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### THE IMPACT OF NEW MEDIA TOWARDS TEENAGERS IN MALAYSIA

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#### ABSTRACT

*New media is a new platform for teenagers to participate in communicating with other people. The invention of technologies has made a change towards the use of media including political and economic as well. However, the usage of new media can be both in a positive and negative impacts respectively while it is a common use of new media by the teenagers nowadays. The purpose of this research is to identify the impact of new media towards teenager's in Malaysia. This study is to identify the impact of new media which is the impact will be towards lack of communication, easily influenced and the spread of fake news. In conducting research, the researcher used Statistical Package of Social Science (SPSS) to measure the data. There are various methods and analysis are used to analyse the data collected from the questionnaires.*

Keyword: New Media, Industry Revolution 4.0, communication, teenagers.

#### INTRODUCTION

In this new modern era, traditional media has been faded as times passing by. The emergence of new media had made a change towards how the messages has been conveyed to the public. Apart from that, new media is using two-way communication and it is also can be categorized as social networking such as Facebook, Twitter, Instagram and many more. New media is a form that provided by government to use the benefits which have a lot of sources that can be found through it.

Moreover, the use of new media which it can be seen that the traditional media have a lot of regulations that need to be followed compared to the new media. Most of the news which have been published was filtered by the gatekeepers. The responsibility of gatekeepers is to set news flow before it is being published. According to Dunu I.V. & Okafor E.G. (2016), As gatekeepers act as the mediators, determining which information is deemed important and worthy of transforming into a public message, they invariably contribute to the audience constructions of social reality and their personal world view. On the other words, it can be seen that not all the

important stories can be published as news and the reason as why teenagers frequently choose new media over the traditional media, one of it is they can easily access all the news.

Furthermore, not only do the gatekeepers control the flow of the news but there are also government leaders that control news from disseminate. According to Pauline Leong (2015), In Malaysia, the incumbent Barisan Nasional (BN) has successfully maintained political power since independence due to its tight control of traditional media, making it the longest-serving elected government in the world still in office. This shows that the media is part of the government and simply said that before the news is passed to the people, the government takes steps first by setting up its own agenda. During the political campaign, most of the important news was not released as the media focused on the party's leaders. Different to the new media, teenagers can find a lot of news rather than focusing on the political issues.

In the context of Malaysia, teenagers can be defined as a youth who ages among 15 and 30 years old. The age of youth can be found as stated by previous Youth and Sports Minister, Syed Saddiq Syed Abdul Rahman. According to Arfa Yunus (2019) It changed the definition of "youth" by lowering the age from 40 to 30, and for it to be spelt out in the Malaysian Youth Policy. The statement was made by the previous Minister as to reduce the generation gap.

## **RESEARCH METHODOLOGY**

This review involves studies on the topic published between 2015 and 2020 in the internet such as Google Scholar and Academia.edu searched with the key words inclusive new media, communication and usage new media among teenagers in Malaysia as well as different key words used to get the articles that are related to the particular topic. The key words were entered in English. Only journal contributions were included.

In a first step, records identified through the database search were selected if their titles matched the topic of interest. In a second step, the references of selected records, as well as of meta-analyses and reviews on the topic were searched for further records. The third step consisted of screening the abstracts of the selected records and excluding them if they did not meet the selection criteria. Finally, the full-text articles were assessed for eligibility (Ridzuan, Ridzuan and Ridzuan, 2018). The articles were included in the review only if they corresponded to the following selection criteria:

- (a) To identify the understanding of teenagers towards new media.
- (b) All articles are related to the new media and the implications towards the teenagers.
- (c) To study had an experimental, a statistics and research finding.
- (d) To study was published in a peer-reviewed journal.

A total of 40 articles seemed to correspond to the criteria according to the titles and abstracts. Among these articles, 26 were excluded after reading the content, in several cases because the articles are not particularly similar with the topic (e.g., Tang, 2012; O.Mansour, et. al 2017; Nagi, 2018; Chinnasamy S., 2018). One study in Malaysian fulfilled the criteria, (Wong et al., 2017). A final total of 14 articles were selected for the review, 10 of which were found in the reviews of Kai Shu et al. (2017), Flintham et al. (2018), Joo and Teng (2017), Wong et al. (2017), Gogoi (2016) and Dian Anggraini Kusumajati et al. (2020).

