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THE IMPACTS OF USING TWITTER BY RULLING PARTY TOWARD YOUTH

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Social networking sites such as web-based service that allows individuals to construct public or semi-public profile within the area bounded system, articulate a list of other users with whom they share a connection and to view and cross list their connections and made others in the system. Social networking sites (SNS), like MySpace, Flickr, Twitter and Facebook which attracted significant media attention over the last few years. The emergence of new media in the country brought the major change in politics landscape of those countries. For example we can see that this situation during the Egyptian parliamentary elections, in Egypt which is Hosni Mubarak, has lost during parliamentary elections. Hosni Mubarak collapsed caused by rise of young people to be free of cruel rule which full of fraud, corruption and repression against the people. One of the factors lost Hosni Mubarak in elections is the emergence of new media namely internet social networking site which is important component in the Egyptian revolution. But different in Malaysia, in 2008 which the ruling Barisan Nasional failed to get control of five state governments and are not able to get two-third majority in parliament. These occur because of the emergence and development of information and communication technology (ICT) has changed the role of media in democracy. This fall occurred because of the ruling party control in the use of the media is too biased in the dissemination of information causes people more confidence to the emergence of new media such as Twitter, and phone Facebook, Blog, Phone cell. It because this system provides information more quickly, accurately and not controlled by any power.So the question is whether the emergence of social network can still became the main weapon of media for the government to attract the young voters in next general election in Malaysia? Is there the government was able to regain the five states that are administered by the opposition party by using social network?

Keyword: New media, ruling party, young voters

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THE IMPACTS OF USING TWITTER BY RULLING PARTY TOWARD YOUTH

CHAPTER 1

INTRODUCTION

1.0   Research Background

Social network or new media one of the important fundamentals that can influence the ruling party or government to attract the young people involves in politic. The emergence of social networks as the main weapon used by the government to attract young people to encourage they involve in politics. This situation was support by Schulz, (2004) he stated that media like Internet, twitter, blog and Facebook provides a new space in a democracy not only to access information but to create a space of interaction in political communication. According to Prime Minister of Malaysia, Dato Sri MohdNajibTunRazak, and the government especially the Allianz party should explore and take the advantages of new media. Besides, this support by chief executive of the institute of mental development (INMIND) Noriza Sharif, the government must improvement its presence on the internet by learning the new media such as Facebook and twitter which are highly popular especially among the young people.

Nowadays, the young people prefer using new media compare to old media. As cited by Gomes and Han (2010) "we thought that the newspaper, the print media, the television was supposed to be important but the young people were looking at SMS and blogs". According to DatukG.Palanivel, he said the government will increase the use of new media to attract more young people into politics like Facebook and twitter.

Muhammad Amirudin bin Ali Sabri
Safwan bin Abdul Rahman

For example, according to fact, the social network like twitter is one of the more successful social media platforms of recent years. As cited by Porter (2009), he said the twitter is a is a modelling of human relationships that some have argued sets it apart from other successful social networks and possibly makes it a space more open to possibilities for political interaction. For examplein September 16, 2011, Barack Obama has topped 10 million followers on Twitter. This makes him the third-most-followed Twitter user in the world, according to Twitter Counter, which tracks the social network's 14 million users. He used twitter as medium campaign tool to attract the voters.

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1.1 PROBLEM STATEMENT

Social networking sites such as web-based service that allows individuals to construct public or semi-public profile within the area bounded system, articulate a list of other users with whom they share a connection and to view and cross list their connections and made others in the system. Social networking sites (SNS), like MySpace, Flickr, Twitter and Facebook which attracted significant media attention over the last few years. The emergence of new media in the country brought the major change in politics landscape of those countries. For example we can see that this situation during election in 2010 which HosniMubarakEgypt was lost to the Islamic party.The fall of the Hosni Mubarak is due to the rise of young people to be completely free of the reign of fraud, corruption and repression against the people.The emergence of new media as twitter, Facebook, blog Internet, media and communications facilities make a new weapon that is difficult to control.The emergence of social media has brought the downfall of President Hosni Mubarak in Egypt during election in 2010.Many issues and scandals of the Egyptian president and his bad attitude exposed through the Internet, blogs, Facebook and twitter. So we can see that, the social

