



**FACULTY OF ADMINISTRATIVE SCIENCE
& POLICY STUDIES
UNIVERSITI TEKNOLOGI MARA**

**THE INFLUENCE OF SOCIAL MEDIA AND
TRADITIONAL MEDIA ON YOUTH'S POLITICAL
PARTICIPATION: A CASE STUDY IN KOTA
SAMARAHAN, SARAWAK**

**MUHAMAD AMSYAR MUAZ BIN MUHAMAD KASIM
2013267602
NUR YUHANIS BINTI AZAHAR
2013664218**

MADAM NOORFADHLEEN BINTI MAHMUD

JULY 2016

ABSTRACT

This article examines on how young people are inclined to participate in politics through the use of traditional media and social media. Social media is regarded as a new medium which can connect users in a global scale and the information is spread like wildfire. The information delivered sometimes losing its genuineness since social media can alter the message contents before it's reaching the audiences. Therefore, the effectiveness of social media in attracting young people's political participation always caught scholars' interest. Besides, this study will test the relationship between both traditional media and social media and which of these two medium are the strongest predictor to attract youth to participate politically. This research used a sample size of 303 respondents within the aged of 19 until 25 years from three different locations which are Universiti Malaysia Sarawak (UNIMAS), Universiti Teknologi Mara (UiTM) Kota Samarahan and also Institut Pendidikan Guru (IPG) Kampus Tun Abdul Razak, Kota Samarahan, Sarawak. As people specifically youth in today's generation has spent their entire live in the digital environment, it is important to know whether the social media has entirely replaced the traditional media as an important medium and predictor in affecting youth's political behaviour or whether there's still a significant relationship that exists between these two media.

TABLE OF CONTENTS

Chapter 1: Introduction

| | |
|----------------------------------|---|
| 1.0 Introduction | 1 |
| 1.1 Background of the Study | 1 |
| 1.2 Problem statement | 4 |
| 1.3 Research objectives | 6 |
| 1.4 Scope of the study | 7 |
| 1.5 Significance of the study | 8 |
| 1.6 Definition of terms/concepts | 9 |

Chapter 2: Literature Review & Conceptual Framework

| | |
|-------------------------------------|----|
| 2.0 Introduction | 11 |
| 2.1 Social media | 11 |
| 2.2 Traditional media | 12 |
| 2.3 Youth's political participation | 12 |
| 2.4 Conceptual framework | 17 |
| 2.5 Hypotheses | 20 |

Chapter 3: Research Method

| | |
|---------------------------------|----|
| 3.0 Introduction | 23 |
| 3.1 Research design | 23 |
| 3.2 Unit of analysis | 24 |
| 3.3 Sample size | 24 |
| 3.4 Sampling technique | 24 |
| 3.5 Measurement/Instrumentation | 25 |
| 3.6 Data collection | 27 |
| 3.7 Data analysis | 27 |

Chapter 4: Findings

| | |
|--------------------------|----|
| 4.0 Introduction | 29 |
| 4.1 Reliability Test | 29 |
| 4.2 Normality Test | 32 |
| 4.3 Respondent's Profile | 36 |
| 4.4 Correlation Test | 38 |
| 4.5 Two-way ANOVA | 39 |
| 4.6 Multiple Regression | 40 |

Chapter 5: Discussion & Conclusion

| | |
|----------------------------|----|
| 5.0 Introduction | 41 |
| 5.1 Discussion of Findings | 41 |

CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter will focus on the background of the study which is the social media and traditional media, and how these two medium influence the youth's political participation. Section 1.1 explains on background of the study, Section 1.2 discusses the problem statement and Section 1.3 explains on the research objectives. Next, Section 1.4 is on the information regarding the scope of the study. Section 1.5 explains the significance of the research and lastly, Section 1.6 explains on definition of the terms or concepts.

1.1 Background of the Study

Since the emerging of social media, people are becoming more connected and informative. All the information regardless of its credibility can be received in just one second. Social media are truly one of the greatest innovations by the mankind and it's really bring a positive change on the information flow compared to the used of traditional media. Generation of humankind especially in this 21st century can received much information from many sources in just one time (Flanagin & Metzger, 2008). The way on how people socialize, processing vast of information, and interact with others have change drastically since the emerging of the social media and indicate in the change of human normal activities. People becoming more connected with the community and thus enhance their civic engagement in which they will become more involved and play their respective roles in solving issues arising in the community (Zukin, Keeter, Andolina, Jenkins & Delli-Carpini, 2006).

The availability of sources of information that people in this generation can have access led to many opportunity of learning and personal entertainment and this situation show on how importance the roles of social media in shaping the landscape of people's life. According to Horrigan and Rainie (2006), it was shown that almost 45% of internet users in United States (US) said that Internet had

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

This chapter provides a review of the literature on how social media and traditional media influence youth's political participation. Section 2.1 explains on social media, meanwhile, Section 2.2 explains on the traditional media. Next, Section 2.3 will explain on the youth's political participation and following with Section 2.3.1 explains on the civic engagement. Section 2.3.2 explains on the online political participation and Section 2.3.3 explains on the offline political participation. Section 2.4 provides the conceptual framework. Finally, Section 2.5 identifies the hypotheses of the study.

2.1 Social media

According to Boyd and Ellison (2008), social media or also can be known as new media, can be regarded as web-based services that allow individual to form a public or private profile that can enabled them to connect with strangers or any individuals that shared the same interest or hobby. Social media or social networking sites such as Facebook, Twitter and blogs designed to access these sites anywhere and anytime. These sites were made possible for people to share information about their lives with vast audience, gather information and share the results of civic action with a wider social network. This technology has changed the way people communicate with each other and their individuals' relationship. Instead of using face-to-face communication to deliver the message, people nowadays opted to use the social media to speed up the process of information delivery as it can be done without any hustle. Social media or social networking sites are designed specifically to encourage users to post photos of their own or with their families, personal information and comments about their lives and current updates of what they are actually doing at that time (Swigger, 2013). Moreover, social media can create a new opportunities for the people to voice