

# Nexus of Political Issues towards Behavioural Patterns on Social Media: A Narrative Literature Review among Gen Z in Malaysia

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## Abstract

*The widespread use of social media in Malaysia has created significant political issues due to its interactive and interconnected nature. The use of social media has become an essential part of our daily lives as a source of information for Generation Z known as Gen Z, introducing a pressing political issue concerning its impact on behavioural patterns. They are commonly employed to engage with the influence of political issues that facilitate discussions and the sharing of thoughts and stances on political matters. However, the spread of misinformation on social media is a significant concern that substantially influences political behavioural patterns in Malaysia. The rise of miscommunication often targets younger demographics, including Gen Z, who undoubtedly shape their political attitudes, issues, and beliefs. This research examines social media's influence on political issues and its impact on behavioural patterns among Gen Z in Malaysia. This study is based on qualitative data obtained through a Narrative Literature Review, drawing from 10 journal articles about the research topic identified using Google Scholar from 2019 to 2023. The findings indicate that Gen Z discusses political issues without filtering the news, a phenomenon of miscommunication and information overload. This, in turn, leads to behavioural patterns characterised by ignorance and skepticism. It is crucial to understand the complex relationship between social media, political issues, and the behavioural patterns of Gen Z.*

**Keywords:** Social Media, Gen Z, Political Issues, Behavioural Patterns, Malaysia

## Hubungan Isu Politik dengan Corak Tingkah Laku dalam Media Sosial: Kajian Literatur Naratif dalam kalangan Gen Z di Malaysia

### Abstrak

*Penggunaan media sosial yang meluas di Malaysia telah mewujudkan isu politik yang ketara kerana sifatnya yang interaktif dan saling berkaitan. Penggunaan media sosial telah menjadi bahagian penting dalam kehidupan seharian kita sebagai sumber maklumat untuk Generasi Z atau Gen Z, memperkenalkan isu politik yang mendesak mengenai kesannya terhadap corak tingkah laku. Mereka biasanya diambil bekerja untuk terlibat dengan pengaruh isu politik yang memudahkan perbincangan dan perkongsian pemikiran dan pendirian mengenai perkara politik. Walau bagaimanapun, penyebaran maklumat salah di media sosial merupakan kebimbangan penting yang mempengaruhi corak tingkah laku politik di Malaysia. Peningkatan salah komunikasi sering menyasarkan demografi yang lebih muda, termasuk Generasi Z, yang sudah pasti membentuk sikap, isu dan kepercayaan politik mereka. Kajian ini mengkaji pengaruh media sosial terhadap isu politik dan kesannya terhadap corak tingkah laku dalam kalangan Generasi Z di Malaysia. Kajian ini adalah berdasarkan data kualitatif yang diperolehi melalui Kajian Literasi Naratif, yang diambil daripada 10 artikel jurnal tentang topik penyelidikan yang dikenal pasti menggunakan Google Scholar dari 2019 hingga 2023. Dapatan menunjukkan bahawa Generasi Z membincangkan isu politik tanpa menapis berita, fenomena salah komunikasi, dan maklumat yang berlebihan. Ini seterusnya, membawa kepada corak tingkah laku yang dicirikan oleh kejahilan dan keraguan. Adalah penting untuk memahami hubungan kompleks antara media sosial, isu politik dan corak tingkah laku Generasi Z.*

**Kata Kunci:** Media Sosial, Gen Z, Isu Politik, Corak Tingkah Laku, Malaysia

### Introduction

The rapid and profound changes in the global political landscape since the beginning of the second decade of this century (Zhuravskaya et al., 2020), coincided with online platforms operating with limited public oversight and accountability. However, these platforms facilitate the swift dissemination of polarising messages and unreliable information. This ease of spread can constrain our perspectives and impede our capacity to make well-informed political decisions among Generation Z. Additionally, it points to behavioural patterns suggesting individuals have the predisposition to gravitate toward negative political issues news,

thereby significantly amplifying the dissemination of false and misleading information (Arceneaux et al., 2021). In this paradigm, personal beliefs and emotions have greater influence than facts on public opinion, posing a challenge to information integrity and discourse.