2

Muhammad Amirudin bin Ali Sabri
Safwan bin Abdul Rahman

networking as main role can bring down a government. But different from Malaysia in 2004 elections where the government has won big during the reign of Tun Mahathir. But different in 2008 election during the reign of Tun Abdullah Ahmad badawi where the ruling party failure to maintain a two third majority in the federal parliament. At the same time, the ruling party National Front failed to gain control of five state governments and unable to secure a two third majority in the federal parliament. This happen because arisen of social media and development of information and communication technology (ICT) has changed the role of media in the democratic process. The emergence of social media is to provide space in which individuals are free to voice their opinions because the cyberspace is not controlled by any power. This situation was support by Schulz, (2004) he stated that media like Internet, twitter, Facebook, and blog provides a new space in a democracy not only to access information but to create a space of interaction in political communication. As cited by Gomes and Han 2010"we thought that the newspaper, the print media, the television was supposed to be important but the young people were looking at SMS and blogs". Mean that the young people more believe to new media compare to old media. It because the new media like twitter, Facebook and blog which it provide more information that unable find in the mainstream media.

By Referring to wells and Dudash (2007) they has found that the top two sources of politic information for young people were discussion with family and friends and the internet. Mean that, which is the young people use social network as a place enables discussion and politic interaction with friend and family. The emergence of new media is also a new weapon to the ruling party to influence young people in any country in order to attract they involved in politics. According to Prime Minister of Malaysia, Dato Sri Mohd NajibTun Razak, and the government especially the Allianz party should explore and take the advantages of new media. This support by chief executive of the institute of mental development (INMIND)

Muhammad Amirudin bin Ali Sabri
Safwan bin Abdul Rahman

Noriza Sharif, the government must improvement its presence on the internet by learning the new media such as Facebook and twitter which are highly popular especially among the young people. According to Datuk G.Palanivel, he said the government will increase the use of new media to attract more young people into politics like Facebook and twitter. As cited by smith (2001) he said since 2008, the popularity of social media have expended exponentially, with 22% of online adults using twitter and Facebook. For the current situation the government and political parties' interest group start to build sticky websites to disseminate and gather information, identify and reach market segment and constituencies (Hannabus, 2007).Mean that, they try to establish and control the new media in order to gain support of the voters especially among young people. So the question arisen is whether the emergence of social network can attract the young voters in next general election in Malaysia. Therefore we propose to study on the impact benefit of using twitter by the ruling party toward youth.

1.2 Research Question

1.2.1How to extensive use twitter will engage youth to the ruling party in present day

1.2.2Why the government chose twitter as a medium of interaction with young people in present-day political scenario?

1.3 Research Objectives

1.3.1 Toinvestigatethe usage by ruling party in twitter to engage with the youth

1.3.2 Toexamine the reason of ruling party using twitter as a medium of interaction with youth.

Muhammad Amirudin bin Ali Sabri
Safwan bin Abdul Rahman

1.4   Scope of the Study

Scope of the study will be divided into three parts which are territory, level and time.

1.4.1   Territory

This research is conducted at Uitm Merbok, Sungai Petani. The respondents are taken from student Faculty of AdministrationScience and Policy studies

1.4.2   Level

This research is limited to degree student from semester 4 until semester 6

1.4.3   Time

The personally administered questionnaire was distributed to the students of Faculty of AdministrationScience and Policy Studies and given two weeks for them to answer the questionnaires. The data collection was fully conducted from 4 June until 7 June 2012

1.4.4   Limitation

The study was conducted only on the student of Faculty of AdministrativeScience and Policy Studies. Hence the findings or result from this study only will be applied to degree student of Faculty of Administrative Science and Policy Studies and cannot be generalized to all faculties in UitmMerbok

1.5   Significance of the Study

Muhammad Amirudin bin Ali Sabri
Safwan bin Abdul Rahman

This study will give valuable information to the student regarding the twitter. Besides that, this study also had focused on how twitter will influence the young people in politic participation. Besides that, for this research it is really important in order to help the researcher to know why the young people prefer social network like twitter. Besides by identifying of reason of ruling party using twitter to attract the youth involve in politic.

