PUBLIC PERCEPTION ON THE ROLE OF MALAYSIAN ENGLISH NEWSPAPERS ON CHILD ABUSE PREVENTION

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PUBLIC PERCEPTION ON THE ROLE OF MALAYSIAN ENGLISH

NEWSPAPERS ON CHILD ABUSE PREVENTION

By

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ABSTRACT

PUBLIC PERCEPTION ON THE ROLE OF MALAYSIAN ENGLISH NEWSPAPERS ON CHILD ABUSE PREVENTION

Samantha Savina A/P Savarimuthu

The issue of child abuse in Malaysia is getting more pervasive in an alarming rate and it is now gaining more attention from the public. One of the important agents in addressing the seriousness of child abuse to the society is the media. The media especially the newspaper holds an important position in the society where it serves the need for information and entertainment, creates awareness and influences decisions.

The purpose of this study is to discover the public perception on the role of Malaysian English dailies in informing and educating on child abuse prevention by comparing *The Star* and *New Straits Times*. The study also examines the public trust on both the English dailies and the link between trust and public perception.

Quantitative approach which is survey questionnaires was used for this study and the sampling method was purposive sampling. Data were collected from a total of 300 respondents with 150 respondents for each of the English dailies respectively. The results show that there is a significant difference in public trust on the two newspapers with *New Straits Times* having higher level of public trust in comparison to *The Star*. There is also a significant different

on public perception on the role of *The Star* and *New Straits Times* in both informing and educating on child abuse prevention. *New Straits Times* had higher public perception on its role of informing on child abuse prevention while *The Star* had higher public perception on its role for educating on prevention of child abuse. The result also shows a significant relationship between perceived trustworthiness and public perception on the role of *The Star* and *New Straits Times* on both informing and educating on child abuse prevention. Based on the findings, it can be concluded that all the research hypotheses in this study are supported.

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Above all, I thank God for turning dreams into realities.

APPROVAL SHEET

This dissertation/thesis entitled "**PUBLIC PERCEPTION ON THE ROLE OF MALAYSIAN ENGLISH NEWSPAPERS ON CHILD ABUSE PREVENTION"** was prepared by SAMANTHA SAVINA A/P SAVARIMUTHU and submitted as partial fulfillment of the requirements for the degree of Master of Communication at Universiti Tunku Abdul Rahman.

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SUBMISSION OF DISSERTATION

It is hereby certified that SAMANTHA SAVINA A/P SAVARIMUTHU (ID No: 07UJM08487) has completed this dissertation entitled "PUBLIC PERCEPTION ON THE ROLE OF MALAYSIAN ENGLISH NEWSPAPERS ON CHILD ABUSE PREVENTION" under the supervision of Encik Abdul Satar Bin Abdullah Harun (Supervisor) from the Department of Mass Communication, Faculty of Creative Industries.

I understand that University will upload softcopy of my dissertation in pdf format into UTAR Institutional Repository, which may be made accessible to UTAR community and public.

Yours truly,

_____

(SAMANTHA SAVINA)

DECLARATION

I SAMANTHA SAVINA hereby declare that the dissertation is based on my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted for any other degree at UTAR or other institutions.

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Date _____

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INTRODUCTION

1.1   Child Abuse

The world has witnessed the event of child abuse escalating to a huge global problem over the recent years and it is today, continuing to gain strong attention from the public. Mistreatment, injustice and violence towards children have been occurring all the way through history however only in the current era that this ill-treatment towards the younger generation have been labelled as 'abuse' instead of a form of punishment and discipline (Niner, Cuthbert & Yarina, 2013). The World Health Organization (WHO) Consultation on Child Abuse Prevention has identified child abuse in the following manner:

> ''Child abuse or maltreatment constitutes all forms of physical and/or emotional ill-treatment, sexual abuse, neglect or negligent treatment or commercial or other exploitation, resulting in actual or potential harm to the child's health, survival, development or dignity in the context of a relationship of responsibility, trust or power.''

Child abuse is happening all over the globe however the impact of culture, economy and traditional values view this cruelty in different perspectives. There are different views on what is an acceptable or appropriate parenting style however it is commonly agreed that child abuse is not to be tolerated (Krug, Dahlberg, Mercy, Zwi & Lozano, 2002).

1.2 Child Abuse in Malaysia

In the Malaysian scenario, the emergence of public awareness of child abuse faced some challenges as it was initially viewed as a problem of the western world and occurrence of local cases of child abuse was viewed as a minor problem rather than a national issue (Kassim, 1993). The scenario is now changing in Malaysia as the escalating figures of child abuses cases have slowly garnered the attention of the government, public and media. State Social Welfare Department (2010) reported that child abuse cases in Malaysia have increased from 93 cases in 1981, to 970 in the year 1991, 1242 cases in 2002 and it continued to increase to 1999 cases in 2006 and 3047 cases in 2010. Since the statistics only represent recorded cases hence it cannot be taken as the actual projection of the situation of child abuse in the Malaysia. Many cases of child abuse goes unreported every year due to several factors such as lack of awareness, apprehension towards the legal process, fear of ruining the future of the victim and many more.

National Report on Violence and Health, Malaysia (2006), highlighted that the form of child abuse and its level of seriousness could not be identified correctly because only the extreme cases of abuse were brought for medical treatment and reported officially while many minor cases were silenced.

As in most other countries, the severity of child abuse issues in Malaysia continues to be in a dormant scenario and only small proportion of cases addressed in a correct legal procedure and investigated. This has made it tough for an accurate description on the child abuse phenomena in Malaysia thus slowing down any effort to stop this cruelty.

1.3 Newspaper and Child Abuse

The media plays a multidimensional role where it disseminates information, ideas, culture and entertainment and also carries out the essential role of a gatekeeper which controls the flow of news to the public. Media is accountable to report accurate, balanced and non-bias news on all the happenings in the world which will then enable the public to form reasonable and wise decisions.

The media apart from conveying facts and figures also holds a significant part in creating public awareness and inflicting pressure on high priority issues. McCombs & Maxwell (2005) quoted that "media (mainly the news media) is not only successful in telling us what to think but they are stunningly successful in telling us what to think about". This can also be applied to public perception where people form perception based on what media presents to them.

One of the dominant forms of media over the past centuries will be the newspaper. The earliest version of newspapers started as a handwritten news sheet in Rome, which was posted on a daily basis by the government in the Roman Forum in the early 59 B.C. The Han dynasty in China also had government produced news sheet which first circulated only among the officials. The history of the print media started with invention of the printing press by Johannes Gutenberg, way back in the 1450. The remarkable invention opened the path to emergence of many different forms of printed materials, ranging from the Gutenberg bible to the first printed newspaper in Europe.

The history of newspaper in Malaysia began in 1806 in Penang with the publication of an English language newspaper and the paper was intended for the employees of East India Company who were based in the island (Mohammed Hashim, 2006). According to Mohammed Hashim (2006), the first Malay language newspaper, "*Jawi Peranakan*" was launched in 1876 and in the same year the first Indian language newspaper was also started. The pioneer Chinese newspaper, "*Lat Pau*" commenced publication in 1881.

Today, Malaysia has multiple newspaper publications covering various languages with the oldest surviving one being the "News Strait Times" which was first established in 1845 Audit Bureau of Circulation (2014) indicated that the circulation statistics for West Malaysia newspapers publication from January to June 2014 indicates that Bahasa Malaysia newspapers have the

highest readership, followed by Chinese language newspapers and English dailies.

The leading English dailies in Malaysia are namely *New Straits Times*, *The Star* and *The Sun*. Both *The Star* and *New Straits Times* are paid newspapers while *The Sun* is claimed as the first national daily free newspaper.

The English dailies in Malaysia are read by people of all walks of life, across all gender, race and lifestyle. These dailies brings to its reader, news of different issues hence it also holds a prominent role in relation to the event of child abuse. Gough (1996) acknowledged that it is news reporting on specific cases of child abuse rather than community education campaign that has developed society's awareness of child abuse. " The media have played a major role in defining what is "normal" and what is "deviant" in society, thus contributing to what is, and what is not, considered to be child abuse" (Goddard & Saunders, 2001).

This study concentrates on the newspaper's role of both informing and educating its audience on the issue of child abuse prevention. This study will focus on comparative analysis of the public perception on the role of two Malaysian English newspapers namely *The Star* and *New Straits Times* in regard to informing and educating on prevention of child abuse.

1.4 Research Objectives

Below are the objectives of this study:

1. To determine significant difference in the perceived trustworthiness between *The Star* and *New Straits Times* among the public.

2. To determine significant difference in the public perception on the role of *The Star* and *New Straits Times* in informing on the prevention of child abuse in Malaysia.

3. To determine significant difference in the public perception on the role *The Star* and *New Straits Times* in educating on the prevention of child abuse in Malaysia.

4. To determine significant relationship between perceived trustworthiness and public perception on the role of *The Star* and *New Straits Times* in informing on the prevention of child abuse in Malaysia.

5. To determine significant relationship between perceived trustworthiness and public perception on the role of *The Star* and *New Straits Times* in educating on the prevention of child abuse in Malaysia.

1.5   Research Questions

From the research objectives, the research questions of this study are as the following:

1. Is there a significant difference in the perceived trustworthiness by the public between *The Star* and *New Straits Times*?

2. Is there a significant difference in the public perception on the role of *The Star* and *New Straits Times* in informing on the prevention of child abuse in Malaysia?

3. Is there a significant difference in the public perception on the role of *The Star* and *New Straits Times* in educating on prevention of child abuse in Malaysia?