In Malaysia, the younger generation particularly Generation Z seeks out interactive and social experiences (Deloitte, 2023). For example, communities seek immersive spaces to explore, discover, and share inspiration with friends on social media. According to a Statista report in 2023, more than 40% of Malaysian Instagram users are between 19 and 25 years old, primarily from Generation Z (Statista, 2023). In addition, political engagement has evolved as more individuals choose expressive and personalised forms of participation that reflect their political or moral concerns. However, these forms of engagement may be associated with unfavourable behavioural patterns (Seyfi et al., 2023). Consequently, political factors like party affiliation and interest are more reliable for forecasting political issues and behavioural patterns.

After the 2018 general election, Malaysia went through a period of political uncertainty in early 2020 due to several governments or a member of parliament (MP) defecting. This led to three different prime ministers governing the country, worsening political instability during the lockdown. Considering this, the stakes were high for the 2022 general election, making social media a crucial platform for politicians and power brokers to gain influence and support. Recently, whenever news concerning political issues circulates on social media, Generation Z tends to react without thoroughly filtering the authenticity of the information (Ahmed & Rasul, 2023).

Social media has emerged as a potent platform for the youth especially Generation Z to articulate their concerns and viewpoints regarding government policies and developmental actions. Unlike previous generations who primarily engaged through conventional channels like political parties or youth associations this demographic has embraced digital spaces as a readily accessible avenue for voicing their perspectives (Ahmad & Zain, 2021). An instance of this phenomenon was witnessed in August 2023, when a political issue arose surrounding the Prime Minister's behaviour towards a student who questioned the principles of meritocracy and the quota system during a dialogue session at Kolej Matrikulasi Pulau Pinang. The incident promptly sparked debates and criticism from social media users, reflecting the behavioural patterns exhibited by Generation Z in leveraging these platforms to

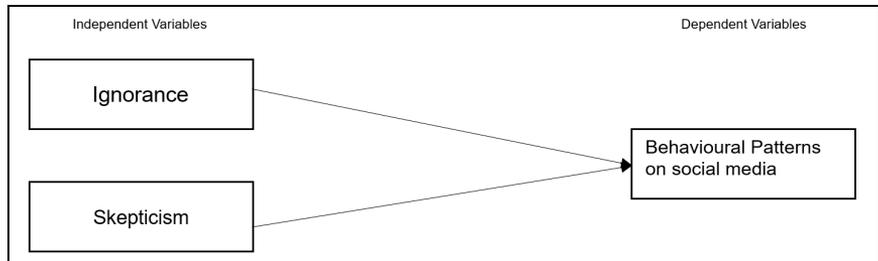
contribute to the discourse on matters that directly shape their experiences and prospects.

Finally, this research examines social media's influence on political issues and its impact on behavioural patterns among Generation Z in Malaysia, as shown below in Figure 1.

The Objectives:

- I. To examine social media's influence on political issues and its impact on behavioural patterns among Gen Z Malaysia.
- II. To study the factors influencing social media's influence on political issues and its impact on behavioural patterns among Gen Z in Malaysia.

The conceptual framework in this study was adapted from the Uses and Gratifications Theory (UGT) as shown in Figure 1 below:



*Figure 1: Conceptual Framework*

## **Literature Review**

### *Miscommunication on Social Media*

The use of social media for political information has become a global phenomenon, with a substantial increase in usage among Malaysian Generation Z in recent years. This phenomenon has led to political issues that are widely debated across various social media platforms. This dynamic shift towards seeking and sharing political information on social media has catalysed the proliferation of political discourse and debates (Petter et al., 2021) Political issues have impacted social media users' behavioural patterns, leading to miscommunication among those engaging in political discourse on these platforms.

Miscommunication holds a heightened sensitivity in the political realm, as it can sway public opinion and tarnish the image of a political party or individuals (Mauliana & Sampurna, 2023),(Darboe, 2021). This is because political issues are prominent on various social media platforms and serve as focal points for discussions, opinions, and sometimes controversies. A significant portion of the youth demographic in Malaysia belongs to Generation Z a cohort that actively consumes information on social media platforms without necessarily verifying its authenticity. Additionally, the nature of communication channels can lead to misinterpretations, thereby shaping individuals' perspectives on narratives disseminated through these digital spaces.

