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A STUDY ON THE PERCEPTION OF YOUTH IN SABAH  
TOWARDS NEW MEDIA: CASE STUDY OF UMS AND  
POLITEKNIK KOTA KINABALU

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JANUARY 2015

## ACKNOWLEDGEMENT

Completing this research was a challenging project for us. Praise to Allah we finally successfully completed our research project that begun in July to December 2014. Our supervisor, Ms. Nurfaizah Abdulllah deserves a special mention here. Assistance given by her has been a great help for us to complete this project. We are so grateful to have her as our supervisor.

We would like to extend our appreciation to other lecturers that has helped us in this project. Not forgotten to our families, friends and classmates for their kind assistance.

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## ABSTRACT

With the advent of technology, the world has introduced to new media, a form of electronic communication, which makes it possible for anyone to share their thoughts and others with everyone. This study analyzes the factors that associate with perception of youth in Sabah towards new media and determine which factors that contribute the most on the perception. Questionnaires were distributed to 100 respondents in Universiti Malaysia Sabah and Politeknik Kota Kinabalu. As expected, background of youths plays an important role in perceiving the new media. It shows that, the level of education of youth has significant relationship that can influence the youths' perception towards new media. It can be concluded that, educational background youths have direct influence to their perception towards new media, and they perceived something using their knowledge and experiences gained in the education institution.

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