

**UNIVERSITI TEKNOLOGI MARA**

**UNDERSTANDING THE  
ENGAGEMENT AND  
CONSEQUENCES OF USER  
GENERATED ONLINE VIDEO AND  
ITS VIRALITY TOWARDS  
GENERATION Y POLITICAL  
INCLINATION**

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Thesis submitted in fulfillment  
of the requirements for the degree of  
**Doctor of Philosophy**  
**(Communication)**

**Faculty of Communication and Media Studies**

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I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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## ABSTRACT

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 the Federal Government ruling politicians?, and (6) 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 Independency 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.

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