4. Is there a significant relationship between the perceived trustworthiness and public perception on the role of *The Star* and *New Straits Times* in informing on child abuse prevention in Malaysia?

5. Is there a significant relationship between the perceived trustworthiness and public perception on the role of *The Star* and *New Straits Times* in educating on child abuse prevention in Malaysia?

1.6 Research Hypotheses

The following are the hypotheses proposed for this study:

H1. There is a significant difference in the perceived trustworthiness by the public between *The Star* and *New Straits Times.*

H2. There is a significant difference in the public perception on the role of *The Star* and *New Straits Times* in informing on prevention of child abuse in Malaysia.

H3. There is a significant difference in the public perception on the role of *The Star* and *New Straits Times* in educating on prevention of child abuse in Malaysia.

H4. There is a significant relationship between the perceived trustworthiness and public perception on the role of *The Star* and *New Straits Times* in informing on child abuse prevention in Malaysia.

` H5. There is a significant relationship between the perceived trustworthiness and public perception on the role of *The Star* and *New Straits Times* in educating on child abuse in Malaysia.

1.7   Significance of Study

The outcomes of this study would offer valuable insight on the level of trustworthiness held by the public on *The Star* and *New Straits Times*.

The findings will also provide constructive information on public perception on *The Star* and *New Straits Times* in regard to informing and educating on prevention of child abuse in Malaysia.

This research will also identify the possibility of a significant link between trust held by the public on the newspaper and the perception cast on the role carried out by the newspaper in the subject of child abuse prevention.

It is highly hoped that this research will enable the news organization to be more actively involved in both informing and educating on child abuse prevention in Malaysia.

1.8   Scope of Study

The researcher has selected to study *The Star* and *New Straits Times* as both the newspapers are the leading daily English newspapers in Malaysia.

The researcher will examine the differences occurring between the two newspapers in relations to perceived trustworthiness, public perception on the newspapers role in informing and educating on child abuse prevention.

In addition, the researcher will also look into indication of connection between the level of perceived trustworthiness and perception held by the public in the issue of child abuse on both the newspapers.

1.9   Theoretical Framework

Uses and Gratification Theory

Baran and Davis (2003) stated that Jay Blumler, Elihu Katz, and Michael Gurevitch are the pioneer theorists for developing the Uses and Gratifications Theory. According to these theorists, the Uses and Gratifications Theory acknowledges that the audience demand for media organizations to offer appropriate news content which suits the needs of the media users.

According to Baran and Davis (2003), Katz, Blumler, and Gurevitch develop five basic assumptions of the uses and gratifications model. These five basic assumptions are as the followings:

1.   "The audience chooses what media to use because the audience is active and goal-directed".

2.   "The initiative in linking need gratification and media choice lies with the audience member".

3.   "Media are not the only source for gratification, there are other sources audience can use as well".

4. "Audiences are able to provide researchers with accurate descriptions of their mass media use because they are aware enough of their own media use, interests, and motives".

5. "Value judgments about the cultural significance of mass communication should be suspended while audience orientations are explored on their own terms".

West and Tuner (2010) explained that people are consciously selecting and using a certain media to satisfy their specific need and as a result of this active audience, the media has limited effect towards its users.

West and Turner (2010) also mention that media audiences are fully aware on their decision for using a specific media and users also view the media as a platform to meet their needs and demands.

The Uses and Gratification theory strongly suggests the media users are consciously aware of what they want and expect of the media. The public are active users of the media hence they are capable of judging the content presented by the news media. This study will anchor on this theory to explore the level of trust and the perception held by the newspaper readers of *The Star* and *New Straits Times* on its role in informing and educating on prevention of child abuse.

1.10 Definition of Terms

1.10.1 Conceptual Definition

Perception

Concise Oxford English Dictionary (2011) defined perception as "the ability to see, hear and become aware of something through the senses". According to the dictionary, the term perception can also be understood as the manner in which something is observed, understood, or interpreted.

Feldman (1999), proposed the following definition, "Perception is the sorting out, interpretation, analysis and integration of stimuli involving our sense organs and brains".

1.10.2 Operational Definition

This study defines perception to be people's way of interpreting other people and the world around them.

In this study, the research will examine the public perception on the role of *The Star* and *New Straits Times* in informing and educating prevention of child abuse in Malaysia.

CHAPTER TWO

LITERATURE REVIEW

2.1   Introduction

Hart (2001) described literature review as collection of accessible document, both published and unpublished on the area of research. Literature review contains information, concepts, data and evidence written from a specific viewpoint to justify an objective or explain certain views on the nature of the topic. Hart (2003) explained the literature review encompasses two areas; the literature pertinent to the topic and the literature on research methodology and data collection technique.

In this chapter, the role of newspaper in child abuse issues will be elaborated by the researcher will dis the role of newspaper in child abuse issues. The researcher will also discuss on public trust on newspaper and the role of the newspaper in informing and educating on prevention of child abuse.

2.2 Roles of the media

O'Shaughnessy (2008) proposed the following definition of the media; "The media are technologically developed and economically profitable forms of human communication, held either in public or private ownership, which can transmit information and entertainment across time and space to large groups of people."

O'Shaughnessy (2008) highlighted that we actually live in a "media-world" as all forms of technology both old and new are again changing our patterns of behaviour, our modes of accessing knowledge and entertainment, and our ways of interpreting the world and interacting with one another.

Shrestha (2002) explained that media has been playing a central character in various sectors ranging from social, political and economy because of its capability to sway the attitude and behavior of the public and moreover due to its outstanding role in influencing national and international plan and policy.

Ayesha (2011) described the media as a powerful institution of a country and a vital instrument of society that assists the public by providing information on various local and international issues and in addition the media

also shapes the public judgments and perceptions. Ayesha (2011) also added that the revolution of technology in the field of communication and advancement of journalism has enabled the media to reach out to the general public despite the geographical and political differences. This scenario is in contrast to the earlier times where it was impossible for the media to shape public opinion on certain issues and different segments of the society are unaware of events around the world and even of their own community.

2.3   Media and public trust

The technological advancement specifically the emergence of the Internet however posed a threat to the traditional media. Maier (2004) explained that data gathered by Pew Research Center pointed out that since 1985, the level of trust on the daily newspaper in the United States had fallen by a quarter, from 80% in 1985 to 59 % in 2002. The summary of the study also pointed out that there had been a rapid decline in newspaper readership since the 1980s, with slightly more than half of Americans reading a newspaper during the week.

Yap (2009) highlighted that the scenario for newspapers in Malaysia are different in comparison to their United States counterparts because readership for Malaysian newspapers has yet to drop to an alarming rate and further more newspapers remain as the popular choice among advertisers.

Yap (2009) added that the Internet might be a pioneer choice of media especially in the event of disseminating or seeking information in regards to political issues however the reality remains that majority of Malaysians still access the conventional media like newspapers and TV for news.

The mainstream newspapers are facing multiple challenges from many aspects but it has continued to brave the situation and they stay strong and remain as the preferred form of media for Malaysians. Newspapers in Malaysia are successfully retaining its position as the main and important reading material in spite of the Internet becoming a leading source of news and information in recent years. The continuous existence of the traditional newspaper can be related to the event where the Internet is still struggling with privacy issues, content accuracy, reliability, and other related concerns (Salman, Ibrahim, Abdullah, Mustaffa and Mahbob, 2011).

As the dependency on the media increases so is the need for trustful information from the news media. Trust is now a pertinent element in the media arena and the level of trust is the deciding factor on whether the public is going to continue to supporting the media (Kohring & Matthes, 2007). Public trust indicates how a news media is being observed and handled by their consumers (Kohring & Matthes, 2007).

Meyer (1988), findings revealed that the element of trust on newspaper is influenced by many factors such as fair, unbiased, complete, accuracy and the credibility of the news content. The acceptance of the newspaper by its readers is also measured by the level of accuracy, credibility, bias, fair, objective and sensational newspaper content to audiences reading (Sundar, 1998).

The Gallup survey (2014) revealed that Americans' confidence on newspaper saw a decline from the year 2004 till 2014. Based on the Gallup survey, it was concluded that Americans hold all news media platforms in low confidence with 60% of the respondents reporting that lack of trust on the ability of the media to produce the news precisely, correctly and fairly.

Lee and Santana (2015) stated that public trust is an essential element in sustaining a relationship between news media and their audience. Lee and Santana (2015) findings revealed that in Asia, public trust in the media mostly increased or remained stable with growing trust on television and newspapers in country like Malaysia.

Kohring and Matthes (2007) developed an instrument which can measure the trust element in the media. In the questionnaire, the trust factor in the media is divided into four factors, namely, the selection of topics, the selection of facts, the truth and the news writing style.

McCall (2001) stated that Likert scale can applied to quantify the element of trust. Likert scale is commonly used to measure direction (by "agree/disagree") and intensity (by "strongly" or otherwise). Words used on the Likert scale can be converted to an interval scale which will allow researchers to use the numbers to calculate numerical averages.

2.4   Media and child abuse

According to the Convention on the Rights of the Child (1996), the mass media have critical tasks in promoting and protecting the fundamental rights of the child. Pfohl (1977) highlighted that the media is the vital mechanism in producing change of public behavior by the angle they report the issues of child abuse and to provoke the public awareness of child abuse.