Authors(Year)	Journal	Method	Impacts	Past Year Findings
Kai Shu et al. (2017)	Fake News Detection on Social Media: A Data Mining Perspective	Conducted a study research to detect the use of social media in spreading news	a) The Spread of Fake News	Findings shows that the increasing popularity of social media which more people consume news from social media have the consequences which is can be found the used to spread of fake news and give negative impacts on individual users and broader society.
Flintham et al. (2018)	Falling for Fake News: Investigating the Consumption of News via Social Media	Conducted a study over social media and 9 participants were recruited aged between 19 and 40.	a)Fake News	Findings shows that the participants were pay less attention to the source of the news stories as appearing on each Facebook post.
Joo and Teng (2017)	International Journal of Knowledge Content Development and Technology	28 questions were formatted which to study the use of social media and its impact on human communication and relationships.	a)Lack of communication	The study indicates that the more a person depends on social media, the more its affect interpersonal relationship
Wong et al. (2017)	Open International Journal of Informatics (OIJ)	Conducted the survey through Google Form among students from Malaysia private and public universities were aged 18 to 28 years old which to determine the result of the effect of social media on human interpersonal communication.	a)Lack of communication b)Easily influenced	Results revealed that the negative impact of social media towards the interpersonal communication as it is widely used by people will decreased the interaction between human. The result has stated that this is because people spend many time and attentions on social networking sites.

Christensen (2018)	Social Media and Its Impact on Relationships and Emotions	By using mixed-method approach which a quantitative likert-like questions and qualitative short answer questions of how social media is affecting their relationships and emotions were answered by 627 participants.	a)Easily Influenced	The results indicate that the more frequency of using social media which serves as a much more influence in altering their thoughts that eventually can lead to the way they interact with others.
Jakub Simko et al. (2019)	Social – Crowd Sourcing and Social Media Analytics	The study was conducted by 44 participants at ranged from 16 to 20 years old	a)The spread of Fake News	Conducting research shown that the participants spent on social media to browse the feed which the fake articles were received disliked and reported more often.
Dian Anggraini Kusumajati et al. (2020)	The Influence of Social Media on Human Behavior in Adolescents	The study is applied non-experimental quantitative methods which to measure the influence of the use of social media on human behavior in adolescents and have been tested on 473 students	a)Easily Influenced	Results have shown that there was an influence between social media and human behavior in social aspects and diversity. The results also indicate that the higher the use of social media by students can increase the influence in social activities.
Bhargava and Rani (2015)	International Journal of Science, Technology & Management	By using a survey which randomly choose teenagers on social networking sites with aged of 16 to 22 years old to complete the survey	a)Easily influenced	Result have shown that the addiction of social media among teenagers influence them on social life that could be very much dangerous for life and education.

Gogoi  
(2016)

International  
Journal of  
Advanced  
Research  
(IJAR)

A systematic  
review of  
English articles  
was conducted  
by searching the  
effects of social  
media sites and  
application of  
teenagers which  
56 teenagers  
were selected to  
complete the  
survey.

a)Easily  
influenced

The study shows that  
the teenagers are  
highly influenced by  
the social media sites  
and applications. The  
negative effects of the  
frequently usage of  
social media is  
teenagers are easily  
influenced by the  
social media sites  
either on the mobile  
phones or computers.

Burbach et al.  
(2019)

Who Shares  
Fake News in  
Online Social  
Networks?

A search was  
conducted by  
mixed-method  
approach which  
investigating  
people who  
interacts in  
online social  
networks. The  
online  
questionnaire  
was  
implemented  
through  
platform  
SurveyMonkey.

a)Fake news  
b)Easily  
influenced

Findings shows that  
social media has  
influence user's  
behavior to  
disseminate or forward  
regular and fake news

Table 1.0

## CONCLUSION

New media has been known as a social media where all society including teenagers are used to the new platform where it can connect and interact one another. The Industry Revolution 4.0 also has altered the life in a way of communicating. Social media is a part of this kind of advanced technology where the consequences of the usage are where individuals perceive and produce content including information, news, opinions and many more. The usage of social media is the most popular among individual especially teenagers. As a result, there is a significant impact on the teenagers who use social media frequently. This study was conducted to better in understanding the impact of new media towards teenagers in Malaysia.

The research was conducted and has revealed the findings of using new media as a platform to communicate with people where it can be seen that the impacts of new media were lack of communication, the teenagers will be easily influenced and the spread of fake news. Thus, the impact has brought the negativity towards teenagers. In Malaysia, the usage of social media has the highest users which most of them usually spends between one to four hours. The results of time consuming also have carried out poor health in teenagers which there are literally no exercising and lead them to healthier lifestyles.

Furthermore, the impact of new media whereby it can lead to lack of communication is because of the teenagers are tend to socialize on social media instead of face-to-face communication. The impact has not been aware by the teenagers which is more negativity can affect their well-being as well. Equally important that, the frequent usage of new media can lead teenagers in easily influenced to the life of society. People with on social media can be intermediate in other's life and it can influence the teenagers to be more like others. Additionally, the spread of fake news can be happened as the teenagers are not more into the traditional media to get the news or any information which the traditional media is not as fast as the new media. The sources which are from the new media is not a legitimate and the fake news could affect the safety of the country as well as the authorities. Therefore, the study was conducted to understand more on the impact of new media towards teenagers in Malaysia.

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