UNIVERSITI TUNKU ABDUL RAHMAN

EXPLORING THE FACTORS THAT CONTRIBUTE TO ATTITUDE CHANGE IN COMMUNICATION AMONG YOUNG ADULTS

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Bachelor of Communication (Hons) Public Relations
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Final Year Project 2 (UAMP 3023) submitted in partial fulfilment of the requirement for the degree of

Bachelor of Communication (Hons) Public Relations

Faculty of Arts and Social Science

August 2018

"Delete the negative; accentuate the positive! – Lee Say Yik

"Don't stop until you proud" – Lim Tiong Lei

"Nothing can stop you from dreaming except you yourself" – Gim Yuen Ching

"Never too late to start the journey" – Ho Wai Khang

"Nothing worth having comes easy" – Gwee Jing Xuan

AUTHORS' DECLARATION

We declare that the work in this research project was carried out in accordance with the regulations of University Tunku Abdul Rahman. It is original and results of our own work, unless otherwise indicate or acknowledged as referred work. This topic has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

If our research project is found violate the condition as mentioned above, we voluntarily waive the right of conferment of our degree and degree to be subjected to the disciplinary rules and regulations of University Tunku Abdul Rahman.

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Thesis Title   : Factors that Contribute to Attitude Change in Communication

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A STUDY ON EXPLORING FACTORS THAT CONTRIBUTE TO ATTITUDE CHANGE AMONG YOUNG ADULT IN COMMUNICATION

Abstract

The study explored on the factors that contribute to attitude change among young adults in communication by constructing three different objectives. First, is to study the people understanding on persuasive communication. Secondly, researchers determine the factors that influencing young adults' attitude change in communications. In addition, researchers also find out the biggest communications influencer on young adults' attitude change. The data was collected through semi-structured interview that conducted through five informants using non-probability sampling as the sampling technique where subject have been selected were based on the convenience of accessibility and proximity of researchers. The information selection was young adults aged between 20 to 30 years old regardless race and gender. The research had found parents, peers, media, personage and environment are the factors that contribute to young adults' attitude change in communication. However, peers was found to have the biggest influence in the research than other factors.

Keywords: peers, attitude change, persuasive communication, young adult

ACKNOWLEDGEMENT

It had been a tough journey for us to complete this research proposal. Hence, we would like to take the opportunity to express our gratitude and our deepest appreciation to everyone that has been involved and scarified their valuable time and effort in assisting us to complete this research.

First and foremost, we would like to acknowledge with our greatest gratitude to our supervisors of this research proposal, Encik Mohd Yusof Bin Zulkefli. He supervised us from the beginning patiently and always show us his support and encouragement to us throughout the whole process. Besides, we would like to sincerely thank him again for all the guidance and effort he shown on us and it had helped us reach a great extent forward finishing this final year project.

Secondly, we would like to acknowledge the help of University Tunku Abdul Rahman (UTAR) for offering us this golden opportunity to carry out this research project and to end our degree studies. Through the opportunity to participate in this research project, we gain a lot of knowledge and information that might help us in our future.

Thirdly we feel grateful to our family and friends who always be there for us and help us throughout the completion of this research project. They have been our spiritual guidance who kept us going. Their emotional and physical support are one of the motivation that keep us up to complete this research project.

Last but not least, wholeheartedly appreciation and indebted towards each member of this group as each of us committed our very best effort and spending time to complete at our best level. Cooperation and patient has leaded us towards success in this research project.

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CHAPTER ONE

INTRODUCTION

This chapter provides the overview of our research topic. It explains the background of study area, problem statement, research questions and objectives, significance of study as well as contribution of study to the society.

1.1   Background of Study

The attitude change among young adult can be influenced by many factors. Peers and family are the main contributors to young adult attitude especially in communication. In earlier form, when children transform to the adulthood stage, self-regulatory skills improve and peer conformity declines. According to Ramdass & Zimmerman (2011), self-regulatory skills are the proactive process where allows individuals consistently organize and manage their thoughts, emotions and behaviour to achieve goal that they have set. Meanwhile, young adult acquired ability in making independent decisions and know how to resist peer influence across the years so that they becomes more observant in the daily social activity (Steinberg, Laurence, Monathan, & Kathryn, 2007).

1.1.1 Peer Influence

Individual will blindly follow the majority judgment even sometimes they know majority are wrong (Mukama, 2005). This is because they afraid to be rejected by majority if they didn't behave like what majority expected. Studies from Martin & Bush (2000), shows family should be more influential towards young adult attitude change than another group, including peers, teachers and other adult role models. This is because young adult always refer family members as their role model and they also used to spend more time living together with their family (Marks, Bun, & McHale, 2009). However the influence of peer group becomes more significant when the family relationships are not close or supportive. If the parents do not provide enough attention to their children, the children may turn to their peer group for emotional support. Nevertheless peers group are more critical during developmental years of young adults. There is often a controversy about the influence of a peer group versus other factor (Mukama, 2005). So the study must be conducted in order to recognise which factor will give the greatest influence to young adults.

1.1.2 Parents' Influence

Family is primary agency of socialization. It may have either negative or positive effect on person's behaviour during childhood and adulthood (Pushpa, Ramnath, & Singh, 2017) . A study from Jorgensen & Savla, (2010) says parents help in shaping the values, attitudes and knowledge of young adult. It is marked by a process called socialization. In addition, socialization explains the method parents and other elder figures pass cultural values and norms to young adults. Different family background might give different level of persuasion over attitude change of young adult.

In a one-parent's family, father or mother may suffer life stress due to financial problem so they might not able to be supportive while children are in needed (Mistry, Vandewater, Huston, &

McLoyd, 2002). Financial tension will disrupt parents' personal functioning to parent effectively because they have to focus in earning money to maintain life quality (Conger, Rueter, & Conger, 2000) .Hence young adults from a one-parent family are usually have less interaction with their parent. Where young adults from two parents family they are more demands on the emotional closeness with their parents (Kapustina, 2016). Hence, they are more willing to share important events with their parents and also get more acceptance and interaction. This may result in family become more powerful in bringing influence on attitude change of young adults. Young adults might get more influence from parents or parents can give greater effect of persuasion to the decision making process. This is not one of the ultimate factors that contribute to attitude change among young adult. Even though young adult closed to their parents or siblings; however, there must be another factors that contribute to the attitude change among them. It can be so many possibilities. That is why researchers would like to conduct this research to find more absolute reasons about the attitude change.

1.1.3 Media Influence

In the new era, people are able to obtain different opinion from the media through how media project or cover an issue (Zucker, 2017). In this matter, media literacy is very important. Media includes television, radio, printed media such as brochures, books and newspaper and also internet. This was proven by Noelle-Neumann's spiral of silence theory which provides that perception on public opinion that reflected in mass media will influence how individual express opinion (Park, 2005) . One of the examples about the influential of media can be seen through a research conducted by Wakefield, Flay, & Giovino in (2003). They debated that paid advertising of Cigarette Company will increase the likelihood of people to smoke if they are frequently exposed under the

advertisement. Besides, behaviour of smoking also can be reinforced through paid advertisement. At the same time, gender can become importance component which expedited the effect of media message. In addition when look at the perspective of girl, usually they knows how to study the messages content from difference perspective due to their mental maturity comes earlier than boy who also in same age, hence girl might not easily to be influenced compared to boy.

The relationship between peer groups, family and media influence on young adults attitude change is not being justified. In-depth knowledge should be explored to give parents or government more understanding on how to manipulate a positive attitude on young adults. This might help in forming a more ethical society. The study offers further understanding of the factors that contribute to the attitude change among young adults.

1.1.4 Attitude Change

A person's attitude towards an "attitude object" (referring to object or idea) (Culbertson, 1968; Why Does Someone have a Certain Attitude?, 2011), or a topic, refers to the individual's evaluation on the particular "attitude object", either positively, negatively or neutral and can be vary in degrees. Normally, one's attitude do not retain permanently, but it changes over time. People have different levels of liking or preference and strength or durability of a particular attitude which can affect the ability of resistance to change (Tormala & Brinol, 2015). The ultimate example of the attitude change in conjunction with "attitude object" can be referred to the usage of information technology. According to Bhattacherjee & Premkumar (2004), supported about the alteration of attitude change might be due to the information technology (IT) usage. It concluded that the continuance intention in IT usage change after few weeks, proven by the drop in measurement of construct means for attitude.

Attitude often viewed as the predictor of human behaviours. It provides the reference for a person in understanding about the world and influences the way he or she act towards it (Why Does Someone have a Certain Attitude?, 2011). Past studies focused mostly on behavioural attitudes such as youngsters' substance use, smoking, alcohol taking, delinquent behaviours, and so on, however, not many on attitude which specifically in communication (Salvy, Haye, Bowker, & Hermans 2012; Morton & Farhat 2010). Therefore, researchers aim to explain this perspective in the study of attitude and attempt to find out factors contribute the attitude changes among young adult.

Attitude in communication include the use of verbal and non-verbal communication. They are important in social interaction. Lucas (2017), explained, verbal communication is the spoken or written form of communication using languages, for instances, the words you spoke to a person face-to-face or write a letters. It often useful for clarification and provide information. While non-verbal communication generalizes the body languages, gesture, facial expression, tone of speaking, eye contact, spatial communication, and so on, is relatively important as it is always exist and assist verbal communication (complementing, contradicting, accenting, repeating, regulating, substituting) (The Importance of Non-verbal Communication, 2017). In nowadays, younger generation has their own way of expressing their expression. They are more or less, engage in the way as how they experience during daily social interaction.

"A young person's choice of slang is quite often an extension of the particular youth subculture he or she belongs to or identifies with" (Mccrindle, 2017). For an example, a person who engages in-group of friends who use foul languages more often is likely to use bad words in conversation. In our study, we attempt to look at these changes among young adult. Although there is limited researches that specifies on attitude in communication, those papers provided several possible factors that can look into details in our research like parental, peer and media influence. From the

findings, we may predict that if parent and peer have impacts on young adult's behaviour, they could influence young adult's communication attitude and even engaging in attitude change as well.