Media is the major source for the public to know more about the actual scenario of child abuse. The media has a role in creating the awareness of the public by conducting specific media campaign. The style and capability of media to educate and inform the public is seen as "one of the easiest and most cost-efficient child maltreatment prevention techniques" (Miller-Perrin & Perrin, 2007, p. 26). The media also has the task of bringing these abuses to the attention of policy makers and the public (Goddard & Saunders, 2001).

According to Mulugeta (2014), the media must be an instrument for the public to gauge a clearer understanding of what is child abuse means, its causes and consequences. The attention must be directed toward the identification and elimination of all kinds of child abuse. Mulugeta (2014) findings showed that majority of the news items and programs were not focused on children rights and abuses. The news items or the media failed to play its part in placing the issue of child abuse and child protection on the public agenda. Franklin and Parton (1991) also stated that media reporting of child abuse has been sensational, simplistic and often factually inaccurate. Franklin and Parton (1991) further explained that child abuse issues have been reported in a way it is in line with the traditional social values.

Krugman (1996) urged the media to stop concentrating on raising public awareness on the existence of child abuse but to focus more in helping the public to understand the complexity of the problem and how it could be curbed.

Kitzinger and Skidmore (1995) findings revealed that media coverage on prevention of child abuse was case-based with minimum opportunity for broader discussion of general issues of concern especially on how abuse towards child could be prevented.

CHAPTER THREE

METHODOLOGY

3.1   Introduction

This chapter provides explanation on the research method that was selected to produce the results for this study. The content of this chapter includes the sampling design, research instrument and data analysis procedures that were carried out in this study.

This study uses the quantitative method which is questionnaire survey to gauge the public perception on the role of *The Star* and *New Straits Times* in informing and educating on prevention of child abuse in Malaysia. The researcher had selected survey questionnaire as the research instrument for this study because it would be a more convenient way to yield response from the participant compared to face to face interview and focus group. Survey questionnaire method would also produce a more consistent range of response from its participant thus making it easier to accumulate and analyze the data.

3.2   Sampling Design

3.2.1   Population of Study

The term population as according to the statistical terminology means "the entire set of objects about which we intent to know better"(Sapsford, 2007). Sapsford added that in surveys, the term population refers to "the entire set about which we wish to make generalization".

Jha (2002) defines population in the context of research refers to the group chosen in the study with some particular characteristics that is which is the concern of researcher and definitely related to the research. This group may comprise of people, object, material or even the document as per requirement of the study.

The population of this research were the people reading *The Star* and *New Straits Times* living in Malaysia.

3.2.2   Sampling and Sampling Frame

A   sample   needs   to   represent   the   selected   population. Representativeness is necessary as it ensures and permits generalization of findings to the population from which the sample was drawn (Jha, 2002).

"If the sample represents the population accurately, then what is true of the sample will also be true of the population" (Sapsford, 2006).

Sampling frame is a complete and accurate list of the population to be sampled (Sapsford, 2006).

Based on the reports from the Audit Bureau of Circulation (2014), for the period of January to June 2014, *New Straits Times* had garnered 159,993 readers while *The Star* had earned 584,263. Readership figures for both the newspaper include the readers of the weekend version of the papers. In this study, the total number of respondents is 300 and they consist of 150 readers of *The Star* and *New Straits Times* respectively. The sample size for the research was determined by taking into account the time and cost constraint faced by the researcher.

3.2.3   Sampling Method

According to Kelley (1999), the two basic ways to attain sample is probability and nonprobability sampling. Probability sampling is defined as choosing a sample in such a way that every item in the population has an equal chance of being chosen as the sample and this is in contrast to nonprobability

sampling where every unit of the population does not have an equal chance of being selected to be part of the sample.

Nonprobability sampling is applied when there is not enough time, money or ability to conduct probability sampling (Kelley, 1999). However, the problem with nonprobability sampling is the limited inferences that can be made regarding the population plus when inferences are made, it is impossible to estimate the sampling error (Kelley, 1999).

According to Gideon (2008), convenience sampling and purposive sampling are the two types of non-probability sampling. When the researcher selects his or her sample simply by including people who are available or can conveniently be recruited to participate in the study, the method is known as convenience sampling. For purposive sampling, the researcher has identified the characteristics of the target population and then searches for specific individuals who have those characteristics to be part of the sample.

For this study, the research decided to use the non-probability sampling method, firstly because it was impossible to gather the complete list of the all the individuals of the research population and secondly, samples of the study were selected without applying any mathematical guidelines. The non – probability sampling method applied in this study was purposive sampling method because the selected sample must possess a specific characteristic and

standards such as each respondent to be a Malaysian and also a reader of either *The Star* or *New Straits Times*.

3.3   Research Procedure

The researcher executed questionnaire survey to accumulate the required data for the study. The researcher distributed the questionnaires to the target respondents at suitable location such as cafes and shopping malls around the city of Ipoh as the environment would be more comfortable for filling up a questionnaire. The researcher firstly identified the target respondent as either reader of *The Star* and *New Straits Times* before distributing the questionnaire.

3.4   Questionnaire design and measurement

3.4.1   Survey instrument

Balnaves and Caputi (2001) explained that designing questions in questionnaire involves skill in understanding levels of measurement (the statistical purpose for which the questions are designed), using simple language and administration.

For this study, the researcher divided the questionnaire into four sections; demographic, perceived trustworthiness on newspaper, perception on

newspaper role on informing and educating on child prevention of child abuse. Each section pursues information on a particular topic area in relation to the hypotheses of the research. The first section in the questionnaire which is demographic information of the respondents contains 6 items, and all the remaining three sections in the questionnaire have 5 items respectively.

Statistical Package for the Social Sciences (SPSS) (Version 16) was used to analyse the data. T-test and Spearman Correlation Analysis was applied to examine the data from the survey completed by the respondents. T-test was carried out to test hypotheses 1, 2, and 3; and Spearman Correlation Analysis was used on hypotheses 4 and 5.

3.4.2 Scale

In this study, the questionnaire used the nominal and Likert scale. Gender, age, profession and level of education of respondent were determined using the nominal scale. The scale is also used to identify how many years the respondent have been reading their choice of newspaper plus frequency of reading the particular newspaper.

The Likert scale was used for the respondent to point out to what magnitude they agree or disagree with the statement about the role of newspapers in informing and educating on prevention of child abuse. Five

point scales was in the questionnaire survey for the respondent to express their response for a rank of strongly disagree to strongly agree.

3.5   Data Analysis

3.5.1   Variables

Variables are essential as they connect the realistic world with the theoretical one and they are occurrences and events that can be measured or manipulated in research (Wimmer and Dominick, 2003).

According to Sapsford (2006), a variable is a measured quantity and descriptive variable are the one which are merely described, without a conclusions drawn about influence or causality. Independent variable is the one influencing the dependent variable. Extraneous variables refer to variables which might be debated and it could provide an alternative causal explanation therefore possible to crate doubt on the one which are advancing.

The independent variable will be the two English daily newspapers; *The Star* and *New Straits Times*. The dependent variable will be perception of the readers on the newspaper.

3.5.2   Cronbach's Alpha Reliability Test

Reliability refers to the consistency of the result and Cronbach's Alpha Reliability Test is one of the standard ways of expressing a test's reliability (Foster, 1998). The researcher selected 30 respondents from the sample frame to participate on the questionnaire .The participants of the pilot test did not participate in the actual validated survey questionnaire.

According to Varma (2006), a Cronbach's alpha value ranges from 0 to 1.00 and a value of 0.7 to 0.8 and above indicate high internal consistency whereas values lower than 0.7 indicate an unreliable scale. The result of the reliability test for this study is shown in the tables below.

Table 3.1

Reliability Test for Pilot Test on Perceived Trustworthiness on The Star and New Straits Times

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.704	.712	5

Table 3.2

Reliability Test for Pilot Test on Public Perception on the Role of The Star and

New Straits Times in Informing on Child Abuse Prevention

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.753	.749	5

Table 3.3

Reliability Test for Pilot Test on Public Perception on the Role of The Star and

New Straits Times in Educating on Child Abuse Prevention

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.823	.821	5

The Cronbach's alpha score for perceived trustworthiness on *The Star* and *New Straits Times* was 0.704 (Table 3.1). The score for public perception

on the role of *The Star* and *New Straits Times* in informing on child abuse prevention was 0.753 (Table 3.2) and public perception on role of these two newspapers in educating on child abuse prevention was 0.823 (Table 3.3). The result shows that all of the scores for the scales were higher than the acceptable 0.70 therefore it have been proven to hold high internal consistency (reliability), hence it is not required to eliminate any of the items in order to increase the reliability score of the scale.

Table 3.4

Statistical Results for Reliability Analysis (Cronbach's Alpha if Item Deleted)

Item	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item – Total Correlation	Cronbach's Alpha if Item Deleted
b1	46.833	127.178	0.390	0.878
b2	47.100	121.610	0.497	0.874
b3	46.633	129.895	0.389	0.878
b4	46.867	126.602	0.358	0.880
b5	47.433	118.392	0.646	0.867
c1	47.400	117.628	0.613	0.869
c2	47.267	129.168	0.225	0.886
c3	47.433	123.289	0.436	0.877
c4	47.800	113.476	0.819	0.859
c5	47.500	116.948	0.606	0.869
d1	47.800	124.510	0.391	0.879
d2	47.700	117.183	0.610	0.869
d3	47.433	118.392	0.646	0.867
d4	47.800	113.476	0.819	0.859
d5	47.733	118.823	0.583	0.870

The table above shows that the maximum increase in alpha would occur from deleting item c2 however elimination of this item would only increase

alpha value by 0.006. Since deleting item c2 does not dramatically increase the internal consistency and both values exhibit an acceptable degree of reliability. All items correlated with the total scale to a good degree (lower r = 0.225).Thus, it is decided that item c2 is retained in the actual survey questionnaire.

