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This qualitative study focuses the engagement and consequences of user generated online video and its virality towards Gen Y political inclination. To gain insights on the central focus of this study, six research questions were addressed: (1) Why Gen Y are utilizing the User-generated online video in understanding the state political scenario?, (2) How does virality of User-generated online video contributes to voting decision among Gen Y?, 3) How does the User-generated online video and its virality contribute to the perception of Gen Y towards the Federal Government ruling parties?, (4) How does User-generated online video and its virality contribute to the perception of Gen Y towards the opposition parties?, (5) How does User-generated online video and its virality contribute to the perception of Gen Y towards opposition politicians? This study was guided with three theories; (i) Uses and Gratifications Theory, (ii) Media System Independence Theory and Standpoint Theory. Using phenomenology approach, salient discoveries were obtained through in-depth interviews with 15 User Generated Online Video (UGOV) User residing in Klang Valley. Data analysis was conducted simultaneously with data collection and the NVivo 11.0 software was used in the process of coding. Thematic analysis and constant comparison strategy were used to analyse the data. It was disclosed that UGOV platform such as YouTube must also be considered important for the political parties and the politicians. The power of audio video that this medium owned has become an alternative option which also has breaking the dominance of conventional mainstream media. UGOV platforms as well as other social media platform must be taken seriously as a platform that will spread government agenda and explanation especially when it comes to the issues that bothers Gen Y. The shifting from conventional mainstream to social media platform have send strong message to the mainstream media to change the way political issues being reported. In overall, this study had managed to observed UGOV platform that is YouTube as among of the social media sites that have become powerful brands. Despite the complexity and flexibility of UGOV, this medium has offered the Gen Y new opportunities to present their viewpoints directly to the key constitution. Thus, the findings reveal that UGOV reinforces potential impact in shaping the Gen Y political attitudes and behavior. From the perspective of UGOV Users Gen Y preferred to be empowered and engaged rather than being subtly directed and forced to accept on the matters that they cannot validate and rely on.

Industry 4.0 is a name for the current trend of an automation and data exchange in manufacturing technologies. It includes cyber-physical systems the internet of things (IoT), cloud computing and cognitive computing. The readiness of the people in organisation is at critical stage in order to run the organisation smoothly. This study aims to explore the acceptance and use of new media among corporate communication practitioners and to examine the influence on organizational citizenship behaviour. The study employs quantitative methodology of cross sectional – correctional survey. A set of questionnaires containing 4 sections measuring all instruments in the study were conducted on 268 corporate communication practitioners. Off 268, 62 males and 206 females selected using stratified random sampling among corporate communication practitioners working with MNC’s in Malaysia. For data analysis, SPSS statistical software was utilized for preliminary data processing and Structural Equation Modelling (SEM) of AMOS was used for exploratory data analysis and multi-correlational analysis. There are 16 hypotheses developed in the study. All hypothesis is accepted due to its significance. However, further findings lead to 3 constructs to be dropped due to its fitness in full CCNA model [NMEE, CCSB & OCB]. Testing on the three mediators [NMPE, CCUB and CCSB] is partially mediate between the two variables. Demographical factors [Gender, age, working experience & level of Education] moderate the relationship in the full model. Therefore, the final contributions of Corporate Communication New Media Acceptance (CCNA) model consist of five final constructs [NMSI, NMFC, NMPE, CCBI & CCUB]. The CCNA model are expected to assist corporate communication practitioners in improving their performance as well as towards Ministry of Higher Education in revising the structure by highlighting the importance of new media & Ministry of Human Resource will benefit from the study to increase company efficiency, productivity and contribute to high gross domestic profit (GDP) and policy amendment based on current demand and new media usage in industrial practices moving forward in fulfilling industry 4.0.