



**Faculty of Administrative Science  
& Policy Studies  
Universiti Teknologi MARA**

**Bachelor of Administrative Science**

**COGNITIVE ENGAGEMENT THEORY AND ONLINE POLITICAL  
PARTICIPATION: A CASE STUDY UiTM SEREMBAN 3.**

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## ABSTRACT

### COGNITIVE ENGAGEMENT THEORY AND ONLINE POLITICAL PARTICIPATION: A CASE STUDY UiTM SEREMBAN 3.

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#### Abstract

Political participation can be either offline or via online. This study regarding the factor contributing towards online political participation among UiTM Seremban 3 students, is based on the Cognitive Engagement Theory conceptualized by Robert F. Inglehart. Due to limited research on youth political participation in Malaysia, this study addresses the issue of low political participation among youth, especially students. Political Interest, Access to Political Information, and Policy Satisfaction become the elements that have been used in conceptualizing the factors for this study. 252 respondents have participated in this study by fulfilling questionnaires, distributed among the Faculty of Administrative Science and Policy Studies, Faculty of Sports Science and Recreation, and Faculty of Computer and Mathematical Science, conducted using stratified random sampling. This study expects to determine the relationship between independent variables and dependent variables. The finding of this study indicates that Political Interest, Access to Political Information, and Policy Satisfaction have a significant relationship towards students' online political participation, and Access to Political Information becomes the most contributing factor, rejecting the hypothesis developed by researchers.

*Keywords: Online Political Participation, Cognitive Engagement Theory, Youth, Relationship*

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