According to Morton and Farhat (2010), it explained about how influential peer groups on adolescent's behaviour, but not denying the impact of parenting. As parents are primary source of socialization, judgment or principle of conducts. Their efforts or preventions remain important influences to young adult's cognitive judgment in changing attitudes and making risky decisions. Same assumption goes with media influence. People use and learn about the world through media and it is believed to have significant influence in socialization and behaviour shaping. In the studies of impacts of video gaming towards aggressive behaviour and violence, it showed that audience obtain and imitate the behaviours through consumption of media (Huesmann & Taylor, 2006). According to Anderson, Gentile and Buckley (2007), violent video games associated with negative impacts among teenagers, including increase in aggressive behaviour over time and decrease in academic performance, regardless gender difference. Violence in media also predicted the increase in pessimistic attitude, or perception, towards crime rates and safety of residence or neighbourhood (Jamieson & Romer, 2014).

1.1.5 Communication

Communication is one of human activities that people practices all the time in their life. We communicate with different people every day who include our families, friends, colleagues, or even strangers. It is an interaction between two people by exchange ideas, information, facts and aim for create a mutual understanding. Through information exchange, we are able to learn from others and improve the knowledge. Communication defined how the senders and receivers encode and decode the message by using different channels and media (Bassett & Glenn, 1974)

The main purpose of communication is information exchange and builds relationships between people. Communicating allows people to express their ideas and feelings which let us to understand emotion and thoughts of others (Adair & John, 2009). There are some key element to determine the successful of communication which is presenting the idea clearly, choose language carefully, environment are free of distraction, receiver capable to decode the message and sender understand the audience completely (Thompson & Neil, 2011). Communication successful required efforts from both sender and receiver, so communication successful is lot of more to just communicating with someone. It is required knowing your audience, constructing trust, encouraging involvement and contribution between each other in order to lead conversation more productive and effective.

Nowadays, Children and young adults communicate with their friends electronically rather than face to face. Younger generations would like to use instant messaging, texting, social network apps such as Facebook, WhatsApp and WeChat as the major communication tools in their daily life (Shehu & Zhurda, 2017). Young group has their own slang and it often comes from their culture and belief. YOLO, GG, FUNGRY and TGIF, these trendy new slang terms consist the specific meaning. People may confuse out of their minds, as they never heard of. People may perceive uncertain and uncomfortable as they do not understand what are they talking about (Muhartoyo & Wijaya, 2014). When young adults use slang around you, it viewed as a friendly signal and show that they perceive that you belong to their inner group. People react to young adults in formal way will be consider as rejecting their kindliness. Young adult use their own language to bond with other youths, build relationships and seek a sense of belonging. It makes young adult are clearly identified, recognized by peer groups and keep far away from their parents (Saal & Elvis, 2011). Therefore, it is important for parents to understand this slang in order to get close with their children and builds greater relationship.

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Lacking in healthcare is a serious issue among young adult due to their lifestyle. Drinking alcohol, follow deviant died, eating fast food are they example of unhealthy lifestyle practising by young adult. A mechanism is needed in order to solve this issue. According to the research paper of Steve Adubato (2015), it summed up that past studies showed effective communication create great impact on promote population health to younger generation. The result of Steve Adubato research concluded that keeping language simple without using any acronyms and jargon is becoming even more vital for medical specialists. It is because they required communicating effectively with young adults to understand a particular analysis or treatment plan in an easy way (Adubato, 2015). By conducting this research, researchers believe effective communication is vital for promote health and social care. It helps the mechanism deliver information effectively to young adults for better understanding the importance of healthy lifestyle. Effective communication increase the productivity, eliminate confuse and avoid misleading while people deliver their messages.

Communication studies in relation to young adults encompasses an enormous variety of fields such as how do young adult communicate today, strategic to communicate with young adults, and method of effective communication. Researcher found out most of the studies are focused on communication pattern of young adult and there are limited researches that specifies on attitude change in young adults communication. (Stein, Catherine, Osborn, & Greenberg, 2016). In this research, we aim to explore what factors contribute attitude change in communication among young adults.

1.1.6   Persuasive communication

One of the important functions of communication is persuading someone. The term of 'persuasion' defined as the action or process of influence someone and being persuaded to perform or believe in something. Persuasive communication process focus at shifting a person's attitude or behaviour toward incident, idea and object by using text or verbal words to transfer information, feelings, thought, or a mixture of them (Stiff & James, 2003). There are sort of approaches to convince someone to do something or attitude change. People can be persuaded in verbally, nonverbally, interpersonally, through mass media, face to face or internet.

Generally, persuader cannot force people to be persuaded; they just only stimulate their desire and show them logically behind the idea. Communicators provide the arguments looks like set up the bait, whether people make the change, or refuse to be persuaded. Persuasion does not successful automatically; persuasive communications often fail to influence their targets. The main purpose of persuasive communication is get support, shift perception, influence behaviour and quick decision-making and action (Young & Richard, 2016).

The power of persuasion is strong and extremely importance in our world as human want to gain influence or persuade others way of thinking. We desire to persuade and influence someone effectively; therefore people will listen, believe, and follow us. Persuasion is powerful, it have two dimension in term of good or bad (Dubov, 2015). People who capable persuade someone effectively can bring themselves to high position hold a great power. Persuasion is vital for personal development, attitude change, improvement as well as benefit to communities. We educated by our society to perform good and kind, so it is important for people persuade others in appropriate method. For example, persuade the young adult stay far from drug, alcohol; behave in right way in

order to create a harmony society. If people can persuade effectively, it may create a big change (Perloff & Richard, 2017).

1.2   Young Adult

According to Jean Piaget (1936), mentioned that young adult is different from adolescents, they are more flexible in their though pattern and understanding. Young adult are able to conform and synthesize complex and contradictory circumstances and arguments. They are trying to achieving freedom from their families by focused on developing their careers (AllPsychologyCareers, 2017). Young adult defined as those who are in the age of 20 -30 (Petry, 2002). Young adult are more focusing on the personality development.

In the stage of young adult, they are experiencing rapid changes in their lives, at the same time they are getting independence and building a sense of self-esteem (Benson & Elder, 2011). Young adult take place across racial, cultural, communities and so on. They share the five characteristics of self-focus, changeability, identity explorations, belongingness and a sense of potentials (Trible, 2015). As a young adult, they will base on the level of psychological maturation creating a stable and viable identity through the capacity to adapt to changing demands (Twenge & Crocker, 2002). According to Greenberger's model (1984), psychosocial maturity is important to young adult, they achieved through the improvement of self-sufficiency and social responsibility. They might be going to work, begin the higher education or start a family and so on. Moreover, young adult also expected to take the responsibility for them and make decision on any situation, some of them are also able to support themselves due to their financial ability (Keshavjee, 2017).

Besides, according to Sears (1981), people are having different perception towards persuasive communication. Young adult are most susceptible to persuasive information and the attitudes of

them are easily changed by others (Wang & Chen, 2006). In the age of young adult, they do have lower self-esteem compare to others different age stages, there is many different factors that contribute the attitude change among young adult (O'Dea & Abraham, 2000). In this period, the attitude or personality of young adult are not consistence, they will changed based on the environment or interacting with people, it will maintain the likelihood of change even into old age (Caspi & Roberts, 2001). So, it shows that young adult attitude changed can be influenced by different factors. It depends on the situation or the environment that young adult interact with.

1.3   Problem Statement

Attitude is a term usually used as an expression of emotions, feelings, belief, judgement, and expectation. It can be positive, negative or it can be uncertain at the same time (Walley, et al., 2009). Attitude also can be define as a learned tendency to evaluate things in a certain way which included evaluation of an objects, events, people, and thought (Jain, 2014).

According to Drago 2015, most of the students cannot leave their house without bringing their cell phones or tablets with them. Most of the students will using their smartphone while they are spending time with their peers and family. They will neglected to engage in any conversation by spending their time in texting or using their computer, smartphone or tablet. This is because the expansion of the technology had caused the development of addiction among the students. In addition, it had also negatively affecting face-to-face communication among the students because they had become more reliant on communicating with their peers and family through technology. Hence, technology has increasingly become a problem for young adults. As most of the young adults are grow up in information and communication technology (ICT) society, they can easily change smartphone become their entertainment or as their emotional and informational

support (King & Dong, 2017). This had brought an impact to the social life of young adults nowadays.

But, what are the factors causes an attitude change among young adults in communication? Could it because of friends, family, media or other factors? Parents and peers had been long recognizing as central elements of young adults experience in the nations around the world (Brown & Bakken, 2011). Communication from peers has a high possibility of influence on attitudes, behaviours, and decisions (Sinthamrong & Rompho, 2015). In a peer group, 'peer pressure' would be one of the influence that cause a person to change his or her behaviours, attitudes and values to comply to the group (Kaur & Kaur, 2016). The influence of peer groups on young adults is somewhat beyond family because peer groups satisfy the needs of sense of belonging of young adults (Adler & Adler, 1998). Young adults will tend to discuss about their problems or seek advices from peers or friends more often than talking to their parents. The direct ratio of peer influence in explaining that peer can be very influential in persuading young adults conduct from eating, exercising, to substance uses such as smoking, alcohol use and even drug taking (Salvy, Haye, Bowker, & Hermans, 2012; Simons-Morton & Farhat, 2010). On the other hand, some believe that parenting provides primary socialization, judgment or principle of conducts that should not be denied. Parental efforts or preventions remain important influences to young adults' cognitive judgment in changing attitudes and making risky decisions (Brown & Bekken 2011; Simons-Morton & Farhat, 2010).

Many studies discuss about attitude change among young adult but there is still need to have more in-depth study on factor that contribute to attitude change. Therefore, it is essential to conduct an in-depth interview to understand factors that contribute the attitude change in communication among young adults. By conducting this research, it can help parents to maintain a good relationship with their own children. Parents are able to identify attitude change of young adults based on the

result researchers get from this research. In addition, young adults will know the reasons causing them in attitude change in communication and this may help them become more rational when making any decision. This can make a change in young adults becoming a better person because they will know what solution or advice is good for them.

