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PHUBBING PHENOMENON:
A DIGITAL DILEMMA IN GEN-Z'S SOCIAL LIFE

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The fast-paced technological advancement has indeed altered the standard societal life which has contributed to a newly discovered behaviour among younger generations, specifically the Gen-Z known as 'phubbing'. The proliferation of portable technological devices such as smartphones and tablets is an integral part of Gen-Z's life as through the times, these inventions are becoming as vital as the heartbeat that can no longer be separated. The extensive utilisation of social media applications and the fear of missing out (FOMO) among friends has influenced the phubbing behaviour among Gen-Z. This concerning behaviour has taken a toll on Gen-Z's social life.

The phubbing phenomenon occurs when one is too engrossed with one's smartphone while in the presence of other people physically, thus averting intended attention away from personal interactions in real life be it family members, friends, or even their partners. The word 'phubbing' was coined from the combination of 'phone' and 'snubbing'; which simply means ignoring or failing to acknowledge someone due to being too preoccupied with one's phone.

This digital dilemma poses a challenge not just for the media and communication industry, but also for the nation as a whole as this phenomenon deteriorates interpersonal communication and jeopardizes the quality of relationships, especially among Gen-Z who are expected to be the future leaders, navigating diplomatic affairs and shaping a better world for the upcoming generations.

Moreover, phubbing during social gatherings portrays a sense of disregard towards the attendees which may lead to social exclusion, feelings of neglect, or frustration of other parties. Phubbing may sometimes be caused by the need to escape to avoid discomfort or awkward situations in large crowds such as while in an elevator, taking public transport, waiting in line, or even worse while lecturers are explaining in class. This situation of phubbing has stirred debates among scholars in which excessive utilisation of smartphones hinders effective communication among society members by reducing essential elements in healthy relationships such as social skills, emotional intelligence as well as a sense of empathy.

In ensuring effective interpersonal communication and healthy relationships, members of society specifically Gen-Z should be wise as pervasive utilisation of technological devices such as smartphones may either enhance communication efficiency or will be detrimental to the social life depending on the individual's awareness. Understanding the driving factors of phubbing behaviour could help mitigate this phenomenon before it turns bad. After all, we are all social beings who require each other, and establishing a proper social relationship in real life is one of the ways to curb phubbing from spreading in a much wider society.

SOCIAL MEDIA'S POWER SURGE:
REVOLUTIONISING TRADITIONAL BROADCASTING

By: Maizura Manshor

Social media is changing the game for traditional broadcasting in some major ways. Gone are the days when television (TV) and radio were the only sources of news and entertainment. Now, platforms like Instagram, X, Facebook and TikTok are where many people get their updates and connect with the world. This shift is forcing traditional broadcasters to rethink how they deliver content and keep audiences engaged.

One big change is the speed at which news and information are shared. Social media is all about real-time updates, so broadcasters are now racing to keep up. Live sessions on Instagram or TikTok during events, streaming on Facebook Live or YouTube, and posting instant updates on social media have become the norm nowadays. These quick updates keep viewers hooked and drive them back to traditional TV or radio for more convincing news reporting and information. It is all about keeping the audience in the loop 24/7.

Social media has also made it easy for anyone to create and share content. This means traditional broadcasters face more competition than ever. To stay relevant, many broadcasters are teaming up with social media influencers and using user-generated content. This helps them reach younger audiences and make their programming more relatable and interactive. It is a win-win situation where both parties get more exposure and engagement. Looking at the bright side, it has a very positive impact.

Also, social media provides a goldmine of data about what audiences like and dislike. Unlike traditional ratings, social media metrics give instant feedback on what is trending and how people feel about certain topics. Broadcasters can use this information to tailor their content, making it more appealing and relevant. They can see what is hot and latest on X, TikTok, Instagram or Facebook and adjust their programming accordingly. This helps them keep viewers happy and attract advertisers looking for precise targeting as well as making profits too.

It is clear that social media is shaking up traditional broadcasting by turning everyone into potential content creators with a global platform. Unlike the rigid, top-down structure of TV and radio, social media offers dynamic, real-time interaction and personalised content that captivates audiences like never before. With its rich multimedia and interactive features, social media not only enhances storytelling and viewer engagement but also emerges as both a powerful partner and a formidable rival to traditional broadcasting.

In short, social media is shifting traditional broadcasting in exciting ways. It is speeding up news delivery, opening up new content creation opportunities, and offering valuable insights into audience preferences. Broadcasters who embrace these changes can create more engaging and dynamic content for their audiences. This is where we can see how social media REVOLUTIONISING traditional broadcasting. Don't you think so?