

Malay Young Adults and Internet Television in Malaysia: An Analysis of Viewing Habits and Potential Impact

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ABSTRACT

The focus of this study is to investigate the viewing habits and potential impact among Malay young adults on Internet TV and how they accept this technology in their daily life. Since the late 1960s, television has developed from black and white pictures to high definition TV. Internet TV which offers online video streaming is becoming more popular nowadays where the TV programs are available through a computer screen, tablet or smartphone. New media technologies like Internet TV in Malaysia are relatively new and most studies are mainly focused on business and technology impact. Therefore, the objective of this study is to identify the viewing habits and how Internet TV used may affect people's culture and lifestyle. A convenience sample of 111 final students from Universiti Teknologi MARA (UiTM), Melaka was used in this study. The study found that Malay students' viewing habits and practices are slightly different compared to traditional TV used. The findings are also important to Broadcast TV station and Internet TV developers in order to develop effective medium in delivering efficient TV programs to target audience. The use of portable media able to change the course of human life no matter young or old. Internet TV in Malaysia is becoming a trend nowadays when every consumer of portable media can access to TV broadcasts via Internet without having to be at home. In addition, by knowing the viewing habits and knowledge about Internet TV may encourage researchers to investigate future media trend.

Key Words: Internet TV, Viewing habits, Malay Young Adult and impact

INTRODUCTION

Communication and media technologies are changing rapidly. Even the media professionals with years of experienced have limited knowledge about these new developments. For instance, the use of mobile phone or Smartphone as a basic tool for communication and entertainment become more sophisticated nowadays where people keep updating their latest news and information just by touching the screen. Research has shown that mass-media channels reach large audiences and are widely used to entertain, to inform, to persuade, and to bind communities. Media source such as electronic media and printed media give different impact to different target audiences. The development on new media such as Internet, mobile broadband, *iPhone*, *iPad* and etc gave excellent opportunities to use, access, change information, transform and share messages.

Research has identified that television (TV) viewing is among the most popular activities during pastimes. Gerbarg and Noam (2004) stated that Internet TV is a product of digital convergence in telecommunications, the Internet, television and computer applications. Meanwhile, Rodman (2012) mentioned that convergence in media studies refer to the merging of technologies, industries and content. It's been a popular and important feature to mobile media services especially smart phones and laptops where users want communication, entertainment and technology together in one device.

What is Internet TV? Noll (2004) said that the meaning depends on the definition of television and Internet. Both television and Internet share different meanings to different people. However, Noll (2004) stated that the meaning can be simplified as *watching conventional television obtained over the Internet. Rather than watching television programs broadcast over the air or over cable, television programs are accessed over the Internet and then watched in real time, using a technology known as video streaming.* Lee S. H (2008) added that Internet TV is like watching conventional television through mobile devices and the users can access the service while on the move, anytime and anywhere, rather than just sitting at home. Besides, its main function on entertainment, Internet TV can be used as an information tool to gather fast news and communication as well.

Schechner & Stewart (2012) also mentioned that *Internet TV is an online video service that uses website streaming to offer TV programs or videos.* Meanwhile Ferguson (2012) added that *Internet TV refers to online programming that makes media content available through a computer screen, tablet or speaker. It has the ability to displace or substantially supplement the use of noncomputer media content.*

Evolving of digital mobile media nowadays offer high impacts of experience to users in adopting these technologies as part of their culture and lifestyle. However, new media technologies like Internet TV in Malaysia are relatively new and most studies are mainly focused on business and technology impact. Besides, the study on how Internet TV use affect people's culture and lifestyle is still unclear. To some extent, people afraid that Internet TV on mobile media brings to social effect especially among students. They sometimes prefer to be alone while watching Internet TV rather than hanging out with family or friends which finally may cause social problem. Therefore, we are investigating the viewing habits and potential impact of Internet TV on daily life especially to Malay young adults to address the following research questions:

Research Question1 : How do Malay young adults use Internet TV in daily life?

Research Question2 : What are the potential impacts of Internet TV among Malay young adults in daily life?

LITERATURE REVIEW

Internet TV: A New Trend

Internet is not just for communication, searching information, social networking, and education but also for entertainment. People may watch TV via Internet on tablet, smartphone, laptop and computer. Besides, there are TV programs on the Internet that allows users to comment and later link to *facebook*, *twitter*, *instagram* or any other social networking sites. Since mobile media is becoming one of the important devices in our life and practice; the device becomes popular especially for those who really depend on media technologies.

