Faculty of Administrative Science & Policy Studies

Universiti Teknologi MARA

BACHELOR IN ADMINISTRATIVE SCIENCE

ADS 511 RESEARCH PROPOSAL

Title of Research

A study on the usage of new media in Malaysia general election 2013

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ACKNOWLEDGEMENT

DECLARATION

We hereby declare that the work contained in this research proposal is our own except those which have been duly identified and acknowledged. If we are later found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us under the Academic Regulations of UiTM's.

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CHAPTER 1

1.0 INTODUCTION

Media activist has been banned by Malaysia civil society since before independent, and come back to the networks of progressive journalist and writer to the Malaysia modern nongovernment organization or NGO (Weiss 2003). In Malaysia, they lose three part classification media for information, identity building and mobilization because the impact of the new media.

Basically new media are using internet as medium to forward the information. The best examples of the new media are blogs, you tube, face book, twitter, and online news paper. The accessibility towards the media also plays an important role why the new media affects the general election 13 result. People nowadays can access the internet at everywhere and also at anytime they want. The easy accessibility is reasons why more people like to use new media. Internet media was increase because not only for communication but also for extension of the public interest to influence public sphere with the potential to redistribute power for wider range of people and for debate. Thought that it will create a question on how the current generation of new media would change the landscape of politic.

However, in spite of closing the gap on the social media front, in electoral terms the BN's result slid further in 2013 compared to 2008. In General election 2013, Barisan Nasional win 133 seats compared to opposition party Pakatan Rakyat they win 89 seats. It is the worst electoral performance by Barisan Nasional since 1969. Before general election 2013 which is general election 2008, BN wins 140 seats and Pakatan Rakyat win 82 seats