1.6 Definition of Key Terms

The key term in this study namely the suitable approach use of ruling party in twitter,acceptance level among young people on the usage of twitter among ruling party and the rationale behind the use of twitter by ruling party and the impact toward ruling party.

Muhammad Amirudin bin Ali Sabri
Safwan bin Abdul Rahman

CHAPTER 2

LITERATURE REVIEW

2.1   The rationale behind the use of twitter by ruling party

Nowadays twitter as adoption and use becomes more important for academics to understand the manner in which politicians are incorporating this new aspect of their communication repertoire into their broader campaign strategies. As stated by Yang and Counts (2010) "via twitter a lot of information on the spread of information compared to other media" (as cited in Bode, Lassen, Kim, Shah, Fowler, Ridout and Frauz). According toBligh cited in canning (2009) stated that "twitter particular is a free and spontaneous way for people to share their views and thoughts which it's not filtered".Mean that, social network like twitter, Facebook and MySpace are free from any power control which is the people can share their opinion to other people. As support by Dato Seri Rais Yatim as Minister of Information, Communication and Culture said the social network like twitter and Facebook that each of the content or the comments made social networking site users are not through any filtering process

Besides, thegovernments also use twitter to close with the people. According to Prime Minister of Malaysia Dato Sri Mohd Najib Tun Razak said the usage social network like twitter and Facebook as an approach to create a friendly environment between the leaders and people.He is encouraging the use of social websites to disseminate government messages in order to attract the society to support the government.

According to Terri (2010) mentioned that "the government using social network as a campaign tools" (as cited in Terri and Towner).According to the Mass Communication and Society study, the ability to express political views and opinions online plays an important

Muhammad Amirudin bin Ali Sabri
Safwan bin Abdul Rahman

role for social media in campaigns. For example, during the 2008 U.S. presidential elections, Barack Obama's campaign is considered one of the most successful in history. Social media tools, such as twitter, Facebook, and MySpace and YouTube were employed extensively by the Obama campaign to raise funds as well as to target, organize, and mobilize voters. We can see that social media as campaign tool to attract people.

2.2   The Suitable Approach Use of Ruling Party in twitter

Through social media can share a variety of information, whether in the form of photos, videos, music and so on. According to Terri (n.d) mentioned that social media or social networks like Facebook, MySpace, YouTube, and Twitter have very distinctive features and tools. For instance, YouTube allows users to share videos, Facebook connects people, and Twitter is a micro-blog. Thus, each source can have different effects on political attitudes and behaviours. In Malaysia the government used social media through music to attract young people. According Prime Minister of Malaysia Dato Sri Mohd Najib Tun Razak said this approaches as new alternatives to reach young people through music and social media such as Bn Youth Music.

2.3   Acceptance Level among Young People on the Usage of twitter among Ruling Party

Young voter play a vital roles and have big influences toward political landscape in the world. It also change the landscape in Malaysia (Bernama News, 2011; Berita Harian Online, 2011). Basically, they are actively searching the information and communicate together through twitter regarding on political matters. The changes of the medium of information can be clearly seen through the 12th General Election whereby the young voters rely on the new blog, twitter and facebook to search for the information (Gomez and Han,

Muhammad Amirudin bin Ali Sabri
Safwan bin Abdul Rahman

2010). Barisan Nasional Young Chief KhairyJamaluddin Abu Bakar said that the mass media campaign by the Election Commission must not only be limited to the Radio Television Malaysia (RTM) because the young voters are more interested in information communication technology tools like twitter, facebook, and astro (Bernama News, 2011). It shows that the trend had change where the young voters are more prefer to gain information through twitter, facebook, and blog compared to the mainstream media which is the television. In addition, Dr Jeniri said that the young voters were well exposed to the social media such as twitter, facebook and blog will knew exactly what they wanted, particularly those living in urban areas (Bernama News, 2011). That means, urban and rural become the determinant toward the availability of young voters get access to social media (Winseck, 1999, p.550). What we can see nowadays, twitter and facebook can be access in any area using the Smartphone. For example, our prime minister goes to makkah and told the people in his twitter about his activity in Makkah through Smartphone. Twitter and facebook can make millions of people publish and exchange information through online communication (Touri, 2009; Schiller, 1998). Currently, the political parties start to realize the important of twitter and facebook. They try to utilize and spread the information to the public especially young voters (Berita Harian Online, 2011; Hannabus, 2007).