### *Information Overload on Social Media*

Investigating Political Issues and their Impacts on Behavioural Patterns on social media among Generation Z in Malaysia is closely linked to information overload. Information overload refers to the excessive amount of information available, making it difficult for individuals to process and comprehend the content. Moreover, information overload can lead to mental and physical health challenges and decreased task efficiency (David & Lyn, 2020). In contrast, Generation Z is inundated with political information on social media platforms because this information overload influences their perception and engagement with political issues, affecting their social media behaviour.

### *Social Media Users' Ignorance*

During the COVID-19 pandemic, people use social media more actively than during normal times. According to Kaya (2020), users' social media usage during the lockdown imposed by the pandemic, individuals shared similar feelings and adopted comparable behavioural patterns among Generation Z. Social media served as the primary channel for information retrieval, and users demonstrated an increased awareness of miscommunication. This is because Generation Z is familiar with social media allowing for easy self-expression and feedback (Ngoc et al., 2021).

Furthermore, Generation Z tends to ignore uninteresting news content, regardless of its authenticity. These behavioural patterns reflect their selective engagement with information, emphasising a preference for content that aligns with their interests and relevance to their concerns,

such as political issues. It can be risky when Generation Z finds news "interesting" but ignores it (Andari et al., 2022). This can result in a lack of critical feedback that consequently reinforces fake news. Therefore, Gen Z must cultivate an awareness of the pervasiveness of misinformation and its potential dangers. Additionally, evaluating Generation Z's awareness of their vulnerability to political manipulation on social media selectivity in choosing credible information sources for decision-making, their acknowledgement of potentially fake news, and their attitudes towards AI and algorithmic influence are paramount (Orhan, 2023). These factors shape how this generation navigates digital landscapes and political narratives underscoring the importance of maintaining a critical informed stance like Generation Z assumed that fake news was a hoax, fearing that interacting with it would worsen its spread.

### *Social Media Users' Skepticism*

In addition, among the behavioural patterns exhibited by Generation Z on social media is Skepticism toward the content. This skepticism reflects their cautious approach to information consumption as they critically evaluate the credibility and reliability of the content presented on various platforms (Nur Suhaili et al., 2023). Moreover, Generation Z has grown up in an era where misinformation and disinformation are prevalent on social media (Ab Hadi et al., 2022). As a result, they have developed a more scrutinising attitude toward the information they encounter online. This skepticism is not merely a reflection of mistrust but a manifestation of their awareness and desire to navigate the digital landscape with a discerning eye

## **Methodology**

This research uses a qualitative method in Narrative Literature Review that encompasses research published from 2019 to 2023, primarily sourced from the internet, particularly Google Scholar. According to Pramono et al. (2023), the Narrative Literature review involves researching a topic by collecting and analysing data from various publications to create new scientific writing. The search was performed using keywords such as "Social media AND Malaysia," "Generation Z AND Social Media," "Political Issues AND Generation Z," "Behavioural Patterns AND Social Media", alongside various other keywords relevant to the topic. The search was conducted in English, and the review includes scholarly journal articles.

The process of selecting articles for this review involved several steps. Firstly, records were identified through a database search and selected if their titles matched the topic of interest. Secondly, the references of selected records, meta-analyses, and reviews on the topic were searched for further records. Thirdly, the abstracts of the selected records were screened and excluded if they did not meet the selection criteria. Finally, the full-text articles were assessed for eligibility. Only 10 articles that met the following selection criteria were included in the review in Table 1:

- (a) The study evaluated the political issues and their impacts on Behavioural patterns among Generation Z on social media in Malaysia.
- (b) All articles are related to the understanding and impact of behavioural patterns related to political issues.
- (c) The study has experimental, statistics, and research findings.
- (d) The study is published in a peer-reviewed journal.