The intensification of mobile media in the world has expedited the development of mobile media technologies that provide Internet access, email, text messaging, multimedia messaging services (MMS), music, games, and MP3 player and digital camera (Lee S. H, 2008). Today, these technologies are converging into one mobile media that can have many functions in a single device. Thus the number of television viewers through the Internet has also increased.

Television is not just viewing scheduled programming, it also utilized and sharing content by individuals and groups through various displays, across numerous time phases, on demand, from several locations, and interactive choice by the viewer or users (Chorianopoulos & Lekakos, 2008; Spigel & Olsson, 2004; Strover & Moner, 2012). The users have the right to choose either to stay on one particular channel or change to other channels. They can easily skip over the commercials or tune into less, skip over channel surfing and watch TV programs and access the Internet.

Eastman and Ferguson (2012) said that Internet TV has been extended to nationwide audiences in providing television programs. Moreover, audiences are looking ahead to new services that offer more than what they have now (Carey, 2004). For example, they can access to interactive video content that traditional TV cannot offer. Baran and Davis (2012) added that watching news over the Internet allow audience to connect to the world to search the news they are interested in or expect to see. Einhorn (2004) added that as Internet TV developed; the new capabilities such as time shifting, spaceshifting, personalization, screening, transforming, multimedia, morphing, archiving, repacking, hyperlinking and users' communities and chatroom. Therefore, Gerbarg (2009) said that *it is important to study audience analysis because consumer behaviour and tracking mechanisms are being explored in the effort to build and maintain profitable digital television business*

Internet TV in Malaysia that uses *Internet Protocol* is becoming a trend nowadays when every consumer of portable media can access to TV broadcasts or content without having to be at home. It's a trend to see people watching Internet TV while waiting at bus station, monorail, LRT, waiting for friends, at workplaces, universities and etc. Meanwhile, compare to viewers' participation for broadcast TV remains as a passive activity. It doesn't require any specific knowledge on the viewers' side (pure reception). In contrast, the Internet

TV users demands new media and Internet technology literacy including the system before they can watch the programmes (Suni, 2008).

Internet TV services have at least two different models, free and subscription based. Everybody can access to Internet TV which is available and free. No set top box or decoder is required for Internet TV. It is very convenient where a video output of computer is needed to connect to a television set or the easiest way on a portable media device such as mobile phones. Example: *RTM1*, *RTM2* and *Alhijrah*, (*1MalaysiaTV*); *TV3*, *TV7*, *TV9* and *8TV* (*tonton.com*). Internet TV provides users to watch channels in "live" (like regular TV) or users can select which content they want from the channel directory or archive. Meanwhile, subscription based Internet TV generally supported by Internet Service Providers (ISPs), cable or satellite TV and broadcast network. It follows the cable, satellite or pay per view systems, based on subscription fees, adding new features like high definition TV, video on demand and digital video recording such as *Astro-on-the-go*. Meanwhile, *1Malaysia TV* is the First "1MALAYSIA" concept TV via Internet that has been awarded by Malaysia Book of Records on 18 December 2011. *1Malaysia TV* provides Malaysia free-to-air channels. In addition, *hyppTV* is the latest Internet TV technology where supported by Unify and the content provider.

Integration of Internet TV on mobile media

Today, people become more dependent on mobile media technologies as they use and carry it everywhere and anytime. The physical sizes of mobile device which is smaller, lighter and slimmer with more functions been produced in order to satisfy customers' need and preferences. It's been changed from time to time based on customers' demand especially on the features. Technologies are so quick that people adopt and sometimes abandoned depending on whether it satisfies and meets the users' needs. Lee S. H (2008) claimed that people use various multimedia technologies for diverse personal, social and work.

Studies have proven that convenience and safety are the primary reasons why people in most countries use mobile media. According to Katz (1998), actual mobile phone used often differs from their original motivations. Mobile technologies unique characters such as mobility, interactive capabilities and diversity really means to each individual's life. The Internet TV tagline such as "TV anytime and anywhere" becomes popular among the users. The most popular feature of Internet TV was the ability to watch programs from archive whenever they wanted (Sodegard, 2003)

How people consume and adopt the media is different according to age and gender. Nelson (2011) has identified that the amount of time adults spend on viewing TV increases with age. Carey (2004), explained that older viewers with high end home theatre TVs were less excited about video over the web or Internet TV. Meanwhile, Leung and Wei (1998) found that male respondents have more positive attitudes toward interactive television and have a higher subscription intention, compared to female respondents. Jones (2002) in his study about viewer's motivations, behaviours and preferences for watching Internet TV confirmed that college students who are early adopters and heavy users of the Internet are more likely to be online, check e-mail, download music files and use instant messaging than the general population.