2.4   Concept Framework

Figure 2.3: Research Framework

Muhammad Amirudin bin Ali Sabri
Safwan bin Abdul Rahman
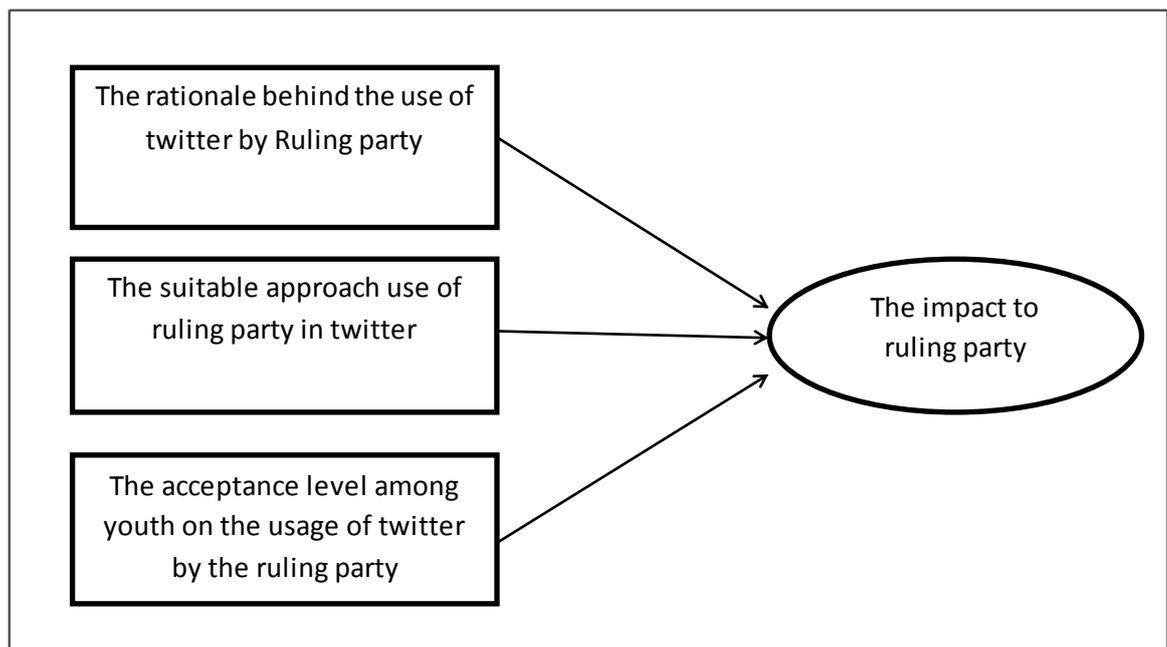
The above conceptual framework will be used as a guideline for our research study.

2.5   Hypothesis

HA1: The more frequent the visit of the youth to twitter, the more politically engaged with the ruling party.

HA2: The more extensive the use of twitter by the ruling party, the greater support shown by the society.

HA3: The feature of twitter causes it to be chosen as a political media by the youth.

Muhammad Amirudin bin Ali Sabri
Safwan bin Abdul Rahman

.**CHAPTER 3**

RESEARCH METHODOLOGY

3.0   RESEARCH DESIGN

Research design could be defined as how to measure the research which pertaining overall approach of the study.   According to (Kerlinger, 1992), the basic purpose of research design is to ensure internal and external validity. In other word, it is important to ensure accuracy and confidence of the research.   The research will focus on several things which are the purpose of the study and correlation of study.

The purpose of study in this research is the approach of design the research is hypothesis testing. Basically, hypothesis testing is more pertaining to the nature of certain relationship, or establishes the different among groups or the independents two or more factors in the situation. The researcher wants to find out the impacts of using twitter by ruling party toward youth.