CHAPTER FOUR

FINDINGS AND ANALYSIS

4.1   Introduction

The content of this chapter comprises of three sections which are Cronbach's Alpha Reliability Test, demographic profile of respondent and inferential statistics. The reliability of the variable in this study is determined by using the Cronbach's Alpha Reliability Test. Respondent's characteristic such as gender, age, profession, education level, year and frequency of reading the selected English daily are explained in the demographic profile.   For Inferential Statistic, Independent T-Test and Pearson Correlation Analysis were applied to test on the hypotheses of the study. Statistical Package for Social Sciences (SPSS) Version 16 was applied to analyze the data of this study.

4.2 Cronbach's Apha Reliability Test

Questionnaire must be both reliable and valid in order for the researchers to have confident in the data collected with the instrument, meaning items measuring the same construct should generate consistent response and be applicable to the construct that the items intended to measure (Andrew, Pedersen & McEvoy,2011).

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Andrew et al. (2011) stated that Cronbach's Alpha Reliability Test is a specific measure of internal consistency reliability and the test measures the competency of a set of variables or items in measuring a single, one-dimensional latent construct. The test could indicate correlation between the item responses in the questionnaire, assuming the statistics is directed towards a group of item intended to measure the same construct (Andrew et al., 2011).

Andrew et al. added that when the correlation between the respective questionnaire items are high so will be the Cronbach's alpha value and Cronbach's alpha value ranges from 0 to 1 with values at or above 0.7 are generally more acceptable.

Table 4.1

Reliability Test of Perceived Trustworthiness on The Star and New Straits Times.

Reliability Statistics

Cronbach's Alpha	N of Items
.887	5

* *Note*: The sample size (n) is 30

Table 4.2

Reliability Test of Public Perception on the Role of The Star and New Straits Times in Informing on Child Abuse Prevention.

Reliability Statistics

Cronbach's Alpha	N of Items
.748	5

* *Note*: The sample size (n) is 30

Table 4.3

Reliability Test of Public Perception on the Role of The Star and New Straits Times in Educating on Child Abuse Prevention.

Reliability Statistics

Cronbach's Alpha	N of Items
.894	5

* *Note*: The sample size (n) is 30

4.3   Demographic profile of respondent

Table 4.4

The Star and New Straits Times Respondents' Gender

Gender	The Star		New Straits Times	
	Frequency	Percentage	Frequency	Percentage
Male	66	44.0	72	48.0
Female	84	56.0	78	52.0
Total	150	100.00	150	100.00

Table 4.4 indicates *The Star* and *New Straits Times* respondents' gender and it shows that 150 respondents have partaken in the questionnaire for each of the newspaper respectively. The survey for *The Star* had a total of 66 male and 84 female participants while 72 male and 78 female had been part of the survey for *New Straits Times*.
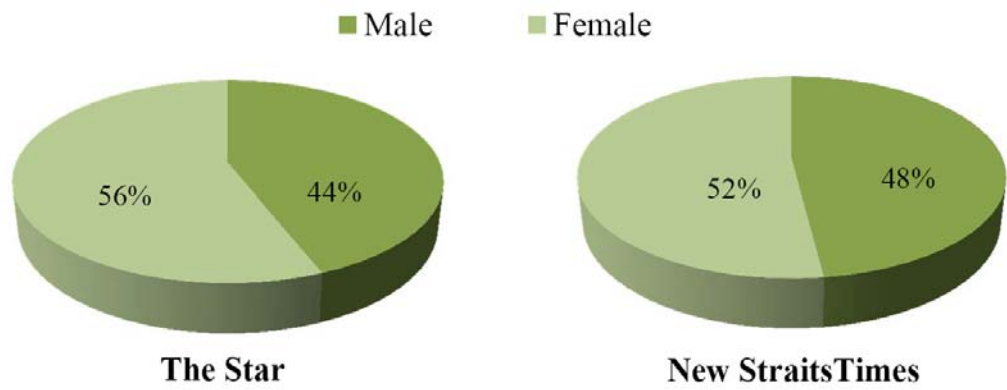
Figure 4.1. The Star and *New Straits Times* Respondents' Gender

Figure 4.1 shows the both *The Star* and *New Straits Times* have more female respondents compared to male respondents which is 56% and 52% respectively. The male respondent for *The Star* and *New Straits Times* is 44% and 48%.

Table 4.5

The Star and New Straits Times Respondents' Age Group

Age Group	The Star		New Straits Times	
	Frequency	Percentage	Frequency	Percentage
< 20	13	8.7	10	6.7
20 – 29	22	14.7	15	10.0
30 – 39	45	30.0	32	21.3
40 – 49	34	22.7	48	32.0
50 – 59	22	14.7	30	20.0
60 – 69	9	6.0	12	8.0
> 70	5	3.3	3	2.0
Total	150	100.00	150	100.00

Table 4.5 indicates *The Star* and *New Straits Times* respondents' age group. For the respondents of *The Star*, 13 of them are aged less than 20 years old. The number of respondents for the age group of 20 to 29 and 50 to 59 is similar which is 22. 45 respondents are in the age group of 30 to 39 and 34 respondents are in age range of 40 to 49.In the age group of 60 to 69, there are nine respondents and five respondents are aged above 70.

As for *New Straits Times*, most respondents are in the age group of 40 to 49 which are 48 of them.10 respondents are below 20 years old, 15

respondents are between 20 to 29 years. The number of respondents who are in the age group of 30 to 39 and 50 to 59 year old are almost similar which are 32 and 30 from the total respondent. For the age group of 60 to 69, there are 12 respondents and three respondents are aged 70 above.
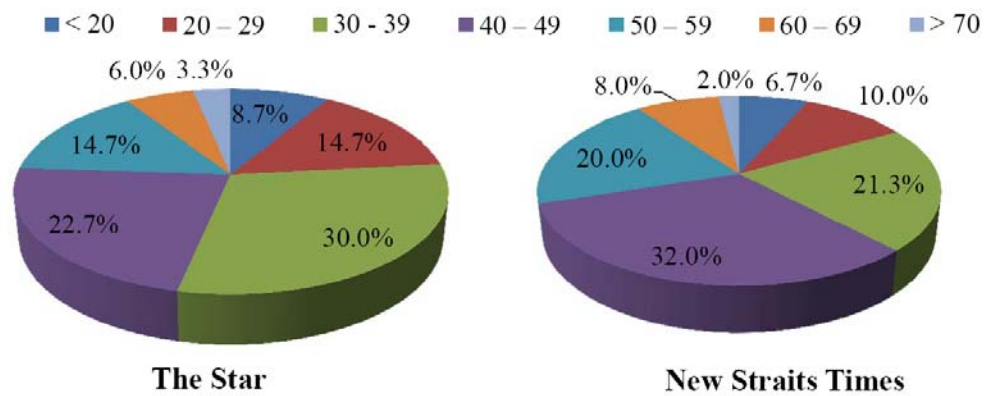
Figure 4.2. *The Star* and *New Straits Times* Respondents' Age Group

According to Figure 4.2, *The Star* has more respondents age below 20, between the age of 20 to 29 and between the age of 30 to 39 compared to *New Straits Times* which is 8.7% compared to 6.7%, 14.7% compared to 10% and 30% compared to 21.3%. *New Straits Times* has more respondents in the age category of 40 to 49 and 50 to 59 compared to *The Star* which is 32% compared to 22.7% and 20% compared to 14.7%. For the age category of 60 to 69, *New Straits Times* also has more respondents compared to *The Star* which is 8% compared to 6%. *New Straits Times* has slightly lesser respondents in the age group of above 70 compared to *The Star* which 2% compared to 3.3%.

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Table 4.6

The Star and New Straits Times Respondents' Profession

Profession	The Star		New Straits Times	
	Frequency	Percentage	Frequency	Percentage
Government Sector	30	20.0	26	17.3
Private Sector	57	38.0	48	32.0
Freelance	5	3.3	6	4.0
Self-employed	12	8.0	23	15.3
Unemployed	3	2.0	5	3.3
Student	23	15.3	17	11.3
Retired	20	13.3	25	16.7
Total	150	100.0	150	100.0

Table 4.6 displays *The Star* and *New Straits Times* respondents' profession which are categorized into government sector, private sector, freelance, self-employed, unemployed, student and retired. For respondents of *The Star*, 30 are government employees and 57 are employees of private sector. There are five respondents who are freelancer whereas 12 respondents are self – employed. 23 respondents are students and 20 respondents are retired. A minority of three respondents are unemployed.