Potential Impact of Internet TV Use

The evolution of media technology allows users to watch Internet TV regardless of time and places. This may contribute to the positive side of Internet TV such as convenience, leisure, flexible, negotiation and etc. However, the mobile media attribution such as convergence, accessibility and individuality may contribute to critical implicit for its use for example social isolation where users being isolated from society and individualized. Furthermore, the popularity of mobile technology use and interruption of inappropriate mobile technology use in our society and public places such as classroom, libraries, cinemas, restaurants, mosques, at home or while driving raises social and cultural problems. Thus, it contributes to mobile etiquette or protocol in public places.

Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM) appears to be the most widely accepted theory among information systems research for studying users' acceptance toward new technology (Jung, Y., Mira, B.P and Patton, S.W., 2008). The TAM theorizes according to Davis (1989) said that individual's behavioral intention to accept a technology depends on two beliefs: *perceived usefulness* (PU) defined as the extent to which a person believes that using the technology will enhance his or her job performance and *perceived ease of use* (PEU) defined as the extent which a person believes that using the technology will be free of effort. In this study, perceived ease of use refers to the degree to which a user believes that using the Internet TV would be free from effort (convenience, flexible) whereas perceived usefulness is defined as the degree to which a user believes that using the Internet TV would enhance his or her performance in life (Davis, 1989). Furthermore, PEU and PU will influence user's behavioural intention of using the Internet TV, leading to acceptance and adoption.

METHODOLOGY

Sampling and data collection method

The survey was conducted among final semester students from faculty of Communication and Media Studies, UiTM Melaka. By using previous studies on young adults as a guide, ages between 19 and 25 were used as the age range to describe young adults for this study.

In order to determine the sample size for the study, a purposive sampling technique was used. It was based on assumption that these students would vary in experience and time spent on Internet TV in Malaysia. A total of 136 students were used as a sample based on "Table of Sampling" by Krejcie, R.V & Morgan D.W (1970). A list of full time final semester students was obtained from UiTM *Integrated Student Information System (ISIS)* website. In total, 150 questionnaires were administered and 111 representing were returned and found reliable with the topic. The questionnaire package was hand delivered by the researcher to the students. Survey for this study was conducted in a classroom before class ended.

Instrumentation

In justifying the viewing habits of Internet TV among Malay young adults, the research had replicated partial components of Internet use behaviour by Zammit Social Media

Questionnaires, both using 4-point Likert scale and open ended responses in order to investigate the potential impact of Internet TV among Malay young adults. The value of Cronbach Alpha for all variables in the study indicated a range from 0.75 to 0.89 and showed that inter-items have high reliability.

FINDING AND DISCUSSION

There are 111 respondents involved in this survey. It would be great if we could expand the sample to a bigger size but due to some limitations, we have to choose only the final year students from this faculty. According to the demographic profile, there are three different age group categories, ranging from 20 years to 24 years old and above (mean=2.8378, sd=0.45807). The male respondents made up about 25 samples (22.5%) of the study while female respondent are 86 (77.5%, mean=1.7748, sd=0.41963). Most of students are from Kuala Lumpur (29.2%), followed by Selangor (26%), Melaka (8.4%), Negeri Sembilan (8%), Perak (7.2%), Pahang (7%), Penang (3.6%), Kedah (3%), Kelantan (3.6%), Terengganu (1%), Sabah (1%), Sarawak (1%) and Perlis (1%).