**Table1: Findings of articles**

<b>Authors (Year)</b>	<b>Journals</b>	<b>Method</b>	<b>Causes</b>	<b>Findings</b>
<b>Ekaterina Zhuravskaya, Maria Petrova, and Ruben Enikolopov. (2020)</b>	Political Effects of the Internet and social media	Qualitative Research Method: Secondary Data Analysis	<ul style="list-style-type: none"> <li>• Fake News</li> <li>• Manipulation of Information</li> </ul>	The findings demonstrate the impact of the Internet particularly social media on various aspects of politics including voting, street protests, government attitudes, political polarisation, xenophobia, and politicians' actions. It also delves into the role of social media in spreading fake news and explores strategies employed by autocratic regimes for internet censorship, surveillance, and propaganda. Thus, theoretical frameworks such as the Agenda Setting Theory and Uses and Gratifications Theory offered insights into how the Internet and social media shape political outcomes by influencing public perception, facilitating information-seeking behaviours, and serving as platforms for political engagement. However, open questions persist regarding the broader implications of these digital platforms on politics in both democracies and autocracies, highlighting the need for further research in this area.
<b>Arceneaux et al., (2021)</b>	Some People just want to watch the world burn: the prevalence, psychology, and politics of the 'Need for Chaos'	Quantitative Research Method: online survey	<ul style="list-style-type: none"> <li>• Political attitudes</li> <li>• Psychological</li> </ul>	The results show that gathering evidence reveals that certain individuals may be motivated by a desire to actively pursue chaos with the specific goal of reconstructing society. Moreover, there is an indication that a distinct group of people find enjoyment in causing destruction purely for the sake of the act itself. Utilising data from representative surveys in Australia, Canada, the United Kingdom, and the United States that this study examines the prevalence of the Need for Chaos across Anglo-Saxon societies. Employing Latent Profile Analysis, researchers investigated potential subtypes within this construct

revealing that some individuals seek chaos to rebuild society while others revel in destruction for its own sake. Contrary to the notion of a unified political group, chaos-seekers emerge as a diverse set of malcontents with multiple pathways leading to their desire to 'watch the world burn.' This research sheds light on the complex psychological motivations underlying political behaviour, contributing to a deeper understanding of the human propensity for chaos in political contexts.

<p><b>Tan Jue Jun (2022)</b></p>	<p>Social media Political Information Use and Voting Behaviour of the Malaysian Youth</p>	<p>Quantitative Research Method: online survey</p>	<ul style="list-style-type: none"> <li>• Political attitudes</li> <li>• Political Information</li> </ul>	<p>This study employs an online survey to examine social media usage for political purposes among 217 Malaysian youth first-time voters. The sample consists of university students who heavily rely on social media for political information. The research questions seem to align with the Uses and Gratifications theory which examines how people use media to fulfil certain needs. The study also relates to literature on political communication and digital engagement. Overall, this research utilises a targeted sample of wired young people in Malaysia to provide insight into how an increasingly technology-reliant generation is leveraging online and social media tools to engage with the political process and voting. The findings challenge assumptions that social media usage increases political participation. Instead, factors like political interest better predict voting behaviour, while social media acts more as a distraction. Incorporating theoretical frameworks around media effects and political communication could further enrich the analysis and interpretation of these findings.</p>
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<b>(Seyfi et al., 2023)</b>	How does digital media engagement influence sustainability – driven political consumerism among Gen Z tourists?	Qualitative Research Method: Interpretative Research Paradigm	<ul style="list-style-type: none"> <li>• Digital activism</li> <li>• Generation Z</li> </ul>	Publi Misi	The study examines how exposure to media coverage of boycotts/buycotts influences political consumerism behaviours. It is situated within the theory of lifestyle politics which the idea that daily choices become politicised expressions of values. Findings reveal this media coverage sparks curiosity and awareness, catalysing engagement in related political actions like "boycotting". A new model of digital political consumerism is advanced, categorising activism into spectator, transitional, and gladiatorial types. Qualitative analysis shows online platforms reinforce tourism boycotting/ boycotting among Gen Z motivated by sustainability. The work highlights generational nuances but also variation across cultures in these emergent forms of political participation linked to ethical consumption.
<b>Saifuddin Ahmed and Muhammad Ehab Rasul (2023)</b>	Examining the association between social media fatigue, cognitive ability, narcissism and misinformation sharing: cross-national evidence from eight countries	Qualitative Research Method: cross-cultural Analysis	<ul style="list-style-type: none"> <li>• Engagement</li> <li>• Information</li> </ul>	Publi Misi	The study proposes that increased exposure leading to social media fatigue reduces systematic processing of content which then allows false information to seem credible, subsequently getting shared through automatic reasoning. This research applied the cognitive overload theory and dual process theory to examine how social media fatigue impacts misinformation sharing behaviours. The key independent variables were social media fatigue, cognitive ability, and narcissism traits. The dependent variables were belief in misinformation and intentions to share misinformation. However, those with greater cognitive skills are less impacted while narcissists are more inclined to propagate falsehoods under fatigue. Thus, individual personality and abilities moderate media effects.