1.4 Research Questions

1.4.1 What is young adults' understanding of the perception of persuasive communication on attitude change?

1.4.2 What are the factors contribute to attitude change in communication of young adults?

1.4.3 Who is the biggest influencer in communication for young adults?

1.5 Research Objectives

1.5.1 To understand their perceptions of persuasive communication on attitude change.

1.5.2 To determine the factors that contributes attitude change in communication among young adults.

1.5.3 To find out the biggest communication influencer among young adults.

1.6 Significance of Study

The finding of this study will be beneficial to the society considering that young adults play an important role in the future development of our country. Hence young adult contribution to the society becomes much effective while reducing the social problem. The generalization of this study would be a great contribution to the knowledge in relation to what factors are influencing young

adult attitude change. Furthermore, results of the study could be highly substantial and beneficial especially to the following aspect such as

1.6.1 Parents

Parent will be guided on what should be emphasized in their parental responsibility to build a better relationship with their children. Besides they also can provide better solution or advice to young adult when they are in need. Lastly, parents might also realize how important is their concern and attention given to young adult in affecting their attitude change.

1.6.2 Researcher

This study will help researcher to discover critical area in factor affect attitude change on young adult which many other researcher were not able to explore. At the same time, other researcher also can refer to this study as a guide for their future study. Thus the study can be further developed and discover more in-depth knowledge.

1.6.3 Educational Institution

The result portrayed in this study will assist academician and teacher in developing a set of education program which can be more suitable for the young adult. In this manner, they will able to encourage young adult in a positive attitude change so that the education program became more efficient while also helps in solving social issue.

1.7 Contribution of Study

The issue between parent and young adult are exist very long time ago. Young adult are being aggressive or refuse to connect when they communicate with their parents. Young adult are always trying to run away from their parents, they wanted to live outside without their parents (Bryan, 2017). Because of young adult they spend most of the time in workplace or school so there are many factors that contribute young adult attitude changed. (Fingerman, Cheng, Tighe, Birditt, & Zarit, 2012). If this research is not conducted, we could not find out the other potential factors that contribute young adult attitude change in communication. Moreover, young adult able to know what is the reason affecting them changing their attitude in communication. After they realise the reason of changing their attitude, they might making decision rationally and they will refuse to influence by the bad attitude or solution that influencing them.

CHAPTER TWO

LITERATURE REVIEW

2.1   Communication

The practice of personal communication not defined as phenomena which simply 'occur', it has to be explained as a process which consist of participants carrying their character in the process, whether it is consciously or unconsciously. Communication is a process that people sending and receiving information between each other (Pardey & David, 2007).

Figure1.0 Communication Process
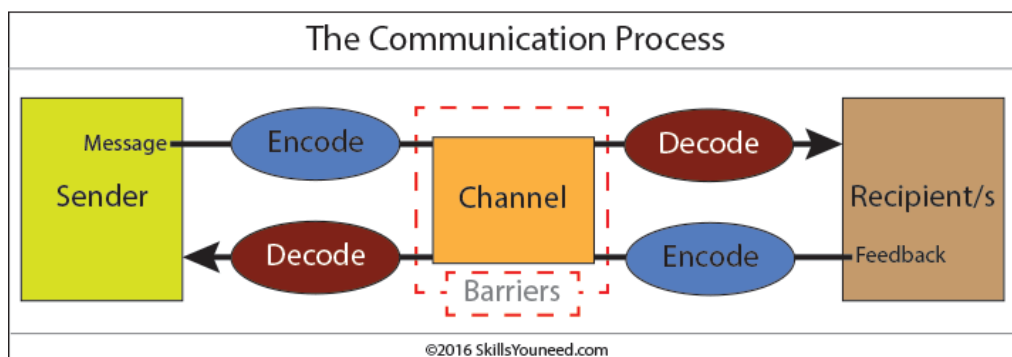
Figure 1.0 show that communication process model is separate into three components which is sender, channel and the receiver. Sender conduct the message by transform thoughts or opinion into a form that able to be interpret such as words, pictures and gestures. The channel of communication need to be choosing carefully to ensure the message is successfully reached to receiver (Barker & Alan, 2013). People transfer their message via different channels which include speaking, writing, video, audio and electronic device. The receiver accepts the message and interprets it and understands the message. If receiver is not capable to decoding message, the

communication will fail. Feedback is the important element to keep communication ongoing which reply message to the sender from receiver (Ganguly & Sonali, 2017).

Interruption could be happen while people communicate with others, for example physical noise, psychological noise and semantic noise (Keller, Tschan, Beldi, & Kurmann, 2016). Communication noise states that it is form of distraction that affects the transmission or interpretation of messages from the sender to receiver (Liu, Huang, & Gao, 2017). Physical noise is interference that obstructs the physical transmission of the signal or message. Psychological noise included mental interference such as emotional, biases and prejudices and that affect people focus to a conversation. Semantic noise refer interference created when speaker or listener use the grammar or language that have different meaning and not understandable such as jargon (Britain, 2007).

Each communication channel has different powers and strengths, selecting correct communication channel is important to lead to communication successful. For example, distribution news of an incident through a printed letter can deliver the message clearly towards small group of people (Giordani & Adrian, 2016). Printed document is not an appropriate method to deliver the message to a huge group as it can be costly, waste of time and resources. Besides that, printed document is suitable for transmission of complex, technical information instead of spoken message as the receiver is allowed to ingest the information at their own rate and revisit the information anytime (Jennifer, Peters, Ramsey, & Sharplin, 2017).

2.1.1   Verbal & Nonverbal communication

Verbal communication discussed about use of sounds and language to convey a message that involves the form of communication with words, vocal, written and signed, for instance the

conversation between friends and family, DJ present the news through radio, and text message to someone. Human use the language as a technique to communicate that characterized as organized system of symbols and the structure of sentence. It functions as express feelings, thoughts and ideas and plays important role for expression between human (Rocci & Andrea, 2016).

Nonverbal Communication is defined as communication with others without words. Nonverbal communication consists of body language, such as hand and finger gestures, facial expressions, eye contact, body posture and tone of voice (Phutela & Deepika, 2015). Example of nonverbal communication could be a smile, thumbs up, handshake, and wink. People silent or wear nice clothes can be part of nonverbal communication because nice clothes can attract the audience and pay attention to the speaker. People able to understand the communication even the sender using without any single words or written text. By using pitch and loudness of voice can present different meanings, for example shouting or whispering to someone. Use of nonverbal communication can create effective conversation as it is a substitution of verbal message and help to reinforce the message (Enns, Barrieau, & Lindsey, 2016).

2.1.2 Persuasive communication

Persuasive communication identified as the communication process where the presenter uses the strategies to affect an individual or group of audience's attitudes and behaviour. There are two types of persuasive communication which are systematic persuasion and heuristic persuasion (Goldberg & Jan, 2007). Firstly, systematic persuasion called 'Logos' and it determine persuasion is appeal to reason and logic. People's perspective is influenced based on logical argument, valid reason and rationality. This persuasion method is suitable for people who need evidence to prove something and not agree with arguments that they are cantered on belief than on information (Wet

& Johann, 2017). People analyse the information carefully and determine whether the information is reliable or not. Attitudes change could be happen based on the ends of consideration of this information. If you are trying to convince a group of people to agree your opinion, it required to have a lot of evidence to support your statement, or else you will not able to persuade them eventually (Guttman, 2015).

Secondly, heuristic persuasion is known as 'pathos' that defined persuasion appeals to habit or emotion. People become persuaded are not cantered on evidence or fact, but based on the feelings and emotion. Sometimes, this can be an effective method for the people, because people often directed by their feeling instead of their minds (Aurel, 2017). For example, persuader practice 'pathos' to appeal empathy from an audience, in order to make the people feel what the persuader desires them to feel. 'Pathos' used by the salesman to appeal pity to persuade their customers buy the products or services. A different use of pathos by political candidates is to stimulate anger from their supporters in order to make people to act or believe on them (Pardey & David, 2007).

2.2 Attitude Change

Attitude is human's intangible, "intra-" set of perception, opinion, evaluation on other people, object, occasion, culture, concept, and so on. "Attitude object" is any referring person, object, concept, issue, and societal norm (Culbertson, 1968) (ACS Distance Education, 2011) Attitude on an "attitude object" can be based on cognitive belief, affect or feeling, and behavioural (Tormala & Brinol, 2015). Cognitive belief is the rational perception that a person believe is true of an attitude object, for instances, a specific skin care brand has high quality and performance in renovating a skin problem; tuition fees of private schools are expensive; fast food is bad for health. Affective attitude represents the emotion or feeling a person hold towards the attitude object, like blue colour

t-shirt is more attractive, and, having fast food make him or her happy. Behavioural attitude suggests that a person may prefer something that is used or experienced before ("Attitudes and Attitude Change", 2017). According to Tormala and Brinol (2015), an attitude towards a same issue or "attitude object" can be vary depends on people, and it usually being evaluated in "valence", or "pole". It can be positive (for an example, like), negative (dislike), or relatively neutral (feeling or opinion that do not as extreme as the first two poles).

Persuasive message strategy can be used in wavering an untenable attitude by implementing the right appeals or evidences, and eventually affect the behaviour or acting of the person (for instances, purchasing decision and perception change) where attitude change occur (Petty & Brinol, 2010). Attitude change describes the switch of perception or opinion, in terms of cognitive, affective, and (or) behavioural towards an attitude object. Attitudes can be formed by modelling from parents, education, cultural background, societal experience, media content and so on. However, a person's attitude is subject to change anytime (Bhattacherjee & Premkumar, 2004). Persuasion works for the purpose to varying, switch previous attitude, usually from negative impression. For examples, advertising campaign designed to associate positive brand identity, to persuade buying behaviour of the consumers; political activities to increase favourability of political candidates, suggesting who the right person to hold the position is, persuade voting decision; events or procession in the state to persuade the government to make changes towards country's policy.