As for *New Straits Times*, 48 respondents are in the private sector and 26 respondents are in the government sector. There are six freelancer and 17 students and 23 self- employed respondents. Five respondents are unemployed and the remaining 25 respondents are retiree.
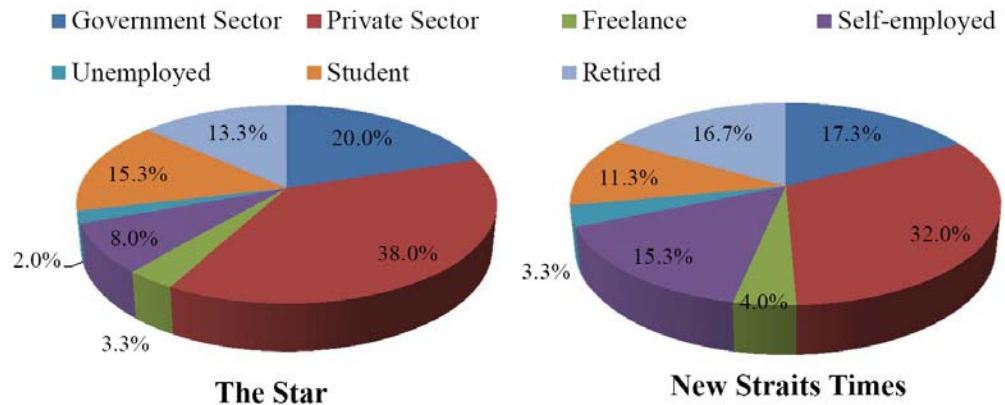
Figure 4.3. *The Star* and *New Straits Times* Respondents' Profession

According to Figure 4.3, majority of respondents for the two English dailies are from the private sector with 38% for *The Star* and 32% for *New Straits Times*. A minority of respondent for both *The Star* (2%) and *New Straits Times* (3.3%) are unemployed. The second highest category of respondents' profession for both the newspapers is government sector which is 20% for *The Star* and 17.3% for *New Straits Times*. *New Straits Times* has 3.3% of respondents who are freelancer while *The Star* has 2%. *New Straits Times* has more respondents who are self- employed in comparison to *The Star* which is 15.3% compared to 8%. *The Star* has more students as respondent which is 15.3% compared to 11.3% for *New Straits Times*. As for respondents who have

retired, *New Straits Times* has more respondents which is 16.7% compared to *The Star* which has 13.3% of retiree as respondent.

Table 4.7

The Star and New Straits Times Respondents' Education Level

Education Level	The Star		New Straits Times	
	Frequency	Percentage	Frequency	Percentage
SPM	14	9.3	8	5.3
STPM	3	2.0	5	3.3
Diploma	44	29.3	32	21.3
Bachelor Degree	53	35.3	54	36.0
Master Degree	5	3.3	9	6.0
Doctorate	2	1.3	3	2.0
Professional Qualification	19	12.7	18	12.0
None of the above	10	6.7	21	14.0
Total	150	100.0	150	100.0

Table 4.7 displays *The Star* and *New Straits Times* respondents' education level. Most of respondents for both the English dailies own a bachelor degree, with a total of 53 respondents for *The Star* and 54 respondents for *New Straits Times*. 44 respondents of *The Star* are diploma holder, five

respondents are master degree holder and two are doctorate holder. 19 respondents of *The Star* have professional qualification, 14 respondents are SPM holder and three are STPM holder. The remaining 10 respondents do not possess any of the above mentioned qualification.

For *New Straits Times*, eight of its respondents are SPM holder and five respondents are STPM holder. 32 respondents are diploma holder, nine respondents are master degree holder and three are doctorate holder. 18 respondents own a professional qualification and the remaining 21 respondents do not own any of the above mentioned qualification.
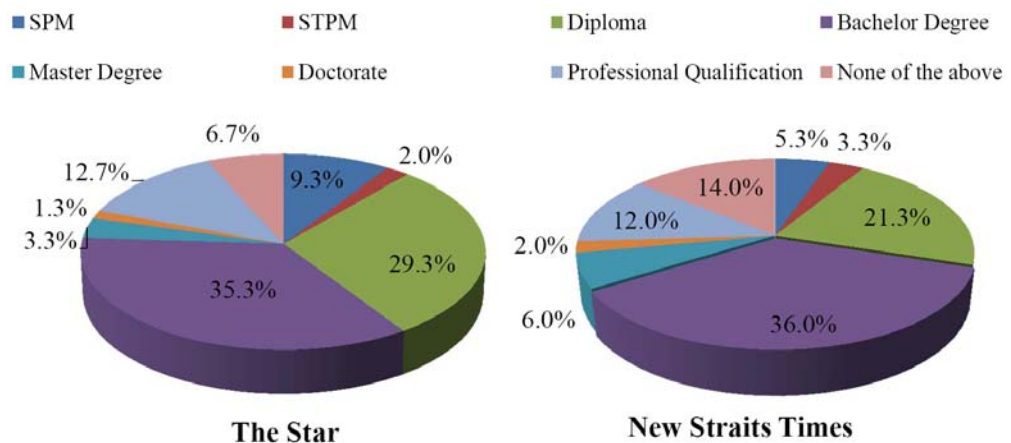
Figure 4.4. The Star and *New Straits Times* Respondents' Education Level

According to Figure 4.4, highest percentage of respondents for *The Star* and *New Straits Times* are bachelor degree holder with 35.3% and 36 respectively. The second highest percentage of respondents for both the

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English dailies is diploma holder with 29.3% for *The Star* and 21.3% for *New Straits Times*. For *The Star*, the third highest category are respondents with professional qualification which is 12.7% , followed by 9.3% of respondents who are SPM holder .3.3% of the respondents for *The Star* are Master Degree holder ,2% of the respondents are STPM holder and1.3% are doctorate holder. 6.7% of the respondents do not own any of the above certificates

As for *New Straits Times* respondents, 12% possess a professional qualification, followed by Master degree holder (6%), *SPM* holder (5.3%), STPM holder (3.3%) and doctorate holder (2%). The volume of respondents who do not own any of the above certificates is higher for *New Straits Times* than *The Star* which is 14% compared to 6.7%.

Table 4.8

Years of Reading Newspaper of Choice

Years of reading	The Star		New Straits Times	
	Frequency	Percentage	Frequency	Percentage
1 – 5	22	14.7	14	9.3
6 – 10	27	18.0	38	25.3
11- 15	47	31.3	56	37.3
16 – 20	24	16.0	11	7.3
> 20	30	20.0	31	20.7
Total	150	100.0	150	100.0

Table 4.8 indicates the number of years the respondents have been reading *The Star* and *New Straits Times* respectively. For *The Star*, 22 respondents from the total of 150 have read the newspaper between one to five years. 27 respondents have read this newspaper between six to 10 years, 47 respondents have been reading this English daily between 11 to 15 years and 24 respondents have been reading the daily between 16 to 20 years. The remaining 30 respondents have read the newspaper for more than 20 years.

As for *New Straits Times*, 14 of the respondents have been reading this newspaper between one to five years. 38 respondents from the total of 150 have been reading this newspaper between six to 10 years and 56 of them have

read this daily between 11 to 15 years. Lastly, 11 of the total respondents have been reading *New Straits Times* between 16 to 20 years and the remaining 31 respondents are those who have been reading this newspaper for more than 20 years.
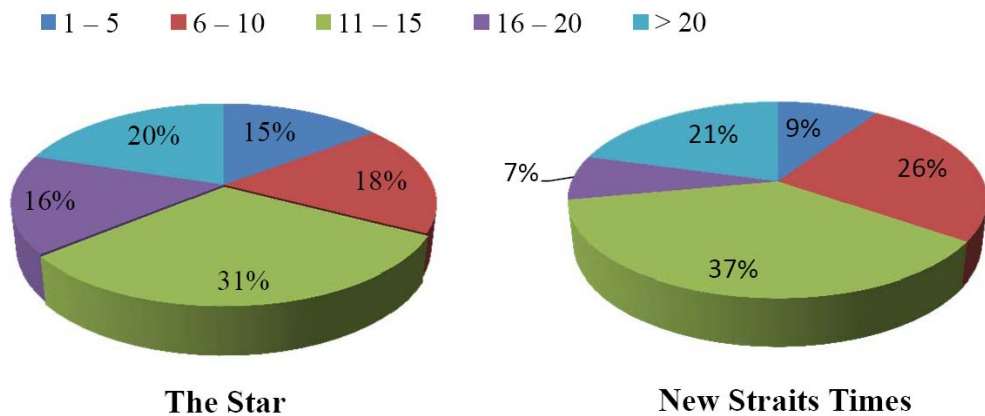
Figure 4.5. Years of Reading Newspaper of Choice

According to Figure 4.5, both *The Star* and *New Straits Times* have majority of respondents who have been reading the newspaper between 11 to 15 years which is 31% and 37%.*The Star* has 18% of respondents who have been reading this newspaper between six to 10 years, 16% for between 16 to 20 years and 15% for one to five years. 20% of the total respondents are readers of *The Star* for more than 20 years

New Straits Times has 26% of respondents who are its reader for between six to 10 years. This English daily has 21% of the total respondents who have been reading this newspaper for more than 20 years. 9% of

respondents have been reading this newspaper for between 1 to 5 years and a minority of 7% for between 16 to 20 years.

Table 4.9

Frequency of Reading Newspaper of Choice

Frequency of reading	The Star		New Straits Times	
	Frequency	Percentage	Frequency	Percentage
Everyday	26	17.3	34	22.7
Monday – Friday	57	38.0	46	30.7
Saturday and Sunday	34	22.7	32	21.3
Occasionally	18	12.0	28	18.7
Rarely	15	10.0	10	6.7
Total	150	100.0	150	100.0

Table 4.9 describes *The Star* and *New Straits Times* respondents' frequency of reading the English daily of their choice. 26 respondents for *The Star* are reading the newspaper daily while 57 respondents are reading from Monday to Friday. 34 respondents are reading the newspaper on weekends while 18 of the total respondents of 150 only read the paper occasionally. The remaining 15 respondents rarely read *The Star*.