<p><b>M.M. Kobiruzzaman and Akmar Hayati Ahmad Ghazali (2022)</b></p>	<p>Social Media Impact on Traditional Media: A review on the reason behind the closure of Utusan Malaysia</p>	<p>Qualitative Research Method: Secondary Data Analysis</p>	<ul style="list-style-type: none"> <li>• Behavioural</li> <li>• news</li> </ul>	<p>Beh  Fake</p>	<p>This paper delves into the effects of social media on traditional media, specifically printed newspapers through content analysis from various secondary sources. While social media facilitates knowledge dissemination, communication acceleration, and e-commerce marketing, it also leads to cyberbullying, addiction, and the proliferation of fake news, posing challenges to traditional newspapers. This shift has resulted in declining circulation and operational hurdles for journalists, leading to the closure of many newspapers including Utusan Malaysia. Factors such as economic instability, political crises, and the rise of social media and citizen journalism have contributed to this decline. Applying agenda-setting theory highlights the intricate dynamics influencing public discourse, emphasising the need for traditional newspapers to adapt to the challenges of the digital era.</p>
<p><b>Brenley Rinaudo (2023)</b></p>	<p>The New Teacher of Ideas: A Study on Social Media, Political Influencers, and Generation Z</p>	<p>Quantitative Research Method: online survey</p>	<ul style="list-style-type: none"> <li>• Generation Z</li> <li>• Social Issues</li> </ul>	<p>Gen  Politi</p>	<p>This research reveals that Generation Z, particularly college-aged students at The University of Mississippi who actively engage with social media platforms, incorporating them into their daily routine for learning and disseminating information. To effectively connect with this specific group of voters, politicians must devise successful strategies for engaging with them on social media platforms. The research aims to assist political campaigns in enhancing engagement with Generation Z, potentially influencing future election outcomes. This trend is contextualised within the uses and gratification theory, which posits that individuals continue using media platforms if they fulfil their needs and desires. Therefore, social media's enduring popularity hinges on its ability to satisfy users' entertainment and informational needs.</p>

<p><b>Tiara Friska Mauliana and Ahmad Sampurna (2023)</b></p>	<p>Communication Analysis of the Political Image of the Demokrat Party on social media</p>	<p>Qualitative Research Method: Secondary Data Analysis</p>	<ul style="list-style-type: none"> <li>• al media</li> <li>• cal Communication</li> </ul>	<p>Soci  Politi</p>	<p>This research paper explores the role of social media in shaping the political image of the Demokrat Party. In the contemporary political landscape, social media serves as a crucial platform for political actors to garner support and convey their messages. However, it also poses risks, as negative information can swiftly damage a party's image. Within this analysis, the agenda-setting theory becomes pertinent, as it elucidates how social media influences public perception by determining which issues receive prominence. Understanding the variables and theories involved in political communication on social media is essential for comprehending the dynamics of modern political discourse and image construction.</p>
<p><b>Andari et al., (2022)</b></p>	<p>Fake News Consumption among Indonesian Generation Z on Twitter during Pandemic COVID-19</p>	<p>Qualitative Research Method: Focus Group</p>	<ul style="list-style-type: none"> <li>• News</li> <li>• eration Z</li> </ul>	<p>Fake  Gen</p>	<p>This research aims on how Indonesian Gen Z detects and responds to fake news on Twitter, alongside identifying the sources generating such misinformation. The study reveals that Indonesian Gen Z employs five metrics, notably Context and Structure, to identify fake news. Their response to fake news predominantly leans towards Passive Engagement, involving actions like ignoring, cross-checking, passive reading, and displaying skepticism, rather than Active Engagement, which includes replying, sharing, and reporting. This underscores a prevalent trend among Indonesian Gen Z to adopt a cautious approach towards fake news dissemination on social media platforms like Twitter. Furthermore, the study draws upon the One-Step Flow theory, particularly Curated Flows which elucidate the intricate dynamics of information dissemination in the digital age, emphasizing the role of social media in shaping individuals' opinions through a complex yet direct flow of information.</p>

