new media users who are aware of and concerned about the safety of using new media. Additionally, this study can inform the public on the laws, rules, and rules of communication, including the codes of conduct for new media.

1.5 Scope of the Study

The scope of this research, which focused on the study of the impact of new media represented by new media sites on Malaysian youth on social engagement, is divided into various fields, where the spatial field of study is the city of states in Malaysia and the reason lies in the researcher choosing all the states around Malaysia is to be a spatial field to study is because of its diversity for cultures, attitudes and affiliations from the different nationalities and spectra of the state (Pracana, 2014).

As for the human scope in this study, it was restricted to a Malaysian youth between the ages of 15 and 30 years old are active new media users. Besides, the reason for choosing this group of society is due to the lack of consensus in the literature on the level of the impact of new media on the youth behaviour towards social engagement. As for the importance to highlight on new media in this study, that what the literature and research have indicated is that youths desire to use the new media excessively instead of using them for general purposes (Choi et al., 2014). Spending a lot of time on new media usage is thought to conflict with other important activities. Thus, subjective criteria are chosen to define behavior rather than objective ones due to the lack of consensus in the literature on the level of youth behaviour towards new media in terms of time (Twenge, Krizan, & Hisler, 2017).

Main focused of research shifted to key concepts and research methodologies. In general, the research focused mainly from the perspective of new media influence youth on social engagement, recent trends in new media usage,

identity, and behaviour of users towards new media. Besides that, this study uses a phenomenological approach in which the issues and the phenomenon of the influence of new media among youth. Therefore, the most appropriate method used in this study is qualitative using in-depth interview methods, focus groups and document analysis.

New media user range of youth of total of 96 peoples are youth with focus group discussion and 9 peoples indepth interview with the adult from government and agencies. The purpose of selecting these two groups is to observe if there are any differences in the understanding of the influence of new media on social engagement among them. In this study, the age of youth selected was between 18 to 30 years while adults are aged between 30 to 40. According to Youth Societies and Youth Development (Act 668), youth range between 15 and 40 years. Meanwhile, according to National Youth Development Policy of Malaysia, age of youth ranges between 15 and 30 years.

1.5.1 Limitation of Study

Limitation is part of the research because it would give an overview understanding on the boundaries of the research. Main focused of research shifted to key concepts and research methodologies. In general, the research focused mainly the new media influences on social engagement among youth in Malaysia. In addition, practice security as well as policy perspectives towards cyber security awareness among new media users and law enforcement on cyber security treats.

In this case, consciousness refers to cognitive of youth regarding knowledge and understanding while practice refers to the experience and behaviour of users while they are inside new media issues. It can be seen the practices in the terms of new media effects only without in need to look at other aspects. Malaysian Youth scenario and challenges includes politics, social, economy and technologies through all the elements should be highly concern due of increasing cases in those aspects. Besides that, this study uses a phenomenological approach in which the issues and the phenomenon of new media influences towards the youth are taken into account (Jocson, 2018).

Therefore, the most appropriate method used in this study is qualitative methods. In terms of limitation only focused on youth from every state in Malaysia. Therefore, youth is a right choice for this research to study of the aspects of finding the new media influences and to know the awareness and practise as the state does not adopting of policy while facing the stress issues under cyber security awareness and mental health issues. More specifically, the study location is in every state Malaysia among youth also face the pandemic since March 2020. The Malaysian Mental Health Association (MMHA) recorded a more than two- fold increase in youth seeking help related to stress throughout

2020 compared 2019. The government psychosocial hotline recorded 37,709 cases between April and September 2020. Next, the study informants consisted of the worker that usually face the stress problem. The informant in this study is the informants were purposively and purposefully selected from government, NGO's, and agencies. Selected informant can provide an accurate data as they are professional authority in the specifically issues.

1.6 Definition of Terms

This section is a brief description of the concepts that are basis of this study. Construct is a main key point in this research study. It's became basis ideas in forming the conceptual element that underpin this research. The influence of new media and the social engagement are identified as the construct identified from the topic of the study. Definitions of the related terms are:

1.6.1 New Media

New media is often regarded as one of the most powerful forces in contemporary culture (Qian, Zhang, Wang, & Hulland, 2020). New media as a form of electronic communication in which people can share information and material via the new media. Twitter, Instagram, Facebook, Snapchat, YouTube, WhatsApp, Pinterest, and LinkedIn are examples of new media (J. Zhang, Yun, & Lee, 2020).

The impact of new media differs from person to person. This is due to differences in cognitive patterns and personality traits impacted by attitude, social relationships, and culture (Pracana, 2014). The effects of new media culture on individuals' attitudes, ideas, and behaviour, as reported in communication theories, media studies, and media psychology, are topics that have a direct relationship and connection to the new media by the effects of new media culture on individuals' attitudes, ideas, and behaviour. Traditional and new media both reach a big audience (Sevic, Ciprić, Buško, & Štulhofer, 2020).