As for *New Straits Times*, 34 respondents read the newspaper daily, 46 of them read it from Monday to Friday and 32 respondents read the newspaper on Saturday and Sunday. Lastly, 28 respondents read this English daily occasionally and 10 of them rarely read this newspaper.
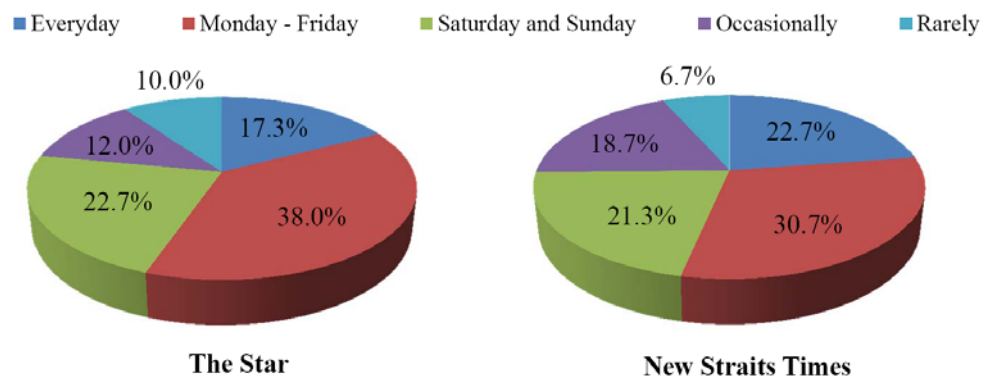
Figure 4.6. Frequency of Reading Newspaper of Choice

Figure 4.6 indicates the majority of respondents for both the newspapers read the dailies on weekdays (Monday to Friday) with 38% for *The Star* and 30.7% for *New Straits Times*. A minority of 10% of respondents for *The Star* and 6.7 % for *New Straits Times* rarely read these newspapers *.The Star* has 22.7% of respondents who read this newspaper on Saturday and Sunday, 17.3% who read it daily and 12% who only read this newspaper occasionally.

As for *New Straits Times*, the second largest category is respondent who read this newspaper every day, which is 22.7% and this, is followed by

21.3% who read this daily on Saturday and Sunday.18.7% of the respondents read *New Straits Times* occasionally.

4.4: Hypothesis testing

4.4.1: Hypothesis One

H1. There is a significant difference in the perceived trustworthiness by the public between *The Star* and *New Straits Times.*

Table 4.10

Differences in Perceived Trustworthiness between The Star and New Straits Times (Group Statistics)

Group Statistics

Newspaper	N	Mean	s.d	df	t	Sig.
The Star	150	3.335	1.080	298	-5.355	0.000
New Straits Times	150	3.978	0.998			

*significant at the 0.05 level (2-tailed)

Table 4.10 displays the difference in perceived trustworthiness in comparison between *The Star* and *New Straits Times*. The mean for *New Straits Times* is higher compared to *The Star*, which is 3.978 compared to 3.335.

Table 4.11

Differences in Perceived Trustworthiness between The Star and New Straits

Times (Independent Sample test)

Independent Sample Test

	Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
	F	Sig	t	df	Sig.(2-tailed)	Mean difference	Std.Error Difference	Lower	Upper
Trust Equal variances assumed	8.265	.004	-.3555	298	.000	-.64300	.12007	-.87929	-.40671
Equal variances not assumed			-3.555	296.159	.000	-.64300	.12007	-.87929	-.40671

H1$_0$: *The Star – New Straits Times = 0*

H1$_A$: *The Star – New Straits Times ≠ 0*

Rule of thumb

: : If p < 0.05, Reject H$_0$

Confidence interval at 95% ($\alpha = 0.05$)

In the Levene's test (Table 4.11), it is indicated that the p-value is 0.004

which is below 0.05, hence, the researcher will be using the "Equal variances

not assumed". Table 4.10 indicates the p-value (2 tailed) as 0.000 which is below the alpha level (0.05), hence the researcher would reject H1$_0$. Thus, this implies that there is significant difference in perceived trustworthiness between *The Star* and *New Straits Times* .Hypothesis One is accepted.

4.4.2: Hypothesis Two

H2: There is a significant difference in the public perception on the role of *The Star* and *New Straits Times* in informing on prevention of child abuse in Malaysia.

Table 4.12

 Difference in Public Perception on the Role of The Star and New Straits Times in Informing on Child Abuse Prevention (Group Statistics)

Group Statistics

Newspaper	N	Mean	s.d	Df	*t*	Sig.
The Star	150	2.483	0.801	298	-2.766	0.006
New Straits Times	150	2.772	0.999			

*significant at the 0.05 level (2-tailed)

Table 4.12 shows the difference in public perception on the role of *The Star* and *New Straits Times* in informing on child abuse prevention. The

findings reveal that *New Straits Times* scored a higher mean which is 2.772 in comparison to *The Star* which is 2.483.

Table 4.13

Difference in Public Perception on the Role of The Star and New Straits Times in Informing on Child Abuse Prevention (Independent Sample Test)

Independent Sample Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
								95% Confidence Interval of the Difference	
	F	Sig	t	df	Sig.(2-tailed)	Mean difference	Std.Error Difference	Lower	Upper
Inform									
Equal variances assumed	13.818	.000	-2.766	298	.006	-.28933	.10459	-.49517	-.08350
Equal variances not assumes			-2.766	287.574	.006	-.28933	.10459	-.49521	-.08346

H2$_0$: *The Star – New Straits Times = 0*

H2$_A$: *The Star – New Straits Times ≠ 0*

Rule of thumb

: : If p < 0.05, Reject H$_0$

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Confidence interval at 95% ($\alpha = 0.05$)

As shown in Table 4.13, the Levene's test showed that the p-value is 0.000 which is below 0.05, therefore the researcher will be using the "Equal variances not assumed". From Table 4.12, it shown that the p-value (2 tailed) was 0.006 which is below the alpha level (0.05) and as a result, the researcher would reject H2$_0$. Thus, this implies that there is significant difference in public perception on the role of *The Star* and *New Straits Times* in informing on child abuse prevention. Hypothesis Two is accepted.

4.4.3: Hypothesis Three

H3. There is a significant difference in the public perception on the role of *The Star* and *New Straits Times* in educating on prevention of child abuse in Malaysia.

Table 4.14

Difference in Public Perception on the Role of The Star and New Straits Times in Educating on Child Abuse Prevention (Group Statistics)

Group Statistics

Newspaper	N	Mean	s.d	Df	*t*	Sig.
The Star	150	3.869	1.128	298	4.334	0.000
New Straits Times	150	3.301	1.141			

*significant at the 0.05 level (2-tailed)

Table 4.14 indicated the difference in public perception on the role of *The Star* and *New Straits Times* in educating on child abuse prevention. *The Star* scored a higher mean compared to *New Straits Times* which is 3.869 compared 3.301.

Table 4.15

Difference in Public Perception on the Role of The Star and New Straits Times in Educating on Child Abuse Prevention (Independent Sample Test)

Independent Sample Test

	Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
	F	Sig	t	df	Sig.(2-tailed)	Mean difference	Std.Error Difference	Lower	Upper
Educate									
Equal variances assumed	.998	.318	4.334	298	.000	.56800	.13105	.31011	.82589
Equal variances not assumes			4.334	297.954	.000	.56800	.13105	.31011	.82589

H3$_0$: *The Star − New Straits Times = 0*

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H3A: *The Star – New Straits Times* $\neq 0$

Rule of thumb

: : If p < 0.05, Reject H0

Confidence interval at 95% ($\alpha = 0.05$)

According to Table 4.15, the Levene's test indicated that the p-value is 0.318 which is above 0.05 and therefore the researcher will be using the "Equal variances assumed". The data from Table 4.14 showed that the p-value (2 tailed) was 0.000 which is below the alpha level (0.05), hence the researcher would reject H3₀. Thus, this implies that there is significant difference in public perception on the role of *The Star* and *New Straits Times* in educating on child abuse prevention. Hypothesis Three is accepted.

4.4.4: Hypothesis Four

H4. There is a significant relationship between the perceived trustworthiness and public perception on the role of *The Star* and *New Straits Times* in informing on child abuse prevention in Malaysia.

Table 4.16

Correlation Between Perceived Trustworthiness and Role of The Star and New

Straits Times in Informing on Child Abuse Prevention

	The Star		*New Straits Times*	
	Pearson Correlation (*r*)	Sig. (2 tailed)	Pearson Correlation (*r*)	Sig. (2 tailed)
Trustworthiness → Informing	0.494	0.000	0.472	0.000

*Correlation is significant at the 0.01 level (2-tailed)

Table 4.16 above shows the value of Pearson and two-tailed probability between the perceived trustworthiness and public perception on the role of *The Star* and *New Straits Times* in informing on child abuse prevention in Malaysia. The result shows that there is a significant correlation between perceived credibility and informing on child abuse prevention of *The Star* (r = 0.494; p = 0.000) and *New Straits Times* (r = 0.472; p = 0.000). It means that we fail to reject H4. In short, we can conclude that there is a significant relationship between the perceived trustworthiness and public perception on the role of *The Star* and *New Straits Times* in informing on child abuse prevention in Malaysia. Hypothesis Four is accepted.

4.4.5: Hypothesis Five

H5. There is a significant relationship between the perceived trustworthiness and public perception on the role of *The Star* and *New Straits Times* in educating on child abuse in Malaysia.