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<b>Tan, (2022)</b>	<p>Socio- political characteristics of the net generation who use social media for political information: An exploratory analysis</p>	<p>Quantitative Research Method: online survey</p>	<ul style="list-style-type: none"> <li>• Social Media</li> <li>• Political (Ansari et al., 2020)Information</li> </ul>	<p>This study aims to provide an exploratory of the socio- political characteristics of the Malaysian Net Generation who rely mainly on social media for political information. Conducted through an online questionnaire completed by 379 users, given Malaysians as young as 18 years old are now eligible to cast a vote in the elections. Recognizing that the Net Generation, immersed in the digital realm since birth, will emerge as prospective leaders, consumers, and influential users shaping the nation's social, economic, and political landscape, this paper holds significance due to its contribution of a preliminary understanding of the socio-political characteristics of the Malaysian networked generation heavily reliant on social media for political information. This study arrives at a pivotal juncture, presenting a challenge for political stakeholders to identify and subsequently target potential young voters, particularly first-time youth voters, who will wield substantial influence in shaping the country's future.</p>
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## **Findings and Discussion**

After analysing ten journal articles, it was found that political issues significantly impact Generation Z's behaviour on social media in Malaysia. The advancement of new technologies has led to an upsurge in social media usage among this generation creating novel challenges such as miscommunication and information overload due to their increased reliance on these platforms. Notably, social media platforms serve as primary outlets for Generation Z to discuss, comment on, or critique political issues that garner widespread attention.

This is due to the increased reliance on social media platforms like Twitter, also now known as X, which is the most popular social media platform many use to discuss, comment on, or critique political issues that have become trending on that day (Ansari et al., 2020). However, X is also more susceptible to the spread of fake news due to its features. However, this cohort tends to respond more readily to content shared by friends and followers rather than directly from politicians (Marquart et al., 2020). This inclination highlights the potential influence of peer networks and social circles in shaping Generation Z's engagement with political narratives on social media.

In light of these findings, policymakers, educators, and social media platforms must collaborate in implementing strategies to combat the spread of misinformation among Generation Z in Malaysia. One approach involves enhancing digital literacy education in schools and universities to equip young individuals with the critical thinking skills necessary for discerning credible information from fake news.

Additionally, social media platforms should strengthen their moderation policies and invest in technologies that detect and flag false information promptly (Daud & Zulhuda, 2020). Moreover, encouraging users to fact-check information before sharing and promoting trustworthy sources of news and information contribute to fostering a more informed and responsible online community. Addressing these issues mitigates the negative impacts of political misinformation on social media and cultivates a healthier digital environment for Generation Z in Malaysia.

Generation Z uses social media to obtain data on online content consumption and create creative content (Syahira et al., 2023). In addition, spending more time on social media affects their behavioural patterns because Generation Zs show that rudeness, insults, and harassment, mostly directed at politicians, often happen in public discourse, such as commenting on social media sites (Zhuravskaya et al., 2020). The rapid and overwhelming information, frequently presented in bite-sized and sensationalised formats, distorts reality and leads to an information overload. The exchange of diverse thoughts and ideas within the context of exploring the nexus of political issues and their impact on behavioural patterns on social media among Generation Z in Malaysia can further compound the confusion.

The findings regarding Generation Z's use of social media for content consumption and creation, and the impact of increased usage on their behavioural patterns directly reflect the study's focus on the nexus of political issues and their influence on behavioural patterns exhibited on social media platforms among this demographic in Malaysia. Generation Z's active engagement with and shaping of content on social media (Syahira et al., 2023)It sets the context for understanding how political narratives may influence their expressions and conduct within these digital spaces.