Correlation of study of the research is regarding to the research investigation. It has different types of analysis which is descriptive analysis and inferential analysis. The purpose is to revaluate the independent variable and dependent variable

3.1   Sample Size

A sample is a subset of the population. It comprises some members selected from it. In other word, some, but not all, element of the population would form the sample (Sekaran, 2003). For this study the respondent are students semester four until semester sixth from faculty of Administration Science and Policy Studies, UiTM, Merbok, Kedah. The population from semester four until semester sixth of this faculty are 147 students. According to the table that had been provided by the Krejcie and Morgan (1970), if the population is 147 the sample

Muhammad Amirudin bin Ali Sabri
Safwan bin Abdul Rahman

size is 140. So, the sample size for the purpose of this study is about 147students. The table 1 below shows the sample size for a given population size.

N	S
140	103
150	108

Table 1

3.2   Sampling technique

There are two major types of sampling technique which are probability and non-probability sampling. In probability sampling, the elements in population have some known, none-zero chance or probability of being selected as sample subjects for this study which is the impact of using twitter by ruling party toward youth. In non- probability, the elements do not have known or predetermined chance of being selected as subjects (Sekaran, 2003). In this study, we choose to use a specific type of sampling technique which is proportionate stratified random sampling to get the respondent.

The population of students from faculty of Administration Science and Policy Studies will be dividing into strata or part which is from semester four until semester sixth. A sample of students from each part can be drawn using Proportionate Stratified Sampling. With proportionate stratification, the sample size of each stratum is proportionate to the population size of the stratum. This means that each stratum has the same sampling fraction. The advantages of using Proportionate Stratified Sampling are its can provides equal or better precision than a simple random sample of the same size, the gains in precision are greatest

Muhammad Amirudin bin Ali Sabri
Safwan bin Abdul Rahman

when values within strata are homogeneous and the gains in precision accrue to all survey measures.

With proportionate stratification, the sample size of each stratum is proportionate to the population size of the stratum. Strata sample sizes are determined by the following equation

$nh = (Nh / N) * n$

Where nh is the sample size for stratum h, Nh is the population size for stratum h, N is total population size, and n is total sample size. For example the researchers take the population of students from semester four which are 38 students.

$nh = (38/147) \times 140 = 36$ students

Below is the table 3.4 that showed the Proportionate Stratified Random Sampling of students Administration Science and Policy Studies.

Part	Number of Population	Proportionate Sampling (sample size: 140)
4	38	36
5	58	55
6	51	49
Total	**147**	**140**

Muhammad Amirudin bin Ali Sabri
Safwan bin Abdul Rahman

3.3 Measurement/ Instrumentation

Measurement of variable is important for the research design to fulfill the research objective. For this study, the researchers are seeking to identify the impact of using twitter by ruling party toward young people. In order to get the information regarding the study, the researchers will be distributed a set of questionnaire toward the students semester four until semester sixth from faculty of Administration Science and Policy Studies, University Technology Mara Merbok, Kedah. The table 3.5 below show the measurement and instrumentation.

Table 3.5

No.	Concepts	Objectives	Measurement	Scale	Statistical Use
1.	The rationale behind the use of twitter by ruling party	To examine the reason of ruling party using twitter as a medium of interaction with society.	What are the effect of using twitter by ruling party	Likert Scale	Pearson Correlation
2.	The suitable approach use of ruling party in twitter			Likert Scale	Pearson Correlation
3.	The acceptance level among youth on the usage of twitter by the ruling party	To investigate the usage of twitter by ruling party to engage with the youth.		Likert Scale	Pearson Correlation

4.	The impact to Ruling Party			Likert Scale	Pearson Correlation

3.4 Data collection

Data can be collected in a variety of ways. Most of the data can be obtained either through primary data or secondary data.

3.4.1 Primary Data

Primary data refers to the information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study (Sekaran, 2003). For examples individuals, focus group, panels of respondents specifically set up by the researchers and from whom opinions may be sought on specific issues from time to time, or some unobtrusive sources such as a trash can. Meanwhile the Internet sources also serve as a primary data source when questionnaires are administered over it.