Table 4.17

Correlation Between Perceived Trustworthiness and Role of The Star and New Straits Times in Educating on Child Abuse Prevention

	The Star		*New Straits Times*	
	Pearson Correlation (*r*)	Sig. (2 tailed)	Pearson Correlation (*r*)	Sig. (2 tailed)
Trustworthiness → Educating	0.387*	0.000	0.365*	0.000

*Correlation is significant at the 0.01 level (2-tailed)

Table 4.17 above shows the value of Pearson and two-tailed probability between the perceived trustworthiness and public perception on the role of *The Star* and *New Straits Times* in educating on child abuse prevention in Malaysia. The result shows that there is a significant correlation between perceived credibility and educating on child abuse prevention of *The Star* (r = 0.387; p = 0.000) and *New Straits Times* (r = 0.365; p = 0.000). It means that we failed to reject H_5. In short, we can conclude on the existence of a significant relationship between the perceived trustworthiness and public perception on the role of *The Star* and *New Straits Times* in educating on child abuse prevention in Malaysia. Hypothesis Five is accepted.

CHAPTER FIVE

DISCUSSION AND CONCLUSION

5.1   Introduction

This chapter provides an overview of the purpose and objectives of the research study. This chapter also includes the discussion and explanation of findings and conclusion of this study, description of results of the hypothesis, limitations encountered in course of the study and finally an overall conclusion for the entire study. Researcher will also include recommendations for future research in this chapter.

5.2   Summary of Findings and Conclusion

The objectives of this study is to identify the level of trustworthiness held by the public on *The Star* and *New Straits Times* and to compare the public perception on the role of these two English dailies in informing and educating on child abuse prevention.

A total of 300 respondents were selected by applying purposive sampling with 150 respondents each for *The Star* and *New Straits Times*. As for

The Star, 84 out of 150 respondents are female and the remaining 66 are male respondents. *New Straits Times* had 78 female respondents and 72 male respondents.

Majority of respondents for *The Star* are in the age category of 30 to 39, which is 45 respondents and followed by 34 respondents aged between 40 to 49 years. There are 22 respondents each for the age category of 20 to 29 and 50 to 59. 13 respondents of *The Star* are below 20 years old, nine respondents aged between 60 to 69 years and five respondents are aged above 70 years. Majority of the respondents of *New Straits Times* of are aged 40 to 49 years old which totals up to 48, trailed by those aged 30 to 39 years old which is 32 of them. The age category of 50 to 59 has 30 respondents, 15 respondents are aged between 20 to 29 years and 12 respondents are between 60 to 69 years. *New Straits Times* has 10 respondents aged below 20 years old and three respondents above the age of 70.

Based on demographic analysis of the survey, 30 respondents of *The Star* are government employees, 57 of them are private company employee, five of the respondents are freelancer, 12 of them are self-employed, 23 are students, 20 respondents are retiree and lastly three respondents are unemployed. For *New Straits Times*, 26 out of 150 respondents are government employees, 48 of them employed by private companies, six of the respondents are freelancers, 23 of the respondents are self-employed, five of them are

unemployed, 17 respondents are student and the remaining 25 respondents are retiree.

For level of education, majority of respondents for the two English dailies are bachelor degree holder with 53 respondents for *The Star* and 54 respondents for *New Straits Times*. *The Star* has 44 respondents with a diploma qualification while *New Straits Times* has 32 respondents for this category. *The Star* has 14 respondents with SPM certificate and three respondents with STPM certificate. As for *New Straits Times* respondents, eight of them have SPM certificate and five respondents with STPM certificate. *The Star* has five respondents with a master degree and *New Straits Times* with nine master degree respondents. Respondents with a doctorate qualification are minority for both the newspapers with two respondents for *The Star* and three respondents for *New Straits Times*. *The Star* has 19 respondents with a professional qualification while News Strait Times has 18 respondents. Lastly, 10 respondents for *The Star* and 21 respondents for *New Straits Times* do not have any of the above certificates.

The analysis on the years of reading *The Star* and *New Straits Times* revealed that majority of respondents for both the newspapers have been reading these dailies for between 11 to 15 years, with 47 respondents for *The Star* and 56 respondents for *New Straits Times*. *The Star* has 22 respondents reading this newspaper for between one to five years, 27 of them for between

six to 10 years and 24 respondents for between 16 to 20 years. *The Star* newspaper has 30 respondents who are its reader for more than 20 years. As for the respondents who read *New Straits Times*, 14 of them have been reading this newspaper between one to five years, 38 out of the total respondents of 150 have been its reader for between six to 10 years and 11 respondents have been read it between 16 to 20 years. Lastly, there are 31 respondents who have been reading *New Straits Times* for more than 20 years.

Based on the survey responses, majority of respondents for both the newspapers read these dailies from Monday to Friday, with 57 respondents for *The Star* and 46 respondents for *New Straits Times*. For respondents who read the newspaper on Saturday and Sunday, *The Star* has 34 respondents while *New Straits Times* has 32 of them. *The Star* has 26 respondents who read it every day and *New Straits Times* has 34 respondents who read it daily. There are 18 respondents for *The Star* who read it occasionally while *New Straits Times* has 28 respondents for this group. A minority of 15 respondents for *The Star* and 10 for *New Straits Times* are rarely reading these newspapers.

5.3   Explanation of Hypothesis Results

H1. There is a significant difference in the perceived trustworthiness by the public between *The Star* and *New Straits Times*.

This hypothesis was tested using independent sample t-test. The study result shows that there is a significant difference in perceived trustworthiness by the public between the two English dailies. *New Straits Times* scored a mean of 3.978 which is higher than the mean for *The Star* which is 3.335. The *p*- value for the Levene's test for equality of variance is shown as 0.004. As the *p*- value is less than 0.05, equality variance was not assumed. The two-tailed *p*-values of the test was 0.000, which is lower than 0.05, it was concluded that a significant difference exist in perceived trustworthiness between *New Straits Times* and *The Star* and hypothesis one was accepted.

H2: There is a significant difference in the public perception on the role of *The Star* and *New Straits Times* in informing on prevention of child abuse in Malaysia.

The second hypothesis was tested using independent sample t-test. The study result shows that there is a significant difference in the public perception on the role of *The Star* and *New Straits Times* in informing on prevention of child abuse in Malaysia .*New Straits Times* scored a higher mean which is

2.772 in comparison to *The Star* which is 2.483. The *p*- value for the Levene's test for equality of variance is indicated as 0.000 and because the *p*- value is less than 0.05, equality variance was not assumed. The result of two-tailed *p*-values of the test was 0.006, since it is lower than 0.05, it was concluded that there is a significant difference in public perception in role of *The Star* and *New Straits Times* in informing on child abuse prevention and hypothesis two was accepted.

H3. There is a significant difference in the public perception on the role of *The Star* and *New Straits Times* in educating on prevention of child abuse in Malaysia.

The third hypothesis was tested using independent sample t-test. The study result shows that there is a significant difference in the public perception on the role of *The Star* and *New Straits Times* in educating on prevention of child abuse in Malaysia. *The Star* scored a higher mean compared to *New Straits Times* which is 3.869 compared 3.30. The Levene's test for equality of variance showed a *p*-value of 0.318 and equality variance was assumed since the *p*- value is more than 0.05. The two-tailed *p*- values of the test was 0.000, which is lower than 0.05, it was concluded that there is a significant difference in public perception in role of *The Star* and *New Straits Times* in educating on child abuse prevention and hypothesis three was accepted.

H4. There is a significant relationship between the perceived trustworthiness and public perception on the role of *The Star* and *New Straits Times* in informing on child abuse prevention in Malaysia.

The Pearson r correlation analysis was used to test this hypothesis. Results shows an existence of significant correlation between perceived trustworthiness and public perception on the role of *The Star* ($r = 0.494$; $p = 0.000$) and The *New Straits Times* ($r = 0.472$; $p = 0.000$) in informing on child abuse prevention in Malaysia. Hypothesis four was accepted.

H5. There is a significant relationship between the perceived trustworthiness and public perception on the role of *The Star* and *New Straits Times* in educating on child abuse in Malaysia.

The final hypothesis was tested using Pearson r correlation analysis. Results indicates a non-significant correlation between perceived trustworthiness and public perception on the role of *The Star* ($r = 0.387$; $p = 0.000$) and *New Straits Times*($r = 0.365$; $p = 0.000$) educating on child abuse prevention in Malaysia. Hypothesis five was accepted.

5.4 Limitations of Study

The researcher has encountered several limitations throughout the course of conducting this study. The first challenge was financial limitation was a major hurdle in the study because cost constraint could not allow the researcher to produce hardcopy questionnaires to a larger sample and to travel to different states in Malaysia to conduct the survey. Thus, the researcher could not produce a result with a bigger sample size and wider representation of readers of *The Star* and *New Straits Times*.

Secondly, the researcher also had problem in recruiting participants for the questionnaire especially from the age category of below 20 years, 60 to 69 years and above 70 years. Most of the potential respondents from the above mentioned age categories, despite admitting to be readers of either *The Star* or *New Straits Times* were not willing to participate in the questionnaire, citing time constraint and disinterest as their reason. This has resulted in the researcher have a smaller segment of sample from these age categories.

5.5   Recommendations for Future Research

The core purpose of the study focuses on examining public perception on the role of Malaysian English Daily in informing and educating on child

abuse prevention, by comparing *The Star* and *New Straits Times*. This study also examines the relationship between public trust on the English dailies and public perception on the newspapers role in child abuse prevention. However, if there is a research with a similar research objective as this research in the future, the research would recommend a survey method using the combination of paper and online survey. The internet era has opened up an alternative route to conduct survey and online surveys are an expedient method of reaching more geographically diverse range of respondents while cutting down the cost of printing questionnaires. The paper based survey would still be recommended to reach out to respondent with no access to internet facilities or sufficient knowledge of operating the internet to participate in the survey. Hence, both the paper and online survey is strongly recommended for future researchers.