Moreover, the prevalence of rudeness, insults, and harassment, often directed at politicians in public discourse like social media comments, demonstrates the tangible nexus between political issues and Generation Z's behavioural patterns online (Barth et al., 2023). The rapid dissemination of overwhelming, bite-sized, and sensationalized information further compounds the complexity, distorting reality and leading to information overload, which can exacerbate the challenges in navigating and making sense of political narratives amidst the deluge of content on social media.

Furthermore, initiatives that encourage the exchange of diverse perspectives and ideas within the context of political issues on social media help broaden Generation Z's understanding of complex issues and promote constructive dialogue. This involves promoting platforms or events where individuals engage in informed and respectful discussions on political topics, facilitated by credible sources and experts in the field on all social media platforms such as Facebook, X, Instagram, and TikTok. The rapid dissemination of information on social media, often in sensationalized formats, exacerbates the problem by distorting reality and leading to information overload. This overload overwhelms

Generation Z, making it challenging to discern credible information from misinformation, thereby compounding confusion and potentially influencing their behavioural patterns.

Thus, emphasizing the importance of fact-checking, verifying sources, and distinguishing credible information from misinformation empowers Generation Z to navigate the online landscape more effectively and make informed decisions. Additionally, media literacy initiatives help raise awareness about the dangers of sensationalized content and the importance of seeking out diverse perspectives and reliable sources of information. Equipping Generation Z with the necessary skills and knowledge empowers them to become responsible digital citizens capable of engaging thoughtfully in political discourse on social media platforms.

Furthermore, as Generation Zs navigate through a deluge of politically charged content, the potential for misunderstanding and misinterpretation is heightened, influencing their behavioural patterns and shaping their perspectives on socio-political matters. In contrast, this can be done by “liking,” “joining,” or “reposting” any political issues with no effort (Hayat Adnan et al. 2021). Ignorance and scepticism make individuals heavily involved in the virtual world, affecting their relationships and in-person contact (Chan et al., 2021). Continuously being exposed to carefully selected content and comparing oneself with others' online presence can intensify feelings of inadequacy, anxiety, and even depression (Yau et al., 2022).

In short, the relationship between political issues like miscommunication and information overload and Generation Z's scepticism and ignorance in Malaysia highlights social media's complex dynamics. The advancement of technologies has increased digital platform use, creating new concerns that must be considered. Twitter's ("X") role in political debate and vulnerability to misinformation create serious concerns as well as other social media platforms. Generation Z's use of social media for content consumption and creation and public discourse presents both creative opportunities and hazards of negativity (Xin Tian, 2023). With the rise of information overload and digital miscommunication, a deeper understanding of how these elements affect Generation Z's behavioural patterns.

## **Conclusions**

After analysing the findings and discussion, it has been revealed that Generation Z is more exposed to information overload and the surge of miscommunication, resulting in changes to their behavioural patterns. The prevalence of skepticism and ignorance among Generation Z is a concerning outcome indicating the urgent need for comprehensive strategies to address these issues before this generation becomes worse.

The prominence of platforms like X in shaping political discourse further underscores the importance of targeted interventions, such as media literacy programs and initiatives promoting critical thinking skills. Encouraging responsible digital citizenship is crucial for Generation Z as they navigate online engagement. It is crucial to recognise that technological safeguards alone are insufficient. Empowering Generation Z with the ability to navigate the digital landscape discerningly and fostering a culture of informed discussion are key components of building a resilient online community (Judijanto et al., 2024).

Addressing the root causes of information overload and miscommunication cultivates a more thoughtful, informed, and actively engaged Generation Z that can contribute positively to the evolving socio-political landscape (Teo, 2020); such as political issues on social media in Malaysia. Hence, the increasing prevalence of the Internet and social media has significantly transformed the landscape of democratic media practices in Malaysia, profoundly impacting the experiences of Malaysians, particularly Generation Z.

Future research should explore how political issues and social media behaviours intersect, specifically focusing on Generation Z in Malaysia. This research should examine the changing role of developing social media platforms, Generation Z's political content preferences, and algorithmic curation's effects on information consumption (Swart, 2021). The long-term effects of social media engagement on political attitudes, political participation, and socio-political identities in this demographic help policymakers, educators, and digital platforms understand the complex relationship between technology, politics, and the behaviours of younger generations, especially Generation Z in Malaysia.

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