3.4.2 Secondary Data

Secondary data refers to the information gathered from sources that already exist (Sekaran, 2003). For example company records or archives, government publications, industry analysis offered by the media, websites, the Internet and so on. In some cases, the environment or particular settings and events may themselves be sources of data, such as studying the layout of a plant.

Muhammad Amirudin bin Ali Sabri
Safwan bin Abdul Rahman

3.5 Data analysis

In this study, the researches using Statistical software tool (SSPS 17.0) for analyse the data. In order to analyse the data, the method of descriptive analysis, test of normality, Pearson correlation and multiple regression assumption will be used. By having this analytical method, the researchers will discuss about the relationship between the twitter and the youth as the subject of this study.

3.5.1 Descriptive analysis

Descriptive analysis is used to explore the data collected and to summarize and describe those data (Sheridan and Clara, 2010). It refers to the use of the descriptive statistics such as maximum, minimum, means, standard deviations, and variance that were obtained for the study. Descriptive analysis may be particularly useful if one just wants to make some general observations about the data collected, for example the number of male and females, the age range and average (mean) age or the average length of residence in a community. For this study, the researchers used the descriptive analysis to get information about your topic.

3.5.2 Test normality

Normality tests are for testing whether the input data is normally distributed (Origin, 1991). It is required by some complicated statistical tests such as Student's t-test, one-way and two-way ANOVA, because they make assumptions that data comes from a normally distributed population, and if such assumptions are not valid, the results of the tests will be unreliable.

The approaches can be divided into two main themes - relying on statistical tests or visual inspection. Statistical tests have the advantage of making an objective judgment of normality but are disadvantaged by sometimes not being sensitive enough at low sample sizes

Muhammad Amirudin bin Ali Sabri
Safwan bin Abdul Rahman

or overly sensitive to large sample sizes. As such, some statisticians prefer to use their experience to make a subjective judgment about the data from plots/graphs. Graphical interpretation has the advantage of allowing good judgment to assess normality in situations when numerical tests might be over or under sensitive but graphical methods do lack objectivity. If you do not have a great deal of experience interpreting normality graphically then it is probably best to rely on the numerical methods.

3.5.3 Cronbach's Alpha

According to Joseph and Rosemary (2003), cronbach's alpha is a test reliability technique that requires only a single test administration to provide a unique estimate of the reliability for a given test. Cronbach's alpha is the average value of the reliability coefficients one would obtained for all possible combinations of items when split into two half-tests.

Cronbach's alpha reliability coefficient normally ranges between 0 and 1. However, there is actually no lower limit to the coefficient. The closer Cronbach's alpha coefficient is to 1.0 the greater the internal consistency of the items in the scale. Based upon the formula _ = rk / [1 + (k -1)r] where k is the number of items considered and r is the mean of the inter-item correlations the size of alpha is determined by both the number of items in the scale and the mean inter-item correlations. As stated by George and Mallery (2003) provide the following rules of thumb: "_ > .9 – Excellent, _ > .8 – Good, _ > .7 – Acceptable, _ > .6 – Questionable, _ > .5 – Poor and _ < .5 – Unacceptable" (p. 231) (as cited in Joseph and Rosemary, 2003)

3.5.4 Pearson Correlation

Pearson correlation describes the relationship two continuous variables. Pearson correlation will be used to describe the relationship between variables toward the dependent variable (Sheridan and Clara, 2010). For this study, the researchers attempts to draw a line of

Muhammad Amirudin bin Ali Sabri
Safwan bin Abdul Rahman

best fit through the data of two variables, and the Pearson correlation coefficient, r, indicates how far away all these data points are to this line of best fit (how well the data points fit this new model/line of best fit) (Adam and Mark, 2010).

3.5.5 Multiple regressions

Multiple regressions are an extension of bivariate correlation. The result of regression is an equation that represents the best prediction of a dependent variable from several independent variables. Regression analysis is used when independent variables are correlated with one another and with the dependent variable (Sheridan and Clara, 2010). Independent variables can be either continuous or categorical. For this study the researchers used standard or simultaneous model to examine which components has the relationship the most.

Muhammad Amirudin bin Ali Sabri
Safwan bin Abdul Rahman

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