2.3   Young adult

Young adult is the transformation from adolescent, in this period they will start to have the social responsibility. They have the strong control on emotional closeness and control conflict (Aquilino, 2016). There are many people having a great change in this stage. They need to face the

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frequency of depression in young adult period and they have been connected with the higher risk of mental health problems and higher levels of social pressure (Child Trends Databank, 2015). They need to bear the consequences what they had done. The identities of young adult are not only the changes of the age and also the psychological, mentally, sexual, cognitive and so on. After being a young adult they might be also move into new adult roles and responsibilities they are not only changing in psychically but also mentally (Arnett, 2007).

Peer pressure is the topic that commonly discussed by many researchers. According to Brown (2004), peers are actually influenced each other's and the effect of peer influenced are so strong during young adult period. Young adult will influenced by the peer on attitude change which is young adult will less involved in violence and increased well-being. Besides, the negative influence of peer is involving in risk behaviour (Tomé, Matos, Simões, Camacho, & AlvesDiniz, 2012). Young adult wanted to achieved the belongingness in the group so they easily influenced by peers. In the group, if there are few members having the behaviour in drug abuse or substance abuse, young adult will conform to this (Reddy, 2017). Based on the research from (Zeena harakeh and Wilma 2012), young adult will imitate their friends on smoking behaviour even their friends do not offer them the cigarette directly. They will continue smoking due to the passive peer influence. So, it shows that peers are easily influenced young adult attitude.

Besides, parents are one of the factors that contribute young adult attitude changed. Parents nowadays are playing an important role in our society. Their attitude and behaviour are going to affect their children .According to (Alexandra, 2014), young adult will imitate the attitude from their parents and also duplicate how their parents display the emotion. On young adult period if their parents do have mentor them avoid from drugs and alcohol, most of them are not going to addict on it. The influence of parent might not definitely protect against drugs and alcohol used of their

children but significantly reduced the chances of using it (Hackshaw, 2017). Moreover, the relationships between parents are not satisfied it may affect young adult attitude towards divorce in their future life after married (Kapinus and Pellerin, 2008). Parents are also one of the significant factors that will contribute young adult attitude changed.

Furthermore, in this generation young adult are easily interacting with news media. News media is influence in young adult lives and it can be directly and indirectly (Arcy, 2004). News media has also become a factor that contribute young adult attitude changed (Powell, 2017). Young adult expose under the content which involve violent after a long term they might be influenced and become violent. Media violence had increased the risks that make people become aggressive and violent (Anderson, Berkowitz, & Donnerstein, 2003). News media is the important source for young adult to get information about products and it will affect young adult buying behaviour when they interpret the advertising on news media. News media will strengthen the likelihood of young adult among the product when they had already like about the product. (Barve, Sood, Nithya, & Virmani, 2015)

2.4   Communication Accommodation Theory

Most of the people will change the way they communicate, texting, e-mailing and so on according to people they are communicating with. Communication Accommodation Theory (CAT) explain the reason why people tend to act in this way and also explore various social consequences arise from it. This theory was developed by a professor teaching communication at University of California, Howard Giles. It is evolve from Speech Accommodation Theory (SAT) which also developed by Giles in 1973. SAT was a theory mainly examined accommodation trend in

interpersonal communication, but in 1987, the main focus had broadened to cover a wide array of communication behaviours and the name was revised from SAT to CAT, (Fisk & Vaarala, 2017).

Communication Accommodation Theory suggests that people have the tendency to adjust their attitudes and behaviour while interacting with each other. This is because they want to get approval and create a positive image in front of people they are interacting with, (Giles & Ogay, 2007). There are two types of accommodation process which are convergence and divergence. Convergence is the process where people adapt to other's people communication characteristic to reduce social distance. As for divergence, it is the process of negate the process of adaption and people are emphasize on nonverbal differences, (Giles & Ogay, 2007).

These two processes are depended on the characteristics of people who are interacting with others. People will adapt their communication style to the person they interact with because they believe that they are better than them and higher standard than them. But, divergences show an opposite characteristic. This is because they emphasize more on the differences among the close relations with each other. No matters is communicating in workplace, or communicate with people around us in daily life, Communication Accommodation Theory is useable in various communication process

2.5 Media Ecology

Technology and media is so advance in nowadays, many people are engage with media and internet (Eyal, 2016). Hence, media does influence people and it will affect people and the environment. Media ecology is a theory that study about media and technology will affect people behaviour, attitude and value. According to Neil Postman (1979), media ecology definition is a theory that looks into the matter of how media of communication affect human perception,

understanding, emotion and value. It also shows that how people engage with media facilitates or barricades our chances of survival.

The changes of generations makes the media also keep changing. Media has become a powerful source that effect large structural human outlook (Larson, 2012). According to McLuhan (1988) stated that, there is two type of media which is hot media and cool media. Hot media is which demand little interaction from the user and it is rich in sensory data. For example: print media, books, radio, and photography. Cool media is requiring more active participation on the part of the user and provide less sensory. For example: speech, television, seminar and so on.

Last but not least, media is become very common to the society and it will bring impact towards people (Jenny, 2014). The media is keep changing because of the generation and people will find different way to get along with media. Currently people will more prefer cool media because they tend to have more interaction with media. It will make the media more interesting when the sensory of data is lesser because if they are interested in it they will find the information by their own (SPHmagazines, 2012). Print media is keep decreasing because when they receive the information they need to have some idea or knowledge about it, it is directly provide the information to the audience, it is quite boring if compare to television media or social media. Hence, media and technology does bring effect towards the society and the form of media will keep changing based on the environment.

2.6   Persuasive Communication Model

Persuasion is about attempting to influence one's mind (on how the people think) and behaviour and is always related to communication (Persuasive Communication: Theories, Skills & Techniques, 2017). Persuasive communication is the way the communicators influence the audience

using different message or media strategies. Over the years, studies about attitude had been done by scholars examining how people form attitudes, and how persuasion relate to attitude change, attempting to understand the approaches or channels to influence people. Scholars had suggested theories and models in describing persuasion and attitude change. In this research, Persuasive Communication Model will be used in explaining the factors that contribute to attitude change among young adult. Persuasive Communication Model provides a picture of the complex process of persuasion and its impact to its audience or receiver. There are "the eight spheres of influence" in this model (Cugelman, Thelwall, & Dawes, 2009), which are source, source message, message expression and interpretation, media, audience, feedback encoding and interpretation, audience feedback, as well as the social and physical context. Here, the researchers will be explaining each of the elements accordingly based on Cugelman et al (2009):

PERSUASIVE COMMUNICATION MODEL
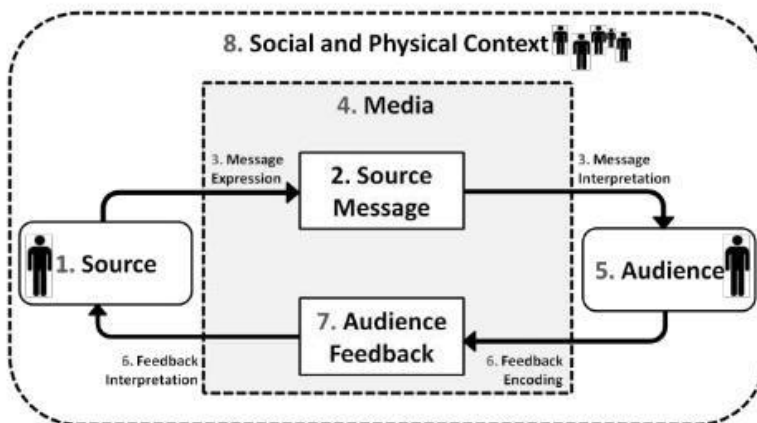
2.6.1 Source

The source is commonly known as the "sender" or "communicator" in the communication process. It can be a living person, like lecturer, peer, parent, or a non-living entity, like brand, organization, institution or agency that the audience or receiver interacts with (Gemma, 2013). The source is responsible in encoding message to its audience and decoding audience's feedback. Basically, audience has a fundamental opinion or idea about the trustworthiness and perceived credibility of the source. A source's ability to conceptualize idea or the communicator's own specialization, status, and credibility can also affect whether its audience will listen to him or her (Cugelman, Thelwall, & Dawes, 2009).

2.6.2 Source Message

Source message is the information presented or conveyed by the source, which is to be received and interpreted by the audience or receiver. However, meaning of message is not always understood by its audience as attempted or desired to (Cleary, 2015). Therefore, it is important to use the relevant message strategy in order to attract the right group of audience and make them receive the important meaning accurately.

2.6.3 Message Expression and Interpretation

According to Cugelman et al (2009), Message expression involves the way of the source to create and express their thoughts, messages, opinion and so on. While those messages or cues will be studied and digested by the audience or receiver, which is the "message interpretation". Both message of them are important for generating the shared meaning.

2.6.4 Media

Message is a form that travels from one point to another through media (Cleary, 2015). Media refers to the channels or tools that the communicators use in communicating their message and meaning (W, 2011). Television, radio, poster, book, video, social network sites (SNS), social media are the most common examples of media. The targeted population or group of audience should determine where the message should be placed and in what form (Cleary, 2015). For examples, to explain about the combat of dengue among primary schools children, posters can be placed on every corner of the school surrounding, and the content should has more coloured images than words, in order to attract the schools children to pay attention on it.

2.6.5 Audience

"Audience" technically describes the receiver of the source message in a communication process. It is the targeted person, group, or population that the source aims to influence (Rawat, 2017). The primary task of audience or receiver is to pay attention to, decode or interpret the source message and also him or her also responsible to give feedback to the source.

2.6.6 Audience Feedback

Audience feedback is the core purpose, whole point of persuasive communication. It defines whether the persuasive communication is successful or fails (Williams, 2011). According to Gemma (2013), it is simply understood as the reaction or responses of audience. Audience feedback can take in form of verbal and non-verbal communication, which assists the source or communicator to understand their audience and evaluate, or adjust their communication style or content. For examples, when a lecturer is giving explanation on the slide presentation, while some of the students before

him start to look at their phone, lie down on their tables, or yawn. These reactions are the students'
feedback to the lecturer's class and cues that the class is boring. From observing these non-verbal
cues, the lecturer might change his style of giving lectures by providing some interactive Q and A
session in the next class to retain students' attention during the lecture.