Secondly, quantitative approach was the research methodology applied in this study. Respondents of this study were requested to participate in a questionnaire survey and answer each question by choosing the response that is the closes to their perspectives. This questionnaire survey despite being effective and convenient has its downside because it does not provide the leniency for the respondents to provide advanced information and also their individual thoughts on the role of *The Star* and *New Straits Times* in informing and educating on child abuse prevention. Forthcoming studies could include the two major research methodology namely the quantitative and qualitative as this will enable future researchers the access of in-depth insight into public perceptions of newspapers role in child abuse prevention.

In summary, the researcher expects any future research in the similar field of study to generate more precise outcomes if the all recommendations in this study are taken into action and sufficient resources are available.

5.5   Conclusion

Based on the test carried out on the proposed research hypotheses, it was evident that this study met all the five research objectives. The research findings supported all the hypotheses, where a significant difference in perceived trustworthiness between *The Star* and *New Straits Times*, and also a significant difference in public perception on the role of the two English dailies in informing and educating on child abuse prevention was shown. The *New Straits Times* has a higher level of trustworthiness among the public compared to *The Star*. *New Straits Times* also has higher public perception for newspaper role in informing on child abuse prevention while *The Star* has higher public perception for newspapers role in educating on child abuse prevention.

The findings also reveal a non-significant relationship between trustworthiness and public perception on the newspapers role in informing on child abuse prevention however there was a significant relationship between trustworthiness and public perception on the newspapers role in educating on child abuse prevention.

The findings of this study will be a useful guide to newspaper organizations. The newspapers will have to work harder to establish a higher level of trustworthiness among the readers. The trust held by the readers on the newspapers has a significant link to how the newspapers are perceived in their role of informing and educating on child abuse prevention.

The newspapers organization will also need to be more aggressively involved in the issue of child abuse prevention. Newspapers need to step beyond the role of reporting on factual sides of child abuse cases in Malaysia but also to be a frontier in preventing further occurrence of child abuse. The power of newspaper is undeniable hence it should be channelled in the right direction of advocating on child abuse prevention. The combined effort of all newspapers in Malaysia could certainly aid in lowering the statistics of child abuse cases in the near future.

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APPENDIX A

SAMPLE OF QUESTIONNAIRE (*THE STAR*)

Dear valued respondent,

I am Samantha Savina A/P Savarimuthu, a postgraduate student pursuing Master of Communication at Universiti Tunku Abdul Rahman (UTAR).I am conducting a survey on the title "Public Perception on The Role of Malaysian English Newspaper on Child Abuse Prevention".

Kindly allocate some of your valuable time to complete the enclosed questionnaire and indicate the most appropriate response for each question. The validity of this study highly depends on your ingenuous and trustful response.

Please be assured that this is a confidential survey and all information gathered from this survey would be used strictly for academic purpose only. Your time and cooperation is highly appreciated. It is important to have your participation. Thank you.

Please (√) in the most appropriate options provided for each category unless indicated otherwise.

1) Gender

    ☐ Male

    ☐ Female

2) Age

    ☐ <20   ☐ 20 - 29   ☐ 30 - 39   ☐ 40 - 49   ☐ 50 - 59

    ☐ 60 - 69   ☐ >70

3) Profession

    ☐ Government sector   ☐ Private sector   ☐ Self - employed
    ☐ Freelance   ☐ Unemployed   ☐ Student
    ☐ Retired

4) Highest level of education

    ☐ SPM   ☐ STPM   ☐ Diploma   ☐ Bachelor Degree

    ☐ Master Degree   ☐ Doctorate   ☐ Professional Qualification

    ☐ None of the above

5) Years of reading *The Star*

☐ 1 - 5 years   ☐ 6 - 10 years   ☐ 11 - 15 years

☐ 16 - 20 years   ☐ > 20 years

6) Frequency of reading *The Star*

☐ Everyday

☐ Monday to Friday (Weekdays)

☐ Saturday and Sunday (Weekends)

☐ Occasionally

☐ Rarely

SECTION B

PERCEIVED CREDIBIITY

Participant is required to rate on a scale of 1 to 5.

(1. Strongly disagree, 2. Disagree, 3.Neutral, 4. Agree, 5. Strongly agree).

Direction: Indicate to what extent you agree or disagree with the statements listed below by <u>circling</u> your answer.

	Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	*The Star* is accurate in its news reporting.	1	2	3	4	5
2	*The Star* is fair in its news reporting.	1	2	3	4	5
3	*The Star* provides latest information in its news reporting.	1	2	3	4	5
4	*The Star* provides clear explanation in its news reporting.	1	2	3	4	5
5	*The Star* is ethical (morally right) in its news reporting.	1	2	3	4	5

SECTION C

Informing on Child Abuse Prevention

	Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly disagree
1	*The Star* reports cases of successful child abuse prevention.	1	2	3	4	5
2	*The Star* reports on child abuse prevention program by non-government organization.	1	2	3	4	5
3	*The Star* reports on child abuse prevention policy by the government.	1	2	3	4	5
4	*The Star* informs the public on child abuse prevention centres/organization.	1	2	3	4	5
5	*The Star* informs on events of child abuse prevention in the community.	1	2	3	4	5

Educating on Child Abuse Prevention

	Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	*The Star* educates public on child abuse prevention through media campaign.	1	2	3	4	5
2	*The Star* uses its print advertisement to educate the public on child abuse prevention.	1	2	3	4	5
3	*The Star* educates on child abuse prevention through its news article and reports.	1	2	3	4	5
4	*The Star* educates the public on social responsibility towards child abuse prevention.	1	2	3	4	5
5	*The Star* educates the public on child abuse prevention strategies	1	2	3	4	5

The End

APPENDIX B

SAMPLE OF QUESTIONNAIRE (*NEW STRAITS TIMES*)

Dear valued respondent,

I am Samantha Savina A/P Savarimuthu, a postgraduate student pursuing Master of Communication at Universiti Tunku Abdul Rahman (UTAR).I am conducting a survey on the title "Public Perception on The Role of Malaysian English Newspaper on Child Abuse Prevention".

Kindly allocate some of your valuable time to complete the enclosed questionnaire and indicate the most appropriate response for each question. The validity of this study highly depends on your ingenuous and trustful response.

Please be assured that this is a confidential survey and all information gathered from this survey would be used strictly for academic purpose only. Your time and cooperation is highly appreciated. It is important to have your participation. Thank you.

SECTION A

Please (√) in the most appropriate options provided for each category unless indicated otherwise.

1) Gender

☐ Male

☐ Female

2) Age

☐ <20   ☐ 20 - 29   ☐ 30 - 39   ☐ 40 - 49   ☐ 50 - 59

☐ 60 - 69   ☐ >70

3) Profession

☐ Government sector   ☐ Private sector   ☐ Self - employed
☐ Freelance   ☐ Unemployed   ☐ Student
☐ Retired

4) Highest level of education

☐ SPM   ☐ STPM   ☐ Diploma   ☐ Bachelor Degree

☐ Master Degree   ☐ Doctorate   ☐Professional Qualification

☐ None of the above

5) Years of reading The *New Straits Times*

☐ 1 - 5 years   ☐ 6 - 10 years   ☐ 11 - 15 years

☐ 16 - 20 years   ☐ > 20 years

6) Frequency of reading The *New Straits Times*

☐ Everyday

☐ Monday to Friday (Weekdays)

☐ Saturday and Sunday (Weekends)

☐ Occasionally

☐ Rarely

SECTION B

PERCEIVED CREDIBIITY

Participant is required to rate on a scale of 1 to 5.

(1. Strongly disagree, 2. Disagree, 3.Neutral, 4. Agree, 5. Strongly agree).

Direction: Indicate to what extent you agree or disagree with the statements listed below by circling your answer.

	Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	The *New Straits Times* is accurate in its news reporting.	1	2	3	4	5
2	The *New Straits Times* is fair in its news reporting.	1	2	3	4	5
3	The *New Straits Times* provides latest information in its news reporting.	1	2	3	4	5
4	The *New Straits Times* provides clear explanation in its news reporting.	1	2	3	4	5
5	The *New Straits Times* is ethical (morally right) in its news reporting.	1	2	3	4	5

SECTION C

Informing on Child Abuse Prevention

	Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly disagree
1	The *New Straits Times* reports cases of successful child abuse prevention.	1	2	3	4	5
2	The *New Straits Times* reports on child abuse prevention program by non-government organization.	1	2	3	4	5
3	The *New Straits Times* reports on child abuse prevention policy by the government.	1	2	3	4	5
4	The *New Straits Times* informs the public on child abuse prevention centres/organization.	1	2	3	4	5
5	The *New Straits Times* informs on events of child abuse prevention in the community.	1	2	3	4	5

SECTION D

Educating on Child Abuse Prevention

	Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	The *New Straits Times* educates public on child abuse prevention through media campaign.	1	2	3	4	5
2	The *New Straits Times* uses its print advertisement to educate the public on child abuse prevention.	1	2	3	4	5
3	The *New Straits Times* educates on child abuse prevention through its news article and reports.	1	2	3	4	5
4	The *New Straits Times* educates the public on social responsibility towards child abuse prevention.	1	2	3	4	5
5	The *New Straits Times* educates the public on child abuse prevention strategies	1	2	3	4	5

The End