The impact of new media on many elements of individual life has shifted, and it may now be used to influence individual views and opinions, as well as public understanding about a particular topic by disseminating misleading information. New media impacts as measurable effects that come from the effect of a media or media message. The impact of media messages on the public is influenced by a variety of elements, including demographic and psychological considerations (Hefler et al., 2019). Positive, negative, progressive, short-term, or long-term consequences are all possible. Some new media messages reinforce current beliefs, but not all effects lead to change. Researchers analyse the audience for changes in cognition, belief systems, and attitudes, as well as

emotional, physiological, and behavioural influences, after examining the media (L. Zhang & Hung, 2018).

The language used to describe the social processes being studied is frequently ambiguous. Using terminology like "digital," "virtual," and "interactive" to describe new media activities tends to limit the analysis's reach in various ways. The phrase "new media" has come to be used to refer to all emerging and developing digital technologies, primarily because of advancements made over the past two decades in personal computing, the Internet, and cellular telephone (Croteau & Hoynes, 2003; Lievrouw & Livingstone, 2002). In this research, the term "new media" is used to refer generally to both the inevitable "remediation" (Bolter & Grusin, 2000) that occurs with the introduction of each new medium and "the junction of traditional media with digital media" (Ito, 2010). When a medium "appropriates the techniques, forms, and social meaning of other media and strives to compete or refashion them in the name of real," that process is referred to as remediation. While this cleanup process has been ongoing for as long as media have existed, digital media has tremendously accelerated it. Therefore, the term "new" in this review refers to both digital communication formats as well as traditional media that has been repurposed and distributed as digital media content via the Internet to personal computers, mobile devices, iPods, and other devices. Furthermore, we must acknowledge that while the media that this phrase refers to are currently fresh, they are "always on the point of becoming older" (Ito, 2010). The media being examined for this debate are recent now. Without passing judgement on their relative "newness," this talk examines social interaction with new technologies for online representation. Ultimately, how we define and remember the current situation may need to be decided by time and posterity.

1.6.2 Social Engagement

Social engagement describes the spending of time with friends, family, social activities, religious, or community activities. Although got variation between individual and the level of changes in social engagement among youth. Somehow, low level of the social engagement had been linked to worsening cognition, increased of dementia and previous death (Biddle et al., 2019). Futhermore, social engagement in youth is considered as quite meaningful participation and sustained involvement of a youth in an activity, with a focus outside of him or herself.

1.6.3 Youth

In any country, youth is a significant demographic. Youth in Malaysia range from 15 to 30 years old, according to the Malaysian Youth Policy 2015, and from 15 to 40 years old, according to the Youth Development Act 2007 (Act 668). According to the Malaysian Department of Statistics, the youth make up around

15,248,800 million people, or 45 percent of the population. This high percentage represents a generation of youth who will be crucial in determining the country's future development. Today youth are encouraged to strengthen their internal and external assets. Moreover, they need to polish their potential to achieve a high standard of quality and well-being.

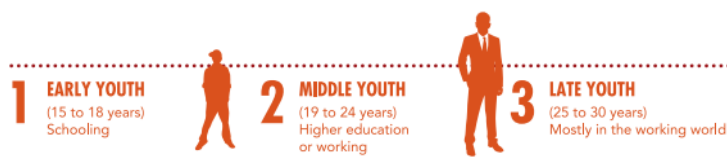


Figure 1.1 : The Group of Youth

The Malaysian Youth Policy (2015) is based on three (3) key aims aimed at making youth mechanisms easier to implement and recognising youth potential in accordance with the Federal and National Constitutions. In today's competitive global environment, the youth must be innovative, futuristic, and up to date on technological advancements. As a result, today's youth thinking, and lifestyle have been strongly influenced by this societal transformation. This environment necessitates a distinct strategy in terms of youth development planning. Malaysian youth must be intellectually and physically prepared in this era of globalisation since they will encounter numerous obstacles. Unfortunately, if not adequately managed, societal problems would arise, obstructing youth growth. As a result, the Malaysian Youth Policy (2015) outlined several main issues that the youth will face. This committee is also in charge of ensuring that the policies put in place will fulfil current and future needs and desires. This new media has somehow become an unavoidable part of daily life. It's not surprising that more youth are using this new media these days because it's easy to use and makes life easier. Teenagers and college students were also included among the youth.

1.7 Conclusion

This chapter has discussed of the main aspects which focusing on the influence of new media on social engagement among youth in Malaysia. Therefore, this chapter has identified four key objectives in conducting this study is (i) to explore how new media influence youth towards social engagement; (ii) to explore the recent trends in new media usage; (iii) to explore how new media contributes to enhancing identity among Malaysian youth (iv) to explore the attitudes and behaviours of users towards new media use in daily lives. The following chapters will discuss some literature and theory related by this research. Besides, Media Dependence Theory and KAP Theory are also discussed in the second chapter of this research.

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