2.6.7 Feedback Encoding and Interpretation

Here is similar idea with "message expression and interpretation", only the parties are placed
oppositely (Cugelman, Thelwall, & Dawes, 2009). When receiving the message from the source or
communicator, the audience will show and share their expression, opinion about the message back
to the source, where "feedback encoding" occurs. At the other side, the source or communicator will
interpret or decode feedback of audience and able to evaluate whether the communication is
successful.

2.6.8 Social and Physical Context

This means the physical, social or cultural environment or occasion where the
communication takes place (Gemma, 2013). Moreover, social network, cultural learning, opinion
leader can affect the persuasion and attitude change. The success of persuasive communication also
depends on physical place, timing, occasion, event, and the current attitudes of the source and
audience (Williams, 2011).

In this research, researchers attempt to explore the factors that contribute to the attitude
change in communication among young adult. It will involve the study on communication process.
Persuasive Communication Model consists of the basic elements of communication (source,
receiver, message, channel, feedback) and supplements the important ingredient, social and physical

context that communication take place, which influence the acceptance of new idea, opinion, and may contribute to attitude change. The *Source* in this communication model will be the objective of this research study, in other words, the persuader or influencer, which is the factors of contribution to attitude change among young adult. The sources encode and deliver messages through a Media, or channel, to reach its audience or receiver. The Receiver in the model refers to the research population, young adult, aged between 20 to 30 years old. Following the model, the audience or receiver decode the source message and will create audience feedback during the communication. Here, the audience feedback will reflect the attitude change of the audience or receiver. In this study, the attitude change will be looked into are attitude change in languages, verbal and nonverbal communication.

2.6.9   Conceptual Framework
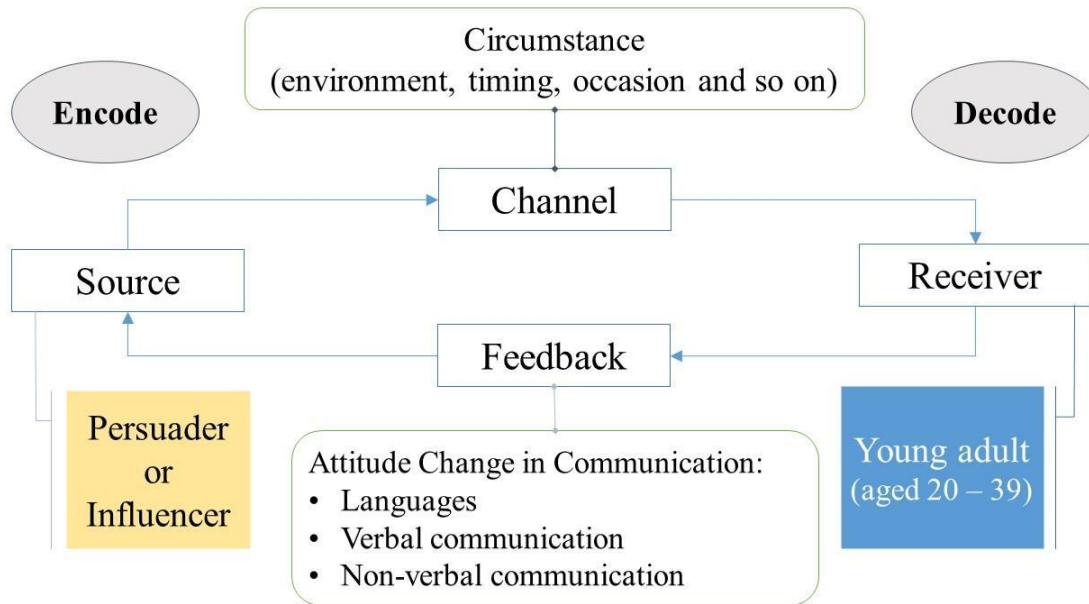
2.7   Factors

2.7.1   Peer Influence

Friendships are one of the important aspects that young adults cannot live with. Young adults will start to treat their friendship more intimate, exclusive and more constant than in earlier years. They will share same values, interest, attitudes, and lifestyles among each other, (Wolf, 2015). However, sometimes young adults not initially choose peers who share similar attitudes and value but they will become similar to their peers over time.

Young adult will conform to their peer groups to fulfil their needs sense of belonging all this time. According to Howard (2014), stated that young adult will observe their peers' reaction on the way they speak, they way they dress up themself to learn about what is acceptable in the peer groups

and what is unacceptable in their peer groups . The self-conscious of young adult of worry about how their peers will react to their future action is the most common way young adult are influenced by their peers (Burns and Darling ,2002). This has causes young adult try to predict their peers reaction and eventually it has influence young adult to change that attitude.

According to Makgosa and Mohube (2009), stated that product that are consume in public such as sunglasses and shoes are more likely to attract more peers influence than product that are consumed in private. Young adult tend to satisfy with expectation from their peers and also they will make a decision after seeking information from the peers. This research had shown that peers tend to have greater influence on young adult when they are making decision on purchasing product that is consumed in the eyes of public.

In real life, people tend to have a stereotyping mind set of peer influence must be negative influences from friends, (Guzman, 2007). However, everything must have a balance. If it is bad the other side can be good too. In fact, peer influence can be both positive and negative influence. Peers can always easily lead young adults to engage in unhealthy activities or involve in unsafe behaviour but they can also motivate young adults to improve their academic performance in school, volunteer for community service, participate in sports and so on.

According to Makgosa and Mohube (2007), stated that product that are consume in public such as sunglasses and shoes are more likely to attract more peer influence than products that are consumed in private. Young adults tend to satisfy with expectations from their peers and also they will make a decision after seeking information from their peers. This research had shown that peers tend to have greater influence on young adults when they are making decision on purchasing products that is consumed in the eyes of public.

Peers always play a large part in young adults' life. Peers can offer young adults with many positive opportunities although there are many negative meaning of peer relationship. Peer relationship is very important for healthy development and essential for youth to develop into a healthy adult. Even if the negative influence of peers is often being emphasized, peer relationship also have the potential in overcome the problem behaviours of young adults. Hence, families, communities, school could work together deflect negative peer influences and helping youth develop a positive peer relations.

2.7.2 Parents Influence to Attitude Change

Relationships between parents and their children change over the lifespan. In the early stage, parents provide nurture and guidance to their children development. Parents are known as one of the key mentors for most children. This is because parents are possibly the early caregiver to their children. Parents play the role as major mentors until their children attend to the early childhood education (DCSF, 2008). Nevertheless parents still remain as a major influencer during the children's learning process (Hoover-Dempsey & Sandler, 1997). Parents bring important information, knowledge and experience which helping children during their developing age. However, parental involvement can lead to a positive or negative effect on the cognitive development of children. This is due to early parental will enable children to recognize their primary caregivers as their role model (Pećnik & Branka, 2010). Therefore children will started to learn and develops own moral values and this will effect on their social behaviour in future time. Hence, while in the process it is important that parents must learn to consider children's opinion and lead them to a positive way.

At the age of adolescence, the relationship between parents and children transfer from a dependent relationship on parents to a mutually supportive relationship to each other. A study from Vassallo, Smart, & Price-Robertson, (2009) also proven that adolescents started to see and treat their parents as other unique being which have their own life and needs. In addition, adolescents are often looking for a peer-like relationship with parents. This kind of relationship allows parents to have greater involvement in the decision making process. Moreover, some parent will set the rules in order to regulate their children's behaviour and enable children to have self-control. The purpose of parental regulation is to allow children practice self-regulatory behaviour in the real world.

Besides, contact of parents and children will also be influenced by family size and educational level of parents. According to Cooney, (1994) in larger family, parents will become less intimate with their children because they need to separate their attention to others children in the family. Somehow highly educated parents can educate more societal norm to children which will increase involvement with children because they have more material resources to offer (Furstenberg, Nord, Peterson, & Zill, 1983).

In addition, parents who suffering poverty can also disturb their parenting practice and style. Their children are less provided with good home environment and they are more likely to practice a harsh method in parenting children (Utting, 2007). Hence the connection with their children will be looser compared to a normal family. Across a range of studies, there has emerged a strong conclusion that good parental involvement will generally contributes greater influence towards young adults behaviour shift. In contrast if parents always argue with their children, they will not have a very close relationship or supports from their children (Aquilino, 1997). At the same times, it also results in higher possibility of conflicts happen on parents with them.

2.7.3 Media Choice Influence Attitude Change

The media is significant in the daily life of people; they tend to have high level of access and usage to many media vehicles daily. At the same time, media also are vehicles or channels which are used to convey information, entertainment, and also distribute news and message to the public (Mehraj, Bhat, & Mehraj, 2014). It includes television, radio, newspapers, billboards, mails, telephone, and also internet. They are usually served as source of information for individuals and also help in shaping the social norms. Hence it can influence beliefs and perceptions which drive to the change in personality.

In addition, television can be one of the most influential media vehicles among others. A research from Huesmann, (1982) stated that those who watch more violent television tend have more aggressive attitude. He also explains that it is because attitudes are induced from observations of behaviour so individual are more likely to follow the things that they had observed. Nonetheless according to Prot, et al., (2015), television show can also educate norms of polite social behaviour to their audience. Thus, television can bring either positive or negative socializing influence depends on the content.

Besides, research from Toma & Hancock, (2013) found that social media are actually assisted in satisfying need for self-worthy and self-integrity of individual. This is the main reason that driven people active involving in the use of social media because they want to seek for belongingness. Nevertheless media can influence the individual to have sedentary behaviours. People tend to reduce their involvement in the face-to-face interaction and physical activity, in contrast they just sitting or lying down to watch television or using internet (Owen, Leslie, Salmon, & Fotheringham, 2000).

A debate from Entman (1989), says that media do not manipulate people though however it offer many other information to let people think about and influencing the way people think about it. This is also called media framing the information. Besides, people believe by repeating the media message to the audience can have an impact on shaping the attitude. This is why politician repeats in delivering same media message in order to encourage their favourable attitude change. However according to Atkinson, Elliott, Bellis, & Sumnall (2011), media only reinforce the existing attitudes because audience can actually reject or modify the message they obtain from media. Meanwhile media messages cannot provide consistency effects and are interpreted differently by individuals. Since media do not generate specific changes but rather reinforce the status quo, then media might not be so powerful in influencing the behaviour change.