Table 1: Internet TV use behaviour among Malay Young Adult in daily life (n=111)

Item	Freq uency	Perc entage (%)
How many hours do you spend on Internet TV per week?		
Less than 1 hour	22	19.8
1-3 hour	40	36
4-6 hour	16	14.4
More than 6 hour	33	29.7
How many minutes do you spend on Internet TV per day?		
Less than 5 minutes	20	18
5-10 minutes	13	11.7
11-16 minutes	14	12.6
More than 66 minutes	64	57.7
How many Internet TV program do you watch in a month?		
Less than 5 program	23	20.7
5-10 program	84	75.7



More than 10 program	4	3.6
When did you start using Internet TV?		
Less than 1 month ago	17	15.3
1 month to 6 months ago	3	2.7
7 months to 66 months ago	12	10.8
More than one year ago	79	71.2
Where do you use Internet TV?		
Public transport (bus, train, LRT, monorail, taxi)	76	68.5
Car	20	18
At home	16	14.4
Hostel	36	32.4
Public Places (restaurant, library, class, bus station)	26	23.4
What is your preferred time for Internet TV?		
Morning: commute to class	8	7.2
Morning before class	16	14.4
Lunch time	34	30.6
Afternoon	30	27.0
Evening: commute home	32	28.9
In the evening	56	50.5
After midnight	65	58.6
Which program do you watch on Internet TV?		
News	20	18
Sport	28	25.2
Drama	104	93.7
Movie	80	72.1
Entertainment show	110	99.1
Education program	4	3.6
Cartoon	20	18

Information

20

18

The first research question is designed to identify students' behavior about Internet TV in daily life. There are 71% of the respondents admitted that they have using Internet TV for more than one year ago. The table shown that students spend about 1-3 hours per week (36%) and more than 66 minutes per day (57.7%). In average, students watch about 5-10 Internet TV program per month (75.7%). The low frequency of hours watched (1-3 hours per week) on Internet TV is reflective of a university students' lifestyle which are busy with school work, curricular activities and socializing.

Meanwhile watching Internet TV at public transportation indicated highest percentage (68.5%), followed by at hostel (32.4%) compared to other locations such as in the car (18%), public places (23.4%) and at home (14.4%). As for preferred time for Internet TV indicated highest percentage after midnight (58.6%), followed by (50.5%) in the evening and lunch time (30.6%). Meanwhile, students commute to class in the morning stated the lowest preferred time (7.2%). Entertainment show, drama and movie are among the highest program chosen by the students (99.1%), (93.7%) and (72.1%). Students watched more Sports (25.2%) than news (18%), Cartoon (18%) and Information (18%). However, not many students preferred education program on Internet TV (3.6%).

Watching TV over the Internet is not just television anymore; it presents new opportunities to restructure the television industry and alter how programs are produced. To date, audiences are familiarized to use multiple media devices at once, splitting their attention in several directions and becoming expert in multi-tasking (Pavlik, 2000). Since 2007, statistics monitoring Internet TV versus broadcast viewing have increased. Nielson in his study indicated that more consumers are accessing television and movies online (Guthrie, 2007)

Table 2: Potential impact of using Internet TV among Malay Young Adult (n=111)

Item	Freq uency	Perce ntage (%)
Internet TV is convenient to media users	25	22.5
Internet TV can be used during leisure time	21.5	19.4
Internet TV may change the pattern of TV viewing	20.5	18.5
Internet TV as a new hobby	19.8	17.8
Internet TV is necessity	15	13.5
Internet TV encourage people to be alone	9.2	8.3

The questionnaire that indicates an open ended question is designed for research question two. "What will be the potential impact of Internet TV among students?" Majority of the students responded that Internet TV is *convenient to media users* (22.5%), *can be used during leisure time* (19.4%), *may change the pattern of TV viewing* (18.5%), *as a new hobby*



(17.8%) and *necessity* (13.5%). Internet is perceived as a way of diversion. If Internet or Web can offer more entertainment, with just as much convenience as television, it could replace television viewing (Ferguson and Perse, 2002). Lin (2004) added that new media may displace existing media when they are able to deliver services, content and entertainment more effectively, attractively or conveniently.

However, there are students who responded that the use of Internet TV may encourage people to be alone or "isolated" (8.3%) which may contribute to social problem. As mentioned by Geser (2005), "empowering technologies" has been observed as 'individuality' in media technologies. This happened due to certain people have open up possibility for individual to free themselves from immediate social surroundings.

CONCLUSION

It's has been proven that mass media technologies and communication played an important role to people, family, individual or organization. Mobile media such as laptop, note, tab and smart phone are able to transform human activities regardless of places, time, gender, age, interest and many more. Most of them used Internet on public transport and watched entertainment programs as it were convenient, leisure and with different style of viewing pattern. The Internet and telecommunication technologies evolved have contributed to the development of Internet TV. As a conclusion, "Internet acts as a one-stop convenience outlet for a variety of different needs that no other single medium can provide".

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