THE INFLUENCE OF FACEBOOK USE ON POLITICAL PARTICIPATION AMONG YOUTH IN KLANG VALLEY

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**THE INFLUENCE OF FACEBOOK USE ON POLITICAL
PARTICIPATION AMONG YOUTH IN KLANG VALLEY**

By

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ABSTRACT

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KANESHA KISNA

The growing use of online social networking has empowered the way people connect with each other in the current world. This study focus on the relationship of Facebook influence in online and political participation in general among youth in Klang Valley. The variables being discussed in this research are Political Activity in Facebook, Facebook Intensity, Political Interest and Political Participation in Facebook. A quantitative research method was adopted with 384 respondents of Facebook users collected from 10 major train stations in Selangor for sampling purpose. The researcher had used the Pearson correlation to run an assessment and conclude what could be driven from the hypotheses for this research to describe further on the relationships between Political Participation, Facebook Intensity, Political Interest and Political Activity on Facebook among youth in Klang Valley. The results established that there is a positive and significant relationship between Political Participation, Political Interest, Facebook Intensity and Political Activity on Facebook between youth in Klang Valley. Therefore, all research hypotheses in this study are supported. The findings indicate that the frequent and active involvement in Facebook political participation resulting higher youths engagement in political activity in general.

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APPROVAL SHEET

This dissertation entitled "**THE INFLUENCE OF FACEBOOK USE ON POLITICAL PARTICIPATION AMONG YOUTH IN KLANG VALLEY**" was prepared by KANESHA A/P KISNA and submitted as partial fulfillment of the requirements for the degree of Master of Communication at Universiti Tunku Abdul Rahman.

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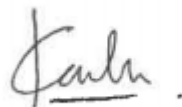
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SUBMISSION OF DISSERTATION

It is hereby certified that **_Kanesha Kisna_** (ID No:**_12UJM01327_**) has completed this final year dissertation entitled "_The Influence of Facebook Use On Political Participation Among Youth in Klang Valley_" under the supervision of Ms.Kumutham (Supervisor) from the Department of Mass Communication, Faculty of Creative Industries, and Dr.Santhidran (Co-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,

(_Kanesha Kisna_)

DECLARATION

I 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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LIST OF ABBREVIATIONS

1	UNESCO	United Nations Educational, Scientific and Cultural Organization
2	MCMC	Malaysian Communications and Multimedia Commission
3	MSC	Multimedia Super Corridor
4	BN	Barisan Nasiaonal
5	RSVP	"répondez, s'il vous plait" derived from French which means "please reply"
6	ADUN	Ahli Dewan Undangan Negeri
7	SPSS	Statistical Package for the Social Sciences
8	KTM	Keretapi Tanah Melayu
9	FBI	Facebook Intensity Scale

CHAPTER 1

INTRODUCTION

1.1   Background

Social media is known as network-based facilities in online that allow people to create a profile which can be set to view by public or semi-public. This profile is being used to see and connect with others by post of their and others in their connection in the same wall in the system (Kushin & Kitchener, 2009).

The social networking sites permit users to make a personalised profile with pictures, thoughts, view and any other information according to their preference to share. They associate with each other by scrolling out their most recent updates or improvements public. There are numerous sorts of social networking sites, which every one of them fills for peculiar kind of needs. Facebook began in 2004, and they permit users to enlist and make profiles, transfer media, add to message strings and stay in contact with close people that users want to engage. Each Facebook profile has a "wall" where different users can include their posts. Since the wall is visible by the user's friends, wall postings are mostly an open discussion fixated on an individual user or group (Raoof, Zaman, Ahmad & Al-Qraghuli, 2013).

1.2   Facebook Users in Malaysia

Cyber policy in Malaysia allows to utilise the Internet and search on almost anything that they needed (Pawanteh, Rahim & Ahmad, 2009) expressed that Malaysian from all kind of different background are following the trend of utilising Internet due to globalisation. In the year 2000, there were around 900,000 Internet subscribers and with roughly about 4 million users (MASSA, 2000). In any case, Othman (2011) demonstrates that young people are the most prominent in using the Internet because of the availability of social media network. It is being accounted for that 100,000 Malaysians by average are joining Facebook each month to month. The Facebook user accounts have increased to 5.1 million Malaysian in March 2010 (Lim Yung-Hui, 2013). Consequently, the numbers of Facebook user accounts keep growing to over than 10 million in the year 2011 (Yung, 2011). There are as of now 1.4 million Malaysians on board who are adequately using Facebook as a medium to liaise to one and other using features such as groups, fan pages and others which has transformed the Facebook into an extremely mainstream instrument to promote or share practically anything.

According to UNESCO, youth is any person between the age of 18 and 35 years. This segment of the population is the most active Facebook users around the world and research on this demographic and Facebook use is vital as political behaviour formulated at a young age (Mohamad, 2013). However, The National Youth Development Policy of Malaysia characterised those

between the age of 15 and 40 years as the youth (Youth in Malaysia, 2002). Apart from that, 70 per cent of the total 10 million of the Facebook account holders is between age 18 and 34 our country. (Mohd Azizuddin Mohd Sani et. al.2014). Besides that, since 40% of Malaysian population are consist of youths; therefore it is regarded as a crucial age group to focus. (Saodah Wok, Syed A. Idid, and Norealyna Misman, 2012) expressed that commonly known by everyone that the youth is the prospect of a country. It shows that these youths are the ones to be count on in future to manage and to form the future of the nation later on from all viewpoints, for example, political, financial and social.

1.3   Media and Politics in Malaysia

There is growing political activity taking place through Facebook as this site allowed users to engage to one and another about the matter of politics and exchange their view regarding it. For example, users can upload status news on politics, posting political thread upon friend's walls, or compose about political issues and view sharing with their Facebook friends. Facebook is becoming an essential tool for a candidate to engage with users and generate more dominant inducement to encourage users to involve in political activity in other places too. Everyone in the friend list able to view on this posting as it will show according to the setting that user chose to select whether it is a public view, friends only, or friend of friend enabled for example, Facebook's News Feed, which gather the activities of every user's friends and displayed it in a rundown. Companions can likewise remark on News Feed postings, along

these lines connecting with others in active conversation about political issues. Voters can similarly be in contact with electoral candidates by communicating through social media (Raoof, Zaman, Ahmad, and Al-Qaraghuli, 2013). The electoral candidate is benefiting lower cost by using social media to connect with people compared to the traditional media (Smith, 2011). In his article, (Brown, 2005) have communicated that main media stream in Malaysia applying legislative limitation under the corporate control of the government parties. Nonetheless, the approach to control the media has turned out to be challenging with the existence of the Internet in the 1990s. Internet in Malaysia is primarily under the authority of The Malaysian Communications and Multimedia Commission (MCMC) according to the enactment established in 1998 which is Malaysian Communications and Multimedia Commission Act and the Communications and Multimedia Act. The aim of the act is for MCMC is to actualise and advance the government's policy aims to administer the new monitoring system on the activities in the communications and multimedia which includes online activities. However, in the effort to launch Multimedia Super Corridor (MSC) in 1996 by former Prime Minister Mahathir to attract the well establish Information Technologies companies to Malaysia, the government developed the MSC Bill of Guarantees, which incorporated a pledge that there will not be any censorship applied to the Internet by the Malaysian government. Thus, many people trust that this is one of the reasons that Internet has been the success and is an essential constraint in providing information to general society is that it has been unrestricted from government control (Mohd.Azizul, 2009). The surge in the popularity of Internet news in the Malaysia political scene has credited to across the board disappointment

and doubt of mainstream press coverage of political issues and events (Chinnasamy and Griffiths, 2012)

1.4 Agenda Setting Theory

This theory describes that media do not play role on what we think but it is to give us idea on issue to think about (Baran 2009). Agenda setting theory draws attentions for users to look for and select on what are the subject to pay attention to and to concern from the all of the "important" issue that happening by the media.

Nowadays the mainstream news media group are taking initiative in order to distribute their news content through social media (Ju, Jeong, & Chyi, 2014). On the other hand, the possible effect in social media is rather different from how it work in mainstream media. The social media users do not only openly sharing the news from mainstream media but they also enhance the belief on their post to the other users. Despite that, by choosing on only preferred news to be shared, the users hold an important role to decide and make which news more prominent than other news that available (Singer, 2014). In Malaysia, social media mainly Facebook have become the venue for people to show their feeling and objection on issues that impact them that is not being delivered by the mainstream media. In this case, agenda setting need to enhanced and look into closer to public agenda that taking count on how news is being disseminated these days with the existence of social media. In order for that, agenda setting theory may extend to include social media because of its influence on public agenda. Social media plays an important role to

political candidate to take advantage of its attribute and use it for their own political agenda by using the agenda setting method. Additionally politician be able keeping up with the growth of social media for them to understand on the latest issue that is people giving serious consideration (Mustaffa, Mohd Salleh & Ali, 2016)

Furthermore agenda setting no longer only comes from the ruling party, gatekeepers or the mainstream news corporations. It has been taken over by what we refer as public agenda whereby it is influenced by the public to openly giving out their view and discuss about politics by also sharing news, videos and giving feedbacks through social media (Kulikova & Perlmutter, 2007). The result of 2008 general election is forefront set by the political agenda. It has given a serious impact when social media plays the role by replacing mainstream media in making news headlines. This theory explains further on what makes youth to be influence by the political activity in the Facebook. The main focus of political candidates to publish and disseminating political news through Facebook is to bring the Facebook users attention to focus on specific political matters. This could be to raise votes and supporters or simply to raise youth awareness for their involvement in political. This study adopted political participation among Malaysian youths in general as the dependent variable adapted from Rosentstone and Hansen's (1993). On other hand, the independent variable such as Facebook Intensity Scale (FBI) adapted from Ellison et al. (2007), political interest from Verba et al. (1995) and political participation from Rosentstone & Hansen, (1993). For this study the theory is closely to be linked with independent variables which are

Facebook Intensity and Political Activity in Facebook where users will be a part of the most discussed and shared in Facebook when the longer users spend time on Facebook medium the more information will be absorb based on what being spread on the media by others. Especially when users are interested in political issue, they will tend to trust and only engross on the topics which lead to the belief. In such cases they can follow their desired electoral candidate pages, groups or causes.

1.5   Problem Statement

Facebook is one of the social networking site tools that play a huge role in the political arena these days. These online discussions will proceed later on as more elected officials opt to use social media as a piece of their communication strategy and more people and associations get to be active social media users (Rontynen, 2012).

Earlier research has demonstrated that Facebook political activity is developing. Up to date, there are no studies conducted on how this new political communication is influencing and wide-ranging people to political and civic engagement (Vissers & Strolle, 2014). Although Facebook is widely known social media tool, it is shocking on how fast these media have grown. In spite of the reality that the approach of Facebook has now revived youth political support, little consideration given to how the usage of Facebook and the way of nature of networking with friends through Facebook impact the political participation among youth (Muntean, 2015). It is also noted that 83% of Malaysian youth are on Facebook (Hui, 2010). Thus, there is a need for the

researcher to examine the connection of Facebook setting in influencing Malaysian youth in their political support by evaluating the writing on youth's social network usage in politics and participation.

1.6   Research Objectives

The research objectives are as below:-

a) To explore the significant relationship between Political Participation among youth in Klang Valley and Facebook Intensity.

b) To analyse the significant relationship between Political Participation among youth in Klang Valley and Political Activity on Facebook

c) To analyse the significant relationship between Political Interest and Political Participation among youth in Klang Valley.

d) To test the significant positive correlation between Political Activities among youth in Klang Valley and Political Interest.

e) To identify the significant positive correlation between Political Activities among youth in Klang Valley and Facebook Intensity.

1.7   Significant of Study

In this research, it clarifies on youth's pattern of political information seeking through Facebook and whether this is significant in youths' political engagement. It is also vital to study on the Facebook medium and its roles in political information sharing among youths and their engagement in the political activity which will give a better insight to politicians, journalist, political analyst and electoral candidates to understand youth's behavior and level of political engagement that could influence their voting patterns. These findings are essential to find out the ways of identifying and engage youth in democratic governance.

CHAPTER 2

LITERATURE REVIEW

2.1   Introduction

This chapter delivers the content of an interpretation drawn from past studies by international and Malaysia researchers on Facebook influence towards political participation. This chapter reviews literature on political interest, political participation among Malaysian youth in Facebook and general and the intensity of Facebook usage.

2.2   Facebook Intensity

Facebook intensity is related to the amount of time a user connects to the Facebook. This usage style also an essential predictor towards the user political activities in Facebook. The Facebook Intensity Scale is developed to study the usage of the social networking site and social capital of the youth. (Ellison, Steinfield, & Lampe, 2007)

2.3   Political Interest

One of the features of Facebook that attribute to political interest is when Facebook introduces an application called "groups" in September 2014. Groups are also being able to create by users to share same interest and exchange information on specific issues. Therefore, for political-based groups, they will be sharing more details about the politics which will appear on the wall of the user who join the particular group. The users that participate in the group are not necessarily to be a friend of each other on the Facebook. Therefore the network will be extended, and input will be coming from all background of peoples. Furthermore, these Facebook users could post on their wall on any posting from the group that can be view by the user's connection who are not in the group as well (Rontynen, 2011)

2.4   Political Participation in Facebook

Research has shown that Facebook is more effective than traditional media since it gives a comparative and better highlight of information. The user could discuss politics and share immediately with each and other. Therefore, political details seeking are more prevalent through the Facebook medium. It becomes the trend in youth to know about happening in politics through Facebook compare to traditional mainstream media (Vissers, Hooghe, Stolle, & Maheo, 2012). It is true especially when the general election is nearing, and during the event of the general election, often social media becomes the

primary medium to share on political news and agendas. Besides, that youth are also would like to have a better connection to the politician by approaching them through Facebook (Tapscott, 2009). This activity includes by sending out messages, question or comment to the Facebook page of the politician or sharing political agenda in their Facebook (Jung et al., 2011). Further to this, it gives the opportunity for youth to be active and aware of politics in the country which was impossible last time before the existence of the social media. Among changes that happen in political activities are such as American presidential election in the year of 2008 and 2012, the Arab Spring in 2011, and in the 2013 general election in Malaysia 2013 (Gomez, 2014; Ternes, Mittelstadt, and Towers, 2014). This phenomenon is proven with the growing use of Facebook in Malaysia when there was an extraordinary increase on social media usage in 5 years duration. It was in the previous 2008 election when there were 800,000 Facebook users in our country. The figure then kept on increasing and reported that by 2013, it was total of Facebook users are 13,220,000 (Gomez, 2013). As such the source from the website and primary usage of social networking site for the political reason have shown the increase when nearing and during the 2013 General Elections. Therefore with the presence of the Internet and the social networking sites, political news is effortlessly being available to every Malaysian, mainly to those interested in politics (Ali & Normah, 2016).

2.5   Political Participation among youths in General

Political participation is an activity that performs by the public to retain or bring changes in governance body of a country (Kenski & Stroud, 2006). Besides, it is as an exercise in influencing general population on settling into those decisions to bring changes to government authorities using public policy (Burns & Schlozman, 2001). The public has the chance to involve in politics and given freedom to voice out their preference and opinion on leaders and take part in the policy decision which is concerning them through political participation (Best & Krueger, 2005). The Internet provides a space for people to inundate about the political happenings and prepare themselves for political activities in offline (Elin, 2003). Dahlgren (2003) clarifies that in an offline environment, this can incorporate voting, being an individual from a political party, social movement or activist group, advocating for single politics, citizen campaigns on an ad hoc basis and attempting to change opinions through lobbying and discussion on small community or large, international scale. In reality, not all Malaysian youth are involved in formal politics and formal organisations. There are still many youths in Malaysian who do not even register as voters whether they have lost confidence in a politician, or formal politics do not inspire them or tired of Malaysians politicians' politicking and politicization, or they feel political issues is unnecessary in their lives and they disregards the problems (Quintelier, 2007). Malaysian Youth Index shows that low score of political socialisation since 2006, exhibits youth are lacking engagement with the political process (Ismi et al. 2011). It is clear that a vast

population of youths, who are potential voters, has been actively occupied with the social media activities and some have formed pressure groups into a new political force, bringing the new era of Malaysian politics.

2.6   Summary

Various studies have been carried out in the past linking to politics and social media around the world. Youths and politicians both benefit from Facebook medium to be able to seek for information related to happenings around the society and peoples welfare. It is interesting to study further on how Facebook influences among the youth in their political information seeking.

2.7   Research Framework

The theoretical framework guides research to identify suitable variables to use or measure, and choose the useful statistical correlation (Cheah, 2009). Trochim (2006) said that there are two realms concerned in research, which are theory and observation. Researchers determine applicable theory while view refers to the results gained from measures and observations. The present research partly adapted the Agenda Setting Theory model and drew other variables from the previous literature in the scope of political participation among Malaysia youth in general.

2.8   Hypotheses

H1: There is a significant relationship between Political Participation among youth in Klang Valley and Facebook Intensity.

H2: There is a significant relationship between Political Participation among youth in Klang Valley and Political Activity on Facebook.

H3: There is a significant relationship between Political Participation among youth in Klang Valley and Political Interest.
.

H4: Political Interest has a positive and significant relationship with Political Activities.

H5: Facebook Intensity has a positive and significant relationship with Political Activities.

2.9   **Conceptual Framework**

A Conceptual framework designed as below to prepare a visual representation that helps to illustrate the expected relationship between variables in this study.
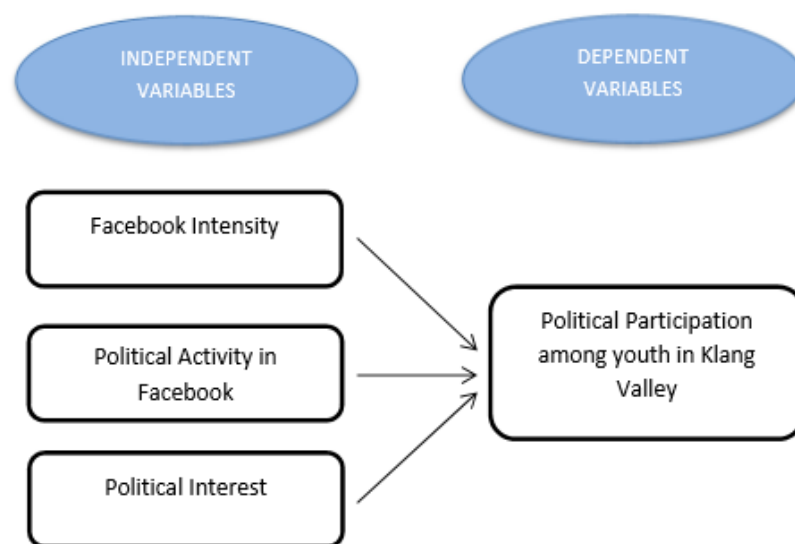
Figure 1.1: Conceptual Framework

2.9.1 Facebook Intensity

The Facebook Intensity is the level of intensity in the frequency and duration, involving emotions linked to the site and its part into individuals' daily routine. (Ellison et. al.2007).

2.9.2 Political Participation in Facebook

This variable could be categories as finding out on users of the Facebook react to political information as displayed on the New Feeds and also their level of involvement in either sharing, commenting or 'like" on any of the political contents. (Vitak et. al.2008).

2.9.3 Political Interest

Political Interest variable is used to find out a person's interest in politics which could contribute to the likelihood that he or she will be involved in the political process.

2.9.4 Political Participation

Political Participation variable in this study is to measure the level if the individual participation in politics in a more generic venue.

CHAPTER 3

RESEARCH METHODOLOGY

3.1   Introduction

This chapter will give particulars on the research design, population, sampling design, and data collection procedures, instrumentation and data analysis techniques. It also will give out a clear view of the research process and data collection.

3.2   Research Design

This study is quantitative research whereby the phenomena will be explained by accumulating the digital data and evaluated with statistical approaches (Sekaran & Bougie, 2009). The survey carried out to conduct a test on the hypotheses and to clarify the relationships on political participation among youth in Klang Valley with three potential predictors, which are Facebook Intensity, Political Interest and Political Activity on Facebook.

The sample for this study obtained from 10 major train stations in Selangor. It is due high traffic area to reach out to youths mainly that residing in Klang Valley area. Figure 1.2 illustrates the sampling locations that were chosen at ten train stations with high traffic in Klang Valley area.

1) Kuala Lumpur Central – Keretapi Tanah Melayu (KTM) - Kuala Lumpur

2) Bandar Tasik Selatan – Keretapi Tanah Melayu (KTM) - Kuala Lumpur

3) Batu Caves – Keretapi Tanah Melayu (KTM) – Selangor

4) Subang Jaya – Keretapi Tanah Melayu (KTM) – Selangor

5) Masjid Jamek – Light Rapid Transit (LRT) – Kuala Lumpur

6) Sentul – Light Rapid Transit (LRT) – Kuala Lumpur

7) Bangsar – Light Rapid Transit (LRT) – Kuala Lumpur

8) Wangsa Maju – Light Rapid Transit (LRT) - Kuala Lumpur

9) KLCC – Light Rapid Transit (LRT) - Kuala Lumpur

10) Bukit Bintang – Monorail - Kuala Lumpur

Figure 1.2: Sampled train stations in Klang Valley

This study is a correlational study explaining the essential variables that linked to the problem. The present study was carried out in a natural setting with minimal interference, and the theoretical framework developed from extensive literature; data was collected accordingly and analysed to get the results. According to Sekaran (2003) studies conducted without any changes in the natural environment are known as non-contrived settings; additionally, Sekaran also stated that correlational researches carried out in organisations are known as field studies.

3.3   Population and Sampling Design

The present research applied non-probability sampling which fits under the category of convenience sampling. Through this sampling method, every part of the population had a similar opportunity to choose as a subject (Sekaran, 2003). The unit analysis of this study is individual Facebook users selected from the passengers from train stations.

Abdul Ghaffar (1999) stated that sample size is crucial because it impacts the strength of the research's findings and that a more significant sample may influence the accuracy of the information obtained.

Krejcie and Morgan (1970) provide comprehensive scientific guidelines for the sample size decisions (see Appendix C - p.179).Based on the table, when the population size is N= 75,000, the sample size n = 382 and when N= 1,000,000 the sample size is n= 384. Therefore, the sample size for study should be around 384. The estimation of the sample size used for the sampled or selected train stations in Klang Valley shown in Appendix C.

3.4   Research procedure

Quantitative methods have been used in this research using questionnaires as the survey instrument. In the initial stage, a pilot study conducted with 40 Facebook users aged between 15 to 40 years old. The pilot test was conducted to ensure the questionnaire was reliable enough to be used in this present study. The results obtained from the reliability test discussed in chapter four.

Further to this, an actual survey with the total of 384 Facebook users between the age of 15 to 40 years old conducted and it is not combined with those already participated in the pilot study.

Martin and Bateson (1986) mentioned that gathering more data from large sample size would improve the statistical power. Following purposive sampling, this research focused on the targeted population as following;

1. The participant must be registered and have an account on Facebook.

2. The participant aged between 15 and 40 years old.

3. The participant located in the Klang Valley, Malaysia.

3.5   Data Analysis Techniques

The 400 sheets of questionnaire responses collected from the respective respondents, the data in the survey been analysed using statistical methods. According to Cheah (2009), several software packages exist to analyse quantitative research. The Statistical Package for the Social Science 21.0 (SPSS 21) was chosen to analyse raw data.

Descriptive analysis has been used to obtain the mean and standard deviation scores between the independent and dependent variables used in this study. Besides Pearson Correlation analysis was used to test the strength of the relationship between the independent and dependent variables as well.

3.6   Summary

This chapter discusses the questionnaire that develops to rationalise and study further on the feedback from the respondents and to reconnect with the literature review. The chapter also discussed the pilot test, which was conducted to ensure the questionnaire was reliable enough to be used in this present study. The results obtained from the reliability test discussed in chapter four.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1   Introduction

In this chapter, the summary of the results derived from the data analysis. The primary objective is to analyse and presents the results regarding the relationship among political activity in Facebook, Facebook intensity, political participation among youth and political interest. The standard deviation and mean were being used in this analysis as the most common descriptive statistics for interval scaled data (Sekaran, 2009). Inferential statistics included Pearson correlation used to identify the direction and the strength of the relationships, and multiple regressions analysis conducted for testing the hypotheses developed for this research.

4.2   Overview of Data Collected

4.2.1   Response Rate

The totals of 400 questionnaires distributed to the targeted population, which was more than the needed to get the 384-sample size. As required, researcher has received the response from 392 questionnaires. It shows 98 per cent of response rate from the respondents. According to Sekaran (2003), a high response rate is helpful for the statistical analysis.

4.3 Profile of Respondents

The questions about respondents' demographic characteristics were used to create a profile. Descriptive statistics were used to summarise the sets of data gathered from the distribution of the questionnaires. According to Kendrick (2005), descriptive statistics will be useful to the researcher to describe the frequency of characteristics such as sex, age, and race. Demographic questions including age group, education level, and sex asked in this study.

The results obtained from the descriptive statistics shown in Table 4.1 below. Of those who responded, 55.4 per cent (217) is the male respondent, and 44.6percent (175) are the female respondent. The age of respondents categorised into three levels, which were 18 to 21, 22 to 25, and 26 & above. Most respondents fell into the range of age 26 and above, which had 47.7percent (187 respondents) of the respondents followed by the respondents with the range of age 22 to 25 with 35.7 per cent (140 respondents) and 18 to 21 with of 16.6 per cent (65 respondents).

The third factor is the education level section of the respondents. There were three sections to be chosen, which were diploma, degree and postgraduate. Diploma recorded the highest percentage with 55.1percent (216 respondents) followed by Degree with 39.0 per cent (153 respondents), and about 5.9 per cent (23 respondents) were Postgraduate.

Table 4.1: Respondents - Demographic

Sex	Frequency (N)	Percent (%)
Male	217	55.4
Female	175	44.6
Total	392	100.0

Age	Frequency (N)	Percent (%)
18-21 years old	65	16.6
22-25 years old	140	35.7
26- above	187	47.7
Total	392	100.0

Education Level	Frequency (N)	Percent (%)
Diploma	216	55.1
Degree	153	39.0
Postgraduate	23	5.9
Total	392	100.0

Eligible to Vote	Frequency (N)	Percent (%)
Yes	379	96.7
No	13	3.3
Total	392	100.0

Table 4.1 below also shows the occurrence and proportion of the respondent's eligibility to vote in upcoming General Election of origin. Majority of the respondents' were eligible to vote with 96.7 per cent (379 respondents), and about 3.3 per cent (13 respondents) were not eligible to vote.

4.4   Reliability Test

A Cronbach's alpha reliability test conducted on the variables in this study, which included Facebook intensity, political activity on Facebook and political interest as independent variables while political participation was the dependent variable. Cronbach's alpha is being used as a reliability coefficient for testing goodness of data. The items recorded had acceptable, reliable values, in which the overall Cronbach's alpha was 0.972, while the dependent

and independent variables recorded results ranging from 0.847 to 0.987. These results fulfilled the rule that correlations between the items are reliable at a value of 0.65 or higher. Table 4.2 below shows the results obtained from the reliability test.

Table 4.2: Reliability Test Results

Variables	Cronbach's Alpha	N of items
Political Participation	0.940	12
Facebook Intensity	0.847	7
Political Activity on Facebook	0.987	14
Political Interest	0.915	5
All Variables	0.972	38

4.5   Descriptive Analysis Mean and Standard Deviation

Table 4.3 to Table 4.6 below provides the mean and standard deviation scores obtained for the independent and dependent variables used in this study. On the whole, the mean scores have shown the positive high mean values.

4.5.1   Facebook Intensity

Table 4.3 below shows the means and standard deviations for Facebook Intensity attitude, which is the first independent variable in the study. All the items in this section recorded means 2.46 to 4.00. Item one recorded the highest mean and thus can see as a leading factor in measuring the Facebook Intensity.

Table 4.3: Means and Standard Deviation for Facebook Intensity

Items	Mean	Standard Deviation
1.Facebook is part of my everyday activity	4.00	1.07
2. I'm proud to tell people I'm on Facebook	3.70	1.28
3.Facebook has become part of my daily routine	3.80	1.23
4.I feel out of touch when I haven't logged onto Facebook for a while	3.54	1.36
5. I feel I am part of the Facebook community	3.67	1.24
6. Approximately how many TOTAL Facebook friends do you have?	3.52	1.30
7. In the past week, on average, approximately how much time PER DAY have you spent actively using Facebook?	2.46	1.15
Average	3.53	1.23

4.5.2 Political Activity

For the Political Activity, we have recorded the means and standard deviations, and the mean results recorded in Table 4.4 below. From this table, we can see that the first item "Posted a wall comment about politics" recorded the highest mean compared to other items in this section. The fourth item

"RSVP scored the lowest mean for the political event" with mean scores of
2.38.

Table 4.4: Means and Standard Deviation for Political Activity on Facebook

Items	Mean	Standard Deviation
1. Posted a wall comment about politics	2.94	1.576
2. Posted a status update that mentions politics	2.86	1.543
3. Joined or left a group about politics	2.56	1.491
4. RSVP'd for a political event	2.38	1.374
5. Posted a photo that has something to do with politics	2.75	1.522
6. Posted a photo of myself or others at a political event	2.51	1.542
7.Discussed political information in a Facebook message	2.52	1.509
8. Become a "fan" of a political candidate or group	2.57	1.485
9. Discussed political information using Facebook's instant messaging system	2.46	1.512
10. Posted a link about politics	2.85	1.647
11. Added or deleted political information from my profile	2.53	1.534
12. Added or deleted an application that deals with politics	2.52	1.479
13. Posted a Facebook Note that has something to do with politics	2.63	1.590
14. Took a quiz that is about politics	2.74	1.715
Average	2.63	1.54

4.5.3 Political Interest

Table 4.5 below shows mean scores and standard deviations for Political Interest influence variables. This independent variable recorded an average mean score of 3.65. The second item "I think it is important to get involved in improving my community" recorded the highest mean compared to the other items. The fourth item "I am interested in political issues" recorded a mean value of 3.23, which was the lowest of items in this section.

Table 4.5: Means and Standard Deviation for Political Interest

Items	Mean	Standard Deviation
1. Everyone should be involved in working with community organizations and the local government on issues that affect the community.	3.69	1.16
2. I think it is important to get involved in improving my community.	3.89	1.08
3. Being actively involved in national, state and local issues is my responsibility.	3.64	1.15
4. I am interested in political issues.	3.23	1.45
5. I can learn a lot from people with backgrounds and experiences that are different from mine.	3.79	1.12
Average	3.65	1.19

4.5.4 Political Participation

Table 4.6 below shows the mean scores for Political Participation variables. This dependent variable recorded the lowest mean values with an average of 2.05 compared to other independent variables on the whole. The first item "Watched the last General Election forum on television" scored the highest mean value of 2.93 in this section. Meanwhile, the eighth item "Wrote to member of parliament or member of state assembly (ADUN)" and the twelfth item "Wrote an article for a magazine or newspaper regarding political issues" scored lowest mean value of 1.63 compared to other items in this section.

Table 4.6: Means and Standard Deviation for Political Participation

Items	Mean	Standard Deviation
1. Watched the last General Election forum on television	2.93	1.19
2. Watched the last General Election (clips or in its entirety) on the Internet	2.67	1.22
3. Signed a paper petition	2.20	1.08
4. Attended a political meeting, rally & campaign	2.06	1.12
5. Signed an online petition	1.95	1.06

6. Served as an officer/volunteer of some civil organizations	1.97	1.00
7. Volunteered or worked for a political organization	1.88	1.00
8. Wrote to member of parliament or member of state assembly (ADUN)	1.63	0.75
9. Belonged to a non-profit group that is interested in better government	1.95	0.96
10. Held or ran for political office or student representative council	1.79	0.87
11. Express your feeling by writing comment or feedback in newspaper or magazine regarding a political issue	1.95	1.03
12. Wrote an article for a magazine or newspaper regarding political issues	1.63	0.74
Average	2.05	1.00

4.6   Hypotheses Test

The objective of the hypodissertation test used for this research was to conclude and define the connection and type of the relationships between the Facebook settings and political participation in general among youth in Klang Valley.

This method was also used to analyse the relationship between Political Participation and Facebook Intensity; Political Participation and Political Activity; Political Participation and Political Interest; and Political Activities and Facebook Intensity. Also, the hypodissertation testing was adopted to see if the results of this research corresponding to the recommended or suggested hypotheses. Further to observe the hypotheses and validate the relationships among the variables, this study has adopted Pearson correlation to demonstrate the direction and strength of the relationships among the variables that measured using interval scale (Sekaran, 2003).

4.6.1 Pearson Correlation

This study used Pearson correlation analysis. This study adopted guidelines from Cohen (1988) in determining the strength of the relationship, which shown in Table 4.7 below. According to Cohen (1988), the negative or positive sign in front of correlation (r) value refers to the path of the relationship.

Table 4.7: Strength of the Relationship

Correlation (r)	Strength
r= 0.10 to 0.29 or r= -0.10 to -0.29	Small
r= 0.30 to 0.49 or r= -0.30 to -0.49	Medium
r= 0.50 to 1.0 or r= -0.50 to -1.0	Large

4.6.2 Facebook Intensity and Political Participation

H1: Research Hypodissertation One

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There is a significant positive relationship between Political Participation among youth in Klang Valley and Facebook Intensity.

With the SPSS output resulted from Pearson correlation analysis method, the results shown in Table 4.8 for the Pearson correlation between the variables of Facebook Intensity (independent variable) and Political Participation (dependent variable). The results indicate significant value (2-tailed) is ρ =0.000, and the value is smaller from alpha value = 0.05; hence this shows a positive and significant relationship among Facebook Intensity and Political Participation among youth in Klang Valley.

The correlation coefficient (r) of r = .399 also support and confirm the positive relationship between Facebook Intensity and Political Participation. As refer by Cohen (1988), correlation coefficient (r) values in the range within 0.30 to 0.49 indicate a significant medium relationship. Thus, it established that there is a significant positive and medium relationship between Facebook Intensity and Political Participation: r = .399, ρ (2-tailed) < .05 (Table 4.8). Consequently, this supports the Research Hypodissertation One.

Table 4.8: Correlations within Facebook Intensity and

Political Participation

	Pearson Correlation (r)	Significance
Values	0.399**	0.000

4.6.3   Political Activity on Face book and Political Participation

H2: Research Hypodissertation Two

There is a significant positive relationship between Political Activity on Facebook and Political Participation among youth in Klang Valley

The below Table 4.9   shows that researcher used the Pearson correlation analysis method to analyse on the output and to test the research hypodissertation within the independent variable which is Political Activity and dependent variable which is   Political Participation. The Pearson correlation analysis outcome indicates a positive relationship within Political Activity and Political Participation among youth in Klang Valley since the significant value (2-tailed) was ρ=0.000, and it is lower from the value of alpha= 0.05.

Moreover, the correlation coefficient, r value = .591. Since the value of r is not negative, it shows that Political Activity and Political Participation show a positive relationship. As quoted by Cohen (1988), the value of the correlation coefficient (r) equals to .591 explains that the variables - Political Activity and Political Participation have a strong positive relationship. With this result, Hypodissertation Two is accepted.

Table 4.9: Correlations within Political Activity and

Political Participation

	Pearson Correlation (r)	Significance
Values	0.591**	0.000

Note:** Correlation is significant at p = 0.01 (2-tailed)

4.6.4 Political Interest and Political Participation

H3: Research Hypodissertation Three

There is a significant relationship between Political Interest and Political Participation among youth in Klang Valley

For the research hypodissertation three, the Pearson correlation was used to identify the level and the type of the relationship between the Political Interest and Political Participation among youth in Klang Valley. As the results shown in Table 4.10, it indicates that there is a significant relationship between Political Interest and Political Participation when the significant value is smaller from the alpha value of 0.05. The significant value (2-tailed) between both variables was ρ =0.000.

For Political Interest and Political Participation, the correlation coefficient (r) value r = .588 and the r-value is not negative. Thus it is supported since the variables have a positive relationship. On the other hand with the (r) value r = .588, it can be concluded that Political Interest and Political Participation have

a strong positive relationship since the correlation coefficient (r) value is more than 0.50 and this has suggested by Cohen (1988; cited by Pallant, 2007).

It is concluded that there is a significant relationship between Political Interest and Political Participation among youth in Klang Valley.: r = .588, ρ (two-tailed) < .05 (Table 4.10). Hence, the Hypodissertation Three is supported.

Table 4.10: Correlations within Political Interest and Political Participation

	Pearson Correlation (r)	Significance
Values	0.588**	0.000

*Note:** Correlation is significant at p = 0.01 (2-tailed)*

4.6.5   Political Interest and Political Activities on Facebook

H4: Research Hypodissertation Four

There is a positive and significant relationship between Political Interest and Political Activities on Facebook among youth in Klang Valley.

For Political Interest and Political Activities on Facebook, the researcher used Pearson correlation analysis was adopted with SPSS output to measure the correlation within both independent variables. Result in Table 4.11 indicates the significant value (2-tailed) was ρ =0.000 and it has the significant relationship between Political Interest and Political Activities when the significant value is smaller compared to alpha value = 0.05.

Since the correlation coefficient (r) for Political Interest and Political Activities indicated as r = .705 with a positive value, it is concluded that both the independent variables associated with a positive relationship. Referring to correlation coefficient (r) value in the range of .50 to 1.0, this can establish that the Political Interest and Political Activities have a strong positive relationship as this quoted by Cohen (1988; cited by Pallant, 2007).

With this result it shows that there is a positive and significant relationship within Political Interest and Political Activities among youth in Klang Valley: r = .705, ρ (two-tailed) < .05 (Table 4.11). As such, Hypodissertation Four is supported.

Table 4.11: Correlations within Political Interest and

Political Activities

	Pearson Correlation (r)	Significance
Values	0.705**	0.000

Note:** Correlation is significant at p = 0.01 (2-tailed)

4.6.6   Facebook Intensity and Political Activities on Facebook

H5: Research Hypodissertation Five

There is a positive and significant relationship between Facebook Intensity and Political Activities on Facebook among youth in Klang Valley

The Pearson correlation analysis method was used to identify and define the correlation between the independent variables of Facebook Intensity and Political Activities on Facebook with the SPSS output. As per the Table 4.12, the results show that there is a significant relationship between Facebook Intensity and Political Activities on Facebook since the value (2-tailed) is ρ =0.000 as it is smaller than the alpha value = 0.05.

Since the correlation coefficient value is r = .542 and not in the negative, it explains that the Facebook Intensity and Political Activities on Facebook have a positive relationship. Furthermore, it also can be established that both independent variables of Facebook Intensity and Political Activities on Facebook has a strong positive relationship as referring by Cohen (1988) with

the value of correlation coefficient r = .542.

As such, it supports that there is a positive and significant strong relationship within Facebook Intensity and Political Activities: r = .542, ρ (one-tailed) < .05 (Table 4.12) that accepts the Hypodissertation Five.

Table 4.12: Correlations within Facebook Intensity and Political Activities

	Pearson Correlation (r)	Significance
Values	0.542**	0.000

Note:** Correlation is significant at p = 0.01 (2-tailed)

4.7   Summary

This chapter revealed the results obtained from the statistical analysis. Based on the results obtained from the analysis shown in Figure 1.3 the H1, H2, H3, H4 and H5 hypotheses were accepted with a significance level of 0.000. On the other hand, the Pearson correlation test concluded there is a significant positive relationship between all the variables and also showed that Political Interest has a very strong significant positive relationship with Political Activities on Facebook.

Item	Hypotheses Description	Pearson Correlation r value	Supported Hypotheses
H1	There is a significant relationship between Facebook Intensity and Political Participation among youth in Klang Valley.	0.399	Accepted H1
H2	There is a significant relationship between Political Activity on Facebook and Political Participation among youth in Klang Valley	0.591	Accepted H2
H3	There is a significant positive relationship between Political Interest and Political Participation among youth in Klang Valley.	0.588	Accepted H3
H4	There is a significant positive relationship between Political Interest and Political Activities on Facebook among youth in Klang Valley.	0.705	Accepted H4
H5	There is a significant positive relationship between Facebook Intensity and Political Activities on Facebook among youth in Klang Valley.	0.542	Accepted H5

Figure 1.3: Summary of tested Hypotheses

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1   Introduction

In this chapter will be the discussion on the finding derived from chapter 4. The researcher also includes on the findings and conclusion of this research project and served as a summary of information that has been discussed and presented in previous chapters. This chapter will finally highlight on the limitation and suggestions for further studies in this area.

5.2   Summary of Findings

The demographic information of the target respondents was classified as age group, gender, educational background, and race. To further determine the influence of Facebook settings towards political participation among Malaysia youth, respondents between 18-40 years old were picked from the Klang Valley. Respondents were further filtered if they are the member of Facebook and eligible to vote in upcoming general election.

The objective of this research is to recognize the relationship between Facebook settings and its influence towards political participation in general among youth. There were 394 respondents chosen through simple random

sampling at the train stations. According to the demographic variable, the total male participants are 217 respondents while female participant is 175 respondents. Among the respondents, most of them fall under age category of 26 and above which is 47.7 percent while the least was 18 to 21 which is 16.6 percent. For the level of education, it is divided into three categories, which are diploma, degree and postgraduate holders. The majority of the respondents' qualification is diploma which is 55.1 percent followed by a degree which is 39.0 percent and lastly postgraduate holder which are 5.9 percent. Another important question asked in the survey were whether eligibility to cast a vote in the upcoming general election which scores almost all the respondent are eligible except 15 respondents. Besides that, the respondent also was to indicate if they have a Facebook account to which if they do not have, they were not entitle and required to join in this research.

The findings of the study were analyzed by using thematic analysis with the aim of determining the influence of Facebook towards youth participation in politics. The primary impact of this study is that the entire hypodissertation testing with the variables relates to youth's online political participation and political participation in general which means offline medium.

5.3   Explanation of Hypodissertation Results

H1. There is a significant relationship between Political Participation among

youth in Klang Valley and Facebook Intensity. This hypodissertation was tested using Pearson correlation test. The objective was to test the relationships between Facebook Intensity and Political Participation in general. The study result shows that there was a significant positive correlation between Facebook Intensity and Political Participation at the value (2-tailed) was ρ =0.000. Pearson r = 0.399.

H2: There is a significant relationship between Political Participation among youth in Klang Valley and Political Activity on Facebook. The second hypodissertation was tested using Pearson correlation test. The objective was to test the relationships between Political Activity on Facebook and Political Participation in general. The study result shows that there was a significant positive correlation between Facebook Intensity and Political Participation at the value (2-tailed) was ρ =0.000. Pearson r = 0.591.

H3: There is a significant relationship between Political Participation among youth in Klang Valley and Political Interest. The third hypodissertation was tested using Pearson correlation test. The objective was to test the relationships between Political Interest and Political Participation in general. The study result shows that there was a positive and significant relationship between Facebook Intensity and Political Participation at the value (2-tailed) was ρ =0.000. Pearson r = 0.588.

H4. Political Interest has a positive and significant relationship with Political Activities. The fourth hypodissertation was tested using Pearson correlation

test. The objective was to test the relationships between Political Interest and Political Activity on Facebook. The study result shows that there was a significant positive correlation between Political Interest and Political Activity on Facebook at the value (2-tailed) was $\rho = 0.000$. Pearson r = 0.705.

H5. Facebook Intensity has a positive and significant relationship with Political Activities. The final hypodissertation was tested using Pearson correlation test. The objective was to test the relationships between Facebook Intensity and Political Activity on Facebook. The study result shows that there was a significant positive correlation between Facebook Intensity and Political Activity on Facebook at the value (2-tailed) was $\rho = 0.000$. Pearson r = 0.542.

5.4   Limitations and Recommendations

The core purpose of this research narrowed down to only on youth from Klang Valley and sampling taken from the train station, as wider perspective could be obtained if taken in count participant from different areas such as population from rural and east Malaysia's Facebook users. Besides that the time frame for the study plays a significant role. The future researcher may look into conducting the research to find out on the difference in the finding between an election and non-election years. By doing so, a researcher could have better understand if there is any difference in the result that may occur.

5.5   Implication and Conclusion

Most importantly, this research discovered that Facebook plays a significant role to create awareness towards more general political participation. In order to cultivate a person's interest and engagement in politics need practice and exposure. Similarly, the extremely interactive settings of Facebook's News Feed induce addiction for users to become more active engagement in politics.

Upon conducting the research, it has revealed that the findings derived from this research indicated that while youth participation in Facebook is active, however, it is lesser political participation in general. For instance, Political Activity variable resulted most collective answer from the participant is "Posted a wall comment about politics" while the least is "RSVP'd for a political event". These findings indicated that youths are very much well occupied with information however they are least active in showing their actions. In order to achieve the political participation goal, much effort is needed to join to ground to show support.

On the other hand, it is important to learn that Facebook availability reinforce more political activity at ease with time and cost efficient. The views on Facebook such as joining a political group, sharing political information creates awareness among youth on political updates, this creates awareness which leads to political involvement among the youth. Finding results also suggest when more people are engaging in political activity in on Facebook, it will result in increasing the political participation in offline. Therefore, politicians too should be aware and use this social media platform in order to

gather information on peoples thought, opinion and suggestions in order to serve better to the nation.

Finally, these research findings also reveal that the political expressiveness on Facebook by posting about politics and follows political news will be resulting in the engagement on political issues. Thus a strong and significant relationship links the usage of Facebook influence for politics and participant in offline.

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APPENDIX A

Survey Questionnaire (Sample)

Dear Valued Participant,

My name is Kanesha Kisna and I am a postgraduate student at Universiti Tunku Abdul Rahman (UTAR) and currently pursuing the Master of Communication program. I am conducting a survey for my dissertation on the title "Facebook Setting Influence towards Political Participation among Malaysia Student".

I am inviting you to participate in this research study by completing the attached surveys. I would be most grateful if you could take some time to complete the enclosed questionnaire and indicate the most appropriate response for each question. The estimated time needed to complete this questionnaire would be about 10 minutes, kindly answer the questions after reading the instructions carefully. There is no definite right or wrong answer. There is no compensation for responding nor is there any known risk. The validity of this study highly depends on your honesty 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. In order to ensure that all information will remain confidential, please do not include your name. Your time and cooperation is highly appreciated. It is important to have your participation.

Thank you.

This survey/questionnaire is designed to solicit your review and analysis of the "**Facebook Setting Influence Towards Political Participation Among Malaysian Youth**"

In order to successfully complete the questionnaire you must rate your values using 5 - point scale/binary scale. Kindly choose only **one** option unless otherwise stated.

Gender	Male ☐	Female ☐			
Age Groups	18 – 21 ☐	22-25 ☐	26 & above ☐		
Educational Level	Diploma ☐	Degree ☐	Postgraduate☐		
Are you eligible to vote in upcoming General Election?	Yes ☐	No ☐			
Are you a member of Facebook?	Yes ☐	No ☐			

*Please do not continue this survey if you are not a member of Facebook. Facebook membership is prerequisite for participating in this survey.

Facebook Intensity

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

(1. Strongly Disagree, 2. Disagree, 3. Neither agree nor disagree, 4. Agree, 5. Strongly Agree)

Kindly encircle the most relevant option for each of the following statements to explain your Facebook use.	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
a. Facebook is part of my everyday activity	1	2	3	4	5
b. I am proud to tell people I'm on Facebook	1	2	3	4	5
c. Facebook has become part of my daily routine	1	2	3	4	5
d. I feel out of touch when I haven't logged onto Facebook for a while	1	2	3	4	5
e. I feel I am part of the Facebook community	1	2	3	4	5
	< 50	51-100	101-200	201-300	>300
f. Approximately how many TOTAL Facebook friends do you have?	1	2	3	4	5
	0-15 mins	16 -30 mins	31-60 mins	61-90 mins	< 91 mins
g. In the past week, on average, approximately how much time PER DAY have you spent actively using Facebook?	1	2	3	4	5

Political Activity on Facebook

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

(1. Strongly Disagree, 2. Disagree, 3. Neither agree nor disagree, 4. Agree, 5. Strongly Agree)

Kindly encircle the most relevant option for each of the following statements to explain what you have done in Facebook in the past 6 months.	Never	Rarely	Sometimes	Often	Always
a. Posted a wall comment about politics	1	2	3	4	5
b. Posted a status update that mentions politics	1	2	3	4	5
c. Joined or left a group about politics	1	2	3	4	5
d. RSVP'd for a political event	1	2	3	4	5
e. Posted a photo that has something to do with politics	1	2	3	4	5
f. Posted a photo of myself or others at a political event	1	2	3	4	5
g. Discussed political information in a Facebook message	1	2	3	4	5
h. Become a "fan" of a political candidate or group	1	2	3	4	5
i. Discussed political information using Facebook's instant messaging system	1	2	3	4	5
j. Posted a link about politics	1	2	3	4	5
k. Added or deleted political information from my profile	1	2	3	4	5
l. Added or deleted an application that deals with politics	1	2	3	4	5
m. Posted a Facebook Note that has something to do with politics	1	2	3	4	5
n. Took a quiz that is about politics	1	2	3	4	5

Political Interest

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

(1. Never, 2. Rarely, 3. Sometimes, 4. Often, 5. Always)

Kindly encircle the most relevant option for each of the following statements to explain your Political Interest.	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
a. Everyone should be involved in working with community organizations and the local government on issues that affect the community.	1	2	3	4	5
b. I think it is important to get involved in improving my community.	1	2	3	4	5
c. Being actively involved in national, state and local issues is my responsibility.	1	2	3	4	5
d. I am interested in political issues.	1	2	3	4	5
e. I can learn a lot from people with backgrounds and experiences that are different from mine.	1	2	3	4	5

Political Participation

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

(1. No, and not considered, 2. No, but considered, 3. Yes and only once, 4. Yes and 2 -5 times, 5. Yes and more than 5 times)

This is a list of some tasks people do regarding government and politics. Kindly encircle the most relevant option for each of the following statements to explain if you have done the below tasks in the past 1 year.	No, and not considered	No, but considered	Yes and only once	Yes and 2 - 5 times	Yes and more than 5 times
a. Watched the last General Election forum on television	1	2	3	4	5
b. Watched the last General Election (clips or in its entirety) on the Internet	1	2	3	4	5
c. Signed a paper petition	1	2	3	4	5
d. Attended a political meeting, rally & campaign	1	2	3	4	5
e. Signed an online petition	1	2	3	4	5
f. Served as an officer/volunteer of some civil organizations	1	2	3	4	5
g. Volunteered or worked for a political organization	1	2	3	4	5
h. Wrote to member of parliament or member of state assembly (ADUN)	1	2	3	4	5
i. Belonged to a nonprofit group that is interested in better government	1	2	3	4	5
j. Held or ran for political office or student representative council	1	2	3	4	5
k. Express your feeling by writing comment or feedback in newspaper or magazine regarding a political issue	1	2	3	4	5
l. Wrote an article for a magazine or newspaper regarding political issues	1	2	3	4	5

Thank you for your most valuable participation.

APPENDIX B

Respondent's Feedback (Sample)

Dear Valued Participant,

My name is Kanesha Kisna and I am a postgraduate student at Universiti Tunku Abdul Rahman (UTAR) and currently pursuing the Master of Communication program. I am conducting a survey for my dissertation on the title "Facebook Setting Influence towards Political Participation among Malaysia Student".

I am inviting you to participate in this research study by completing the attached surveys. I would be most grateful if you could take some time to complete the enclosed questionnaire and indicate the most appropriate response for each question. The estimated time needed to complete this questionnaire would be about 10 minutes,, kindly answer the questions after reading the instructions carefully. There is no definite right or wrong answer. There is no compensation for responding nor is there any known risk. The validity of this study highly depends on your honesty 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. In order to ensure that all information will remain confidential, please do not include your name. Your time and cooperation is highly appreciated. It is important to have your participation. Thank you.

This survey/questionnaire is designed to solicit your review and analysis of the "Facebook Setting Influence Towards Political Participation Among Malaysian Youth"
In order to successfully complete the questionnaire you must rate your values using 5 - point scale/binary scale. Kindly choose only one option unless otherwise stated.

1. Gender   Male ☑   Female ☐

2. Age Groups   18 – 21 ☐   22-25 ☑   26 & above ☐

3. Educational Level   Diploma ☑   Degree ☐   Postgraduate ☐

4. Are you eligible to vote in upcoming General Election?   Yes ☑   No ☐

5. Are you a member of Facebook?   Yes ☑   No ☐

*Please do not continue this survey if you are not a member of Facebook. Facebook membership is prerequisite for participating in this survey.

Facebook Intensity

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

(1. Strongly Disagree, 2. Disagree, 3. Neither agree nor disagree, 4. Agree, 5. Strongly Agree)

Kindly encircle the most relevant option for each of the following statements to explain your Facebook use.	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
a. Facebook is part of my everyday activity	1	2	3	(4)	5
b. I am proud to tell people I'm on Facebook	1	2	(3)	4	5
c. Facebook has become part of my daily routine	1	2	3	(4)	5
d. I feel out of touch when I haven't logged onto Facebook for a while	1	2	(3)	4	5
e. I feel I am part of the Facebook community	1	2	3	(4)	5

	< 50	51-100	101-200	201-300	>300
f. Approximately how many TOTAL Facebook friends do you have?	1	2	3	4	(5)

	0-15 mins	16-30 mins	31-60 mins	61-90 mins	< 91 mins
g. In the past week, on average, approximately how much time PER DAY have you spent actively using Facebook?	1	2	(3)	4	5

Political Activity on Facebook

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

(1. Strongly Disagree, 2. Disagree, 3. Neither agree nor disagree, 4. Agree, 5. Strongly Agree)

Kindly encircle the most relevant option for each of the following statements to explain what you have done in Facebook in the past 6 months.	Never	Rarely	Sometimes	Often	Always
a. Posted a wall comment about politics	1	(2)	3	4	5
b. Posted a status update that mentions politics	1	(2)	3	4	5
c. Joined or left a group about politics	(1)	2	3	4	5
d. RSVP'd for a political event	(1)	2	3	4	5
e. Posted a photo that has something to do with politics	(1)	2	3	4	5
f. Posted a photo of myself or others at a political event	(1)	2	3	4	5
g. Discussed political information in a Facebook message	(1)	2	3	4	5
h. Become a "fan" of a political candidate or group	1	2	(3)	4	5
i. Discussed political information using Facebook's instant messaging system	(1)	2	3	4	5
j. Posted a link about politics	(1)	2	3	4	5
k. Added or deleted political information from my profile	(1)	2	3	4	5
l. Added or deleted an application that deals with politics	(1)	2	3	4	5
m. Posted a Facebook Note that has something to do with politics	(1)	2	3	4	5
n. Took a quiz that is about politics	1	2	3	(4)	5

Political Interest

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

(1. Never, 2. Rarely, 3. Sometimes, 4. Often, 5. Always)

Kindly encircle the most relevant option for each of the following statements to explain your Political Interest.	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
a. Everyone should be involved in working with community organizations and the local government on issues that affect the community.	1	2	3	(4)	5
b. I think it is important to get involved in improving my community.	1	2	3	(4)	5
c. Being actively involved in national, state and local issues is my responsibility.	1	2	3	4	(5)
d. I am interested in political issues.	1	2	3	(4)	5
e. I can learn a lot from people with backgrounds and experiences that are different from mine.	1	2	3	4	(5)

Political Participation

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

(1. No, and not considered, 2. No, but considered, 3. Yes and only once, 4. Yes and 2 -5 times, 5. Yes and more than 5 times)

This is a list of some tasks people do regarding government and politics. Kindly encircle the most relevant option for each of the following statements to explain if you have done the below tasks in the past 1 year.	No, and not considered	No, but considered	Yes and only once	Yes and 2 - 5 times	Yes and more than 5 times
a. Watched the last General Election forum on television	1	2	(3)	4	5
b. Watched the last General Election (clips or in its entirety) on the Internet	1	(2)	3	4	5
c. Signed a paper petition	1	(2)	3	4	5
d. Attended a political meeting, rally & campaign	1	(2)	3	4	5
e. Signed an online petition	1	2	(3)	4	5
f. Served as an officer/volunteer of some civil organizations	1	(2)	3	4	5
g. Volunteered or worked for a political organization	1	(2)	3	4	5
h. Wrote to member of parliament or member of state assembly (ADUN)	1	(2)	3	4	5
i. Belonged to a nonprofit group that is interested in better government	1	(2)	3	4	5
j. Held or ran for political office or student representative council	1	(2)	3	4	5
k. Express your feeling by writing comment or feedback in newspaper or magazine regarding a political issue	1	(2)	3	4	5
l. Wrote an article for a magazine or newspaper regarding political issues	1	(2)	3	4	5

Thank you for your most valuable participation.

APPENDIX C

Table 1: Determining the Sample Size for a Given Finite Population of N Cases using random sampling. Such That The Sample Proportion P Will Be Within ± .05 Of The Population P With A 95 Percent Level Of Confidence.

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	376
170	118	850	265	30000	378
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note: N= population size and S= sample size Adopted from Krejcie, R.V. & Morgan, D.W. (1970)