2.7.4 Personage

The term "personage" is identified as someone who is important, and being attached with great admiration or respect. When people admire or worship a figure, he or she pays own likeliness, or respect to someone or something, but in a great extent. Young adults are in the stage of exploring their own identities, focusing on self-development and have a lot of possibilities. They expose themselves to different characteristics, personalities, worldviews or even how to live their life. "The identity explorations of emerging adulthood are conceptualized as spanning love, work, and worldviews, as well as general notions of how to construct a life (Arnett, 2000; Arnett, 2015)" (Trible, 2015). In this phase, young adults usually have many references in forming their attitudes and characteristics.

Admiring idols is one of the example. The word "idol" is defined as "someone or something who/which is very important and has been known by a lot of people," they can be diverse in areas,

not limited to entertainment, sports, politics or media-relating (The influences of having an idol on characters and attitudes, 2017). It is common to see some young fans are changing their personal image by following how their idols appear in front of the public. According to Chan and Prendergast (2008), people admire certain figures that fit their idealized self-image.

Young adults may imitate the fashion ideas, certain personalities or even way of speaking from the personages, to establish or feel similar impression of their idol's image or to fit whichever can describe their ideal types of self-image (Chusna, 2008). They "shared a bond with their idols were more likely to attribute their idols in guiding their choice of identity and shaping their feelings of self-worth" (Chan & Prendergast, 2008). Young adults not necessarily worship public or media figures, but can be also someone from their communities, their teachers, family members and so on.

2.7.5 Socialization

People constantly learn and evolve by experiencing the interaction with each other in the community. In the family, through parents and siblings, people learn about relationship and important concepts like love. While in the school, friendship helps people to understand each other and engage in education. Hence people develop their understanding about culture and society throughout the process.

Socialization is a process of growth and personality development of an individual. The learning process in socialization is determining an individual's how to conduct their life, morals and values. The early period of learning will happen through family relationships also known as primary socialization, which is learning by interacting and observing during childhood (Elizabeth & Stephen, 2012). Primary socialization is more likely to begin in the home where children able to learn social norms, such as how to behave in current society, and cultural practices.

There is no doubt that parents are significant influences during the period, however peers also play important roles in behavioural and social development. Peer relation is the early friendships help children learn how to negotiate and relate with each other's (Chandler, Nita, & Scully, 2010). Besides, children also learn how to socialize according to the group norms and culture. Peer groups have a significant influence on social adjustments as they provide other perspective and viewpoints. Hence peers also become essential in educate custom and social norms to their members. In addition, gender-role socialization in the peer group allows children learn about sex differences, social and cultural expectations can be obtained through socializing with their peers.

2.7.6   Generation Gap

Generation gap talks about the differences in actions, beliefs, interests, and thoughts that exist between individuals from two different generations. For example, you feeling that people older than you are hard to understand what they are thinking or you felt like the same way that people from younger generations (Salmon, 2017). Perhaps people will find out it is easier to understand people who are closer to their age than those who are older or younger. Generation gap often refers to a perceived gap between younger people and their parents or grandparents. There are six generations living in the society which is the Greatest Generation, Silent Generation, Baby Boomers, Generation X, Millennials, and Generation Z. Each generation the unique set of characteristics and norms. For example, the Greatest Generation (born 1901-1924) is identified as it is patriotism, a hard workers, and loyalty to societies. The Millennials (born 1980-2000) are categorized by reply on technology, separate from traditional institutions, optimism, and open-mindedness (Gravett, 2007). This is the reason why people from different generations have a hard time understanding each other.

There are some ways to make differences between generations, each generation create the new trends and has its own cultural impact. There got a different perspective and opinion between the generations in several areas, for example, moral ethnic, personal value, social belief and attitude towards issues. Due to people come from different generations, their mental framework are different from each other (Gravett, 2007). Physiological and behavioural patterns are formed under the basis of generation that people have been go through. When the people come from different generations meet each other they often are have difference in opinion, communication gap even conflicts. Generation gap could create misunderstanding and lack of attachment between two different generations. People are more easy influence by people who come from the same generation. It is because people are sharing the value, way of thinking is similar, mutual understanding and looking for common interest (Salmon, 2017). For example, the younger adults doesn't like parent interfering their personal matters and the young adults more willing to share stories with their peer who are closer to their age.

2.7.7 Imitation

According to Tomasello (1999) imitation plays a crucial role in one's life because it allows for the acquisition of cultural practices. Imitation shall clearly implicate similarity in behaviour to some stimulus. Imitating is to act like another, though all such resemblance may not be imitation. There are several types or forms of imitation mainly the movements of another, as when someone is duplicating another's dress code, replicate someone's movements, or have emotions and feelings which resemble those of another (Faris, 1926). Nehaniv and Dautenhahn (2002) surmise that copying and duplicating the behavioural construction or morphology of an action is often considered to be cognitively demanding due to the correspondence problem and imitating actions in some cases

are undetectable to the imitator requires a mechanism for altering sensory information into a corresponding matching action.

Imitation was considered one of the important parts of an inventive process. Invention, based in imitative elements, particularly in taste, ended up with new commodities. Besides, with the integration of an innovator's self-knowledge and imitation of particular elements observed in earlier technologies may receive a certain pride of place (Berg, 2002). An automatic imitation or mimicry emerges liking, affiliation, cooperation and other positive social attitudes in naturalistic interpersonal settings (Leighton, Bird, Orsini & Heyes, 2010). Unconscious mimicry promotes peaceful and harmonious social interactions and improves social relationships (Chartrand & Bargh, 1999; Lakin & Chartrand, 2003).

Social attitudes and automatic imitation are part of a positive feedback cycle in which pro-social attitudes emerges automatic imitation, while automatic imitation further enhance positive social attitudes (Leighton, et al., 2010). Sterelny (2003) further surmise that an automatic imitation does not only stimulate day-to-day social interactions, but it also plays a crucial role in the evolution of human cooperation. In addition, learning via imitation can be an attractive heuristic in many conditions as it helps to saves on decision costs and requires comparatively low cognitive ability (Apesteguia, Huck, Oechssler, Weidenholzer, & Weidenholzer, 2018).

2.7.8   Adaptive

The environmental is keep changing nowadays, human being is one of the species that easily to come over the issues and adapt in it (Wong & Candolin, 2014). According to Tony Alessandra (2018), adaptive is people trying to change their style to get along and make others comfortable. Adaptive also can meaning that the ability that certain systems possess to modify themselves in

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order to adjust to changes in the environment (Xabier & Moreno, 2008). Individual physically and mentally differences will also affect the individual how easily to adapt in different environment and how is the individual react to the environment (Eleonora, Robert & Neville, 2014).

Most of the people in nowadays are trying to "fit in" the environment to adapt in the development of the society. The process of an individual changing his characteristic is known as adaptive (Lewis, 1894). In order to being different and special from others they chose to become same as the majority (Molinsky, 2014). It is because if they are not in the group and different from others, they will feel like being isolated. Some of the people are reluctant to change if there are in a different environment but they are still trying to look similar with the majority (Bradt, 2017).

Moreover, different occasion will also have different impact on how people adapt in it. Ambiguity is one of the reasons that people are trying to adapt in the environment that they are not familiar with because they wanted reduced the uncertainty and they will feel secure if they are same with majority (Shaw, 2013). For example, in school young adult are easily being influenced by the environment and adapt in it because they wanted get sense of belonging and do not wanted to feel isolated. Another example is when come to different event there is different required of attire, most of the people will follow the attires of specific event because they do not want to feel unusual compare with others. Hence, they will follow the majority and adapt in it to let others feel comfortable even he/she is not willing to.

Last but not least, every things change constantly, adaptive is happening in everyone life, it is not only in mentally but also physically (Barton, 2016). Due to the conformity so people will try to agree or acting like the majority and also involve behaving in a particular way to look like "normal" in the group (Cherry, 2018). Mentally adaptive might be the hardest because it might very different from your belief and norm. People might change and adapt in it due to the occasion but after they

leave the uncertainty and the environment they will changing back to their belief and values (Katherin & Heather, 2016).

CHAPTER THREE

METHODOLOGY

3.0   Introduction

In order to achieve the goals of the study, it is essential to have an effective methodology in collecting the data. It is very important as it can helps researchers to get the result in finding chapter. Hence, methodology in this study constructed as a tool that helps researchers to get the results of this research.

In this chapter, researchers have clearly explained the research method used to conduct this study. The research method used by researchers in this study is qualitative research. It aims to seek a deeper truth and to study things in their nature setting instead of meanings people bring to them (Greenhalgh & Taylor, 1997). By using qualitative research, researchers can explore a wider view of the social world, including the understanding, experiences and texture and weave of everyday life of our research participants and the significance of the meanings they generate (Mason, 2002).

3.1   Research Design

There are many type of research design in qualitative research such as participatory action research, phenomenological studies, case studies, grounded theory studies, content analysis research, ethnographic studies, biographical research, historical studies and feminist research (Astalin, 2013). However, this research is much more on phenomenological studies which aim to find out the factors that contributing to attitude change among young adults. This is because most

of the researchers already have the guidelines of the factors that contribute to attitude change in communication among young adults but mostly associated with behavioural changes. Researchers believe that there must be some other contributions in attitude change among young adults in communication. So, the research design of this research is more suitable to use phenomenological studies.

Phenomenological studies are to amplify the implication, value and essence of lived experiences of a person in a specific phenomenon (Moerer-Urdahl & Creswel, 2004). It is credited by a German philosopher and Mathematician, Edmund Husserl. In the other words, phenomenological studies aim to look for a deeper understanding of nature or meaning of our own daily experience. According to Groenewald (2004), a phenomenological study is suitable to research about social and psychological phenomena from the perspectives of people involved. Hence, researchers believe that this research is suitable to use phenomenological studies because they tent to find out the real factors that contribute to attitude change in communications among young adults.

3.2   Sampling

3.2.1   Research Sample

The researchers used non-probability sampling as the sampling technique where subjects selected based on the convenience of accessibility and proximity to the researchers. A non-probability sampling can be defined as an approach in which some units of the population that actually come out with no chance of being selected or where the probability of selection cannot be determined accurately (Tankard & Severin, 2001). Basically the sample is not based on chance but it is rather determined by some person. In this sampling, researcher cannot even assign to another element of population, the probability of its being selected in the sample itself. However, people

may use their personal judgment or perception in sample selecting, that is why it was so called as judgmental sampling. This sampling technique is more effective to collect and analyse data in range of settings with diverse populations as well (Tankard & Severin, 2001). This requires prior knowledge about overall patterns of response and all the entire informants should meet the requirement stated by the researchers. The requirement needed as below:

1. Young Adults

2. Student of UTAR and TARUC from Kampar campus

3. Must possessed at least Diploma

4. Aged between 20 to 30 years old

5. Agree to be the participant

Researchers had looking for the candidates of interview through the connection or network of their friends who are in the similar age range with the targeted research sample. The researchers have approached candidates who were introduced by their direct friends, instead of selecting friends who are close to researchers themselves. This is because the data which is collected from direct friendship may happen to be bias or unreliable compare to whichever collected from the strangers. The informants also were selected regardless of their ethnic groups because people from different ethnic background might have different factors that drive them to the attitude change. Malay and Indian candidates were introduced by friends of one of the researchers. Moreover, researchers also visit the campus of TARUC to approach candidates. Researchers firstly introduced themselves and explained about the research project before getting permission to conduct the interview. The interviews were conducted during weekdays as the informants are around their university campuses. The interview session were held within 10 am to 6 pm. A number of five young adults had agreed to be the informants for this study.

3.2.2 Location

In this study, interviews will be used to obtain data relevant to the study's objectives and research questions. The setting of the study is very important to ensure the information will be sufficient obtained through the interview session. The targeted sample of study is the young adults around the Kampar area. Most of the young adults who stay in Kampar are students of Universiti Tunku Abdul Rahman (UTAR) and Tunku Abdul Rahman University College (TARUC). However, the students might came from different states of Malaysia thus they might have very diverse family background. An interview will be conducted to collect the data which semi-structured question will be prepared by researchers for the informants. During the interview, the communication between researchers and informants are recorded to analyse about factors that contributes to attitude change in communication among young adults.

The interview session will be conducted to study both male and female young adult who aged between 20 to 30 years old to collect their opinions on the factors that contribute to the attitude change. During the interview session, the researchers will place the informants at eased and listened, observed as well as guide them throughout the conversation especially in terms of answering the questions given up until the main objective is discovered. At the same time, researchers might enquire more detailed question according to the response on the question given by informants. English language is the main language used during the interview session for data collection. However, researchers also adopt to some informants' preference to use Chinese language when carry out the interview, to avoid unclear or ambiguous meaning transmission due to the informant's ability in interpreting or explaining in English language, in order to obtain more accurate information.

3.3   Collection Procedure

According to Hsieh and Shannon (2005), content analysis is a method of visual communication messages or analysing verbal and written form. Moreover, according to Prasad (2017), content analysis was the method used in analysing newspaper and magazine articles, radio, advertisements and political speeches. However, as time flies currently, content analysis has a long past record of use in psychology and business, communication, sociology, journalism and during the last few decades its use has shown steady growth (Elo & Kyngas, 2008).

Besides, in another perspective of Stemler (2014), coined that content analysis known as family of procedures for the replicable analysis of text and systematic. Content analysis involves the classification of parts of a text through the application of a structured, systematic coding scheme from which conclusions can be drawn about the message content. It can clearly specify the coding and other procedures content analysis is replicable in the sense that other researchers could reproduce the study. Content analysis can be carried out quantitatively but also qualitatively. However, according to Down Wamboldt (2009), qualitative content analysis has two-way approach of content analysis, which is inductive and deductive way. Inductive content analysis process included open coding. Open coding brings the meaning of notes and heading were written in writing form. Besides, deductive content analysis is often used in the case whereby the researcher wants to re-examine the existing data in new content (Zhang & Wildemuth, 2017). Therefore, in this research, the researchers had decided to conduct inductive content analysis to do the analysis. After the coding sessions were done, the researchers will start coding according categories by do it manually using Microsoft Excel so that all the data organized nicely. Finally, the researchers will find a qualified and educated person to become the checkers for the reliability of the research.

```
┌──────────────────┐     ┌──────────────────┐     ┌──────────────────┐
│   Construct      │ ──► │  Carry out pilot │ ──► │    Refining      │
│ interview protocol│     │      test        │     │ interview protocol│
└──────────────────┘     └──────────────────┘     └──────────────────┘
                                                            │
                                                            ▼
┌──────────────────┐     ┌──────────────────┐     ┌──────────────────┐
│  Transcript and  │ ◄── │  Collect the data│ ◄── │    Interview     │
│    Analysis      │     │                  │     │    informant     │
└──────────────────┘     └──────────────────┘     └──────────────────┘
```
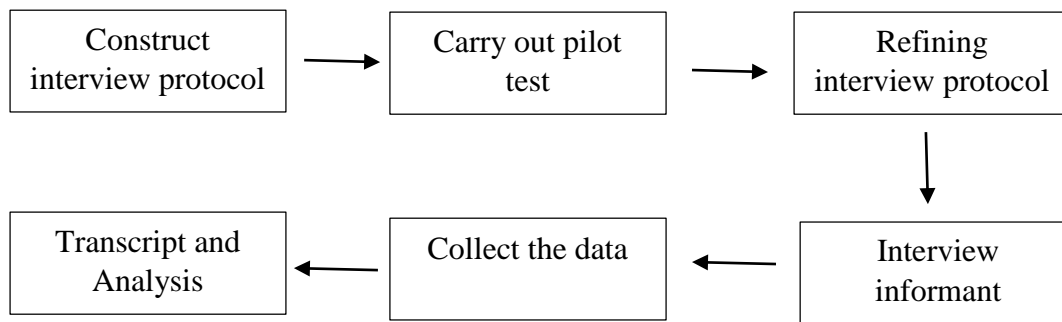
	Pros	Limitation
Observation	To meet the requirement or criteria of informant.	Might be bias according to only appearance.
Interview	More in-depth information can be retrieved.	The question might be confusing for informant.
Document	Many sources of information is ease to access.	It is hard to determine the credibility of sources.

3.3.1   Interviewing

It is a qualitative data collection method that provides the opportunity to collect depth, descriptive data about people's behaviours, attitudes and opinions. They can be used as an individual research method or as particular part of a multi method design, depending on the requirements of the research. It is a useful approach for understanding the story behind a person through the interview. It allows the interviewer to collect in-depth data around the topic after interview session. The examiner situated the interviewees at eased and listened, observed along with lead them throughout the dialogue specifically in terms of answering the questions given up till the main objective of the research is discovered. For the purpose of achieve the research objective, there are few strategies selected by the examiner to enhance the quality of the interview (Ravitch & Sharon, 2016).Hence,

semi-structured interview will be the primary sources used by the researcher in this study. The approach is significantly convenient to be considered as qualitative study as mentioned.

Interview protocol lists the questions that are to be discovered in the research. An interview guide will be arranged to make sure that the outlines of inquiry are followed with each person interviewed. The guide will provide topics and questions which the interviewers use to discover, investigate, and ask questions to get an answer from interviewee regard to particular topic. Therefore, the interviewer will get free to build a discussion within a particular subject area, ask questions naturally, and to establish a relaxed conversation. The protocol functions as a checklist during the interview sessions which ensure that all important subjects are covered. The benefit of an interview guide is that it makes sure that the interviewer has decided how to use the limited time that given during an interview (Montoya, 2016). The guide makes interviewing with different people in more efficient and comprehensive by carry out in advance that the issues want to be explored. A guide is necessary conducted for in-depth interviews as it keeps the communications focused around the research topic and lead expression of individual perspectives and experiences.

3.3.1.1 In-depth Interview

In-depth interviewing is one of the oldest and most respected data collection strategies in social science. It is used to stimulate an overall picture of the participant's perspective on the research topic. During in-depth interviews, the person being interviewed is called the informant and the interviewer is considered as researcher. The researcher's must acquire interviewing skills that capable to study everything shared by the informant that is relevant to the research topic. Researchers have to be neutral, they are posing question to the informant and listen attentively to their responses to prevent bias from happen. At the same time researcher can ask follow-up

questions based on those responses. In-depth interviews are usually conducted face-to-face and involve one interviewer and one participant. Phone conversations and interviews with more than one participant also qualify as in-depth interviews. In this particular research, the researchers only focus on individual, face-to-face interviews.

Whatever the focus of the study, the basic research question needs to be sufficiently focused so that other researcher will have shared experiences about the topic in the further study. The basic research question may well serve as the first interview question, but between 5 and 10 more specific questions are usually developed to explore more intensely into different aspects of the research issue. The qualitative research process will often results in altering questions as the researchers want to learn more about the subject.

3.3.1.2 Semi-Structured Interview

The researchers decided to use semi-structured interview as the primary data collection. Semi-structured interviews basically will be used in policy research. In semi-structured interviewing technique, guidance from the interviewer is needed. As usual, the researchers will come out with some set of questions and topics to the informants. Normally, the questions will be asked are standards, and further investigation may be included to ensure that the researchers cover all the objectives of the study. Semi-structured interview collects detailed information in a style of informal conversation (Galletta & Anne, 2012).

The researchers aim to collect as much information as possible as we all know that the more informants involved the wider the perceptive gaining. The researchers chose semi-structured interview because it allows informants to have their freedom to express their views from their own perspectives as well as to tell he or she own experience towards the topic concern. As mentioned,

semi-structured interviews provide reliable and equivalent qualitative data (King & Nigel, 2010). Moreover, it is beneficial to the researchers because the questions can be prepared ahead of time and help the researchers to make early preparation before the interview session. Using this method, the researchers will be allowed to have some extended questions to the informants if it needed.

3.4   Instrumentation

In this research, research protocol has been developed by the researchers as a guideline in order to achieve accuracy. The researchers did few amend of the research protocol and finalized with a suitable protocol.

3.4.1   Interview Protocol

A set of interview protocol has been developed based on the needs of the research questions (Appendix II).

3.5   Data Analysis Process

Data analysis process simply refers to the process of examining research data to acquire an explanation for the research objectives (Achievability, 2018). In this study, semi-structured interview has been used to get information and ideas, which qualitative data has been obtained. Therefore, to analyse qualitative data, researchers will start with the axial coding process. Firstly, the researchers need to scan all the primary data from the interview transcript and find out the words and phrases that are most frequently used by them, in order to identify the important information and extra codes will be removed. Each of the information will be categorized carefully, based on

their similarity that will form a major idea or element to answer the research questions. Then, each element will be identified as a code that can represent a theme. Themes are key words to be used to imply the respective research finding and differentiate each of them. Hence, the researchers can base on the categorization to analyse the information effectively (Ritchie, Lewis, Nicholls, & Ormston, 2014).

After the researchers summarize the data, categorize all the information that received into themes. Researchers tried to link the research findings to the research objectives, based on the research questions that framed at the early stage of the research. The researchers were then explained about each theme in the research report and discussed their relationship with the phenomenon examined, which are the research questions. The final step is to conclude the data analysis result in the final report.

3.6   Validity and Reliability

Validity and reliability of data collection is fairly significant in determining the quality of the research study and credibility of research findings. To ensure the reliability and validity of data collection and research findings, the researchers need to adopt few strategies.

3.6.1   Validity

"Many researchers have developed their own concepts of validity and have often generated or adopted what they consider to be more appropriate terms, such as, quality, rigor and trustworthiness" (Golafshani, 2003). For this research, the researchers are the instrument to provide the validity of the research data. Validity in research is concerned with the exactness and truthfulness of logical discoveries. A substantial study ought to exhibit what really exists and a legitimate

instrument or measure ought to really measure what it should measure. Therefore, the information that collected from interview is the primary instrument of data collection and analysis in this qualitative research. All their clarifications and opinions will be acceded directly through their observations and report. Qualitative research data is nonmathematical, descriptive, informative, and cannot be measured using numbering (McLeod, 2017). Qualitative research is a process of interpreting data for the purpose of "describing, interpreting, and/or explaining a social or human phenomenon." In this research, the relevant validities to use are interpretative validity, descriptive validity, internal validity, external validity, and also suggest to cope research bias.

3.6.1.1 Descriptive validity

Description is the main element in qualitative research. Descriptive validity refers to the accuracy of descriptive information that researchers report. When discussing the accuracy of the research findings, it is important to make sure that the data researchers collected is what exactly being portrayed by the research participants. According to Thomson (2011), descriptive validity is fundamental of all other types of validity. It is the first step to ensure correctness during collecting data. If the description or data is inaccurate in the first place, then the other following validity would not be relevant (Thomson, 2011). In descriptive validity, researcher uses "cross-checking" or "investigator triangulation", where involves few members of the research, including researchers and research participants, to confirm the content reported. In addition, it makes the research more credible and accurate, by having the agreement on the descriptive information among the members (Johnson, 2015).

In this study, descriptive validity is achieved by recording the conversation of the informants during the interview. After that, interview transcript is produced and the researchers had the

informants to sign for agreement with the recorded copies of the transcript, for "double-checking", to avoid the vulnerability during the recording. By signing the agreement, informants confirm and agree that the information or quotes to be used to proceed with the research work.

3.6.1.2 Interpretative validity

Concerning that cognitive gap may occur in communication process which would lead to misunderstanding and affect the accuracy of the findings. Interpretative validity is a different level from descriptive validity (which focuses the recording of data or description). It pays attention to the researchers' understanding about the correct meaning of research participants convey as well as how precise the researchers in interpreting those meaning. It is about "looking into the inner world of participants" (Johnson, 2015). According to (Kinnunen, 2017), the strategy to ensure interpretative validity should include "participant feedback", or "members checking", according to Johnson (2015), in the process. By sharing about what has been understood with each other, it can reduce the chance for miscommunication between researchers and participants.

To achieve interpretative validity, "cross member-checking" has been used. It allows the researchers to share their own interpretation or understanding of the informants' meanings. After getting the informants' agreement to proceed with those transcripts, researchers jot down the key words of their ideas and interpretations on the transcript. Then, the researchers set up meetings to put their ideas into discussion to conclude mutual findings of the interview.

3.6.1.3 Internal validity

"In fact, qualitative research can be very helpful in describing how phenomena operate and in developing and testing preliminary causal hypotheses and theories" (Johnson, 2015). Internal validity suggests that when qualitative researchers trying to identify the causal relationship, they engage in the role of "detectives", where they make mental comparison with hypothetical control group (Johnson, 2015). According to Kinnunen (2017), researchers also use their own expert opinion or existing research studies to determine the effect or outcome. This question is always asked in the circumstance, "When the causal factor (existing event that happen more than once) occurs again, does it expand to the effect or outcome?" If the causal-effect relationship is determined, the researcher should ensure that the outcome (effect) is due to the causal factor. "When a researcher believes that an observed relationship is causal, he or she must also attempt to make sure that the observed change in dependent variable is due to the interdependent variable and not to something else" (Johnson, 2015). While internal validity is suitable for this research topic as the researchers attempt to explore the "cause" for the attitude change ("effect") in communication among young adults.

The main strategies include method and data triangulation (Kinnunen, 2017). "Method triangulation" is the idea that multiple research methods are used in a single study, range from different methods like survey, experimental, to different types of data collection procedures, such as observation, interview, questionnaire, and so on. According to Johnson (2015), the main point of using this strategy is that avoiding the methods which have "cross-strength and -weakness". While another popular strategy that emphasize on the diversity of data source called as "data triangulation". Different data sources include data from different people, geographic background, times, cultural background, and so on. However, the different data source in this validity only used for a single research method.

To accomplish this validity, researchers use the strategy of "data triangulation", where data sources from different people, geographic background, times, cultural background, and so on, can be included in the interview. The researchers also refer to relevant past research studies and combine with own understanding of the issues. Moreover, researchers ask for the research advisor's opinions to answer the question "When the causal factor happen again, does it expand to the effect or outcome (attitude change)?" in reviewing the research findings.

3.6.1.4 External validity

This type of validity linked with the generalizing the research finding(s) beyond its original stage. The principles for generalizing the qualitative research findings consist of "naturalistic generalization" and "replication logic". The former refers to generalization in basis of similarity. According to Johnson (2015), the more similarity a population have with the circumstance in the research setting, the more likely the applicability of generalization among the particular population. "Replication logic" involves expanding the research in different setting, test the research findings with different research participants or samplings, location of study, and times (Trochim, 2006). In this way, the research findings will be able to obtain the more confidence in its generalization beyond the original population.

To complete external validity, an external expertise of the university is invited to check on the research findings. Researchers get to contact with the expertise through the research advisor's introduction. The candidate is Dr Norfishah binti Mat Rabi, who is from the Faculty of Human Development, Universiti Pendidikan Sultan Idris (UPSI). She will be sent the research work and does the examination.

3.6.1.5 Researcher bias

"Bias" here means any tendency which may resist prejudiced consideration along the research process. According to Pannucci and Wilkins (2010), bias happen when "systematic error is introduced into sampling or testing by selecting or encouraging one outcome or answer over others". Researcher bias refers to the researcher's personal perception and point of view. This is one of the factors that can affect how the research will be conducted: What research method should be used? Which data collection methods will be suitable? Furthermore, it also affect how the researcher can accurately interpret the data or description. To reduce the bias in research report as possible, the researchers should aware of their bias concept or idea, and make clear interpretation and explanation for future understanding. Moreover, researchers are also suggested to actively seeking negative-cases to support their explanations.

3.6.2   Reliability

"Credibility, Neutrality or Conformability, Consistency or Dependability and Applicability or Transferability are to be the essential criteria for quality" (Golafshani, 2003). Reliability is a measurement practice which it produce reliable results. It is used to evaluate the quality of the qualitative research. Certainly involve the reliability and repeatability of reliable results. It is important as associated with rigor, or accuracy, of our study, which reflects the visibility of research practices; reliability in research analysis and conclusions; partiality, or bias, and limits of the research findings. (Dodd, 2015). When researchers measure reliability for the second time using the same method as the first time it should be the same or closely to the identical results. It shows that, the more reliable the measure, the less random error in it as reliability had to do with the amount of random error in a measurement.

Reliability in qualitative research is divided into two aspects: internal reliability and external reliability. According to Baumgarten (2010), internal reliability refers to the "consistency of the indicators used in the research", generally explained as the correlation value between researchers. The external reliability will predict whether the findings "can be generalized beyond the research context (Black 1999)", meaning to say that whether it is applicable to explain the context of the major population.

For this study, internal reliability will be carried out by two checkers, who are from the related field, on the identified themes from the interview transcripts. After discussed with the research advisor, researchers have decided to use Cohen's Kappa value to measure the reliability of the themes being found. Kappa value provides quantitative measure of the agreement which two or more observers or research indicators evaluate the same data items (Physiotutors, 2017). It turns the level of agreement between examiners into a statistics that can be measured. Based on the commonly used dimension of Landis and Koch, Kappa statistics is read as below: value appeared to be 0 or below shows as less than chance agreement, or no agreement; 0.01 - 0.20 as none to slight agreement; 0.21 - 0.40 as fair agreement; 0.41 - 0.60 as moderate agreement; 0.61 - 0.80 as substantial agreement; and lastly, 0.81 - 1.00 as almost perfect agreement (Sim & Wright, 2005; Kaczorowski, 2014).

Kappa Value	Interpretation
Below 0.00	Poor
0.01 - 0.20	Slight
0.21 - 0.40	Fair
0.41 - 0.60	Moderate
0.61 - 0.80	Substantial
0.81 - 1.00	Almost Perfect

$$K = \frac{fa - fc}{N - fc}$$

Where:

fa = Value of agreement

fc = 50 percent of agreement expectation

N = Amount of units (themes) which has been tested the value of agreement

Checker 1	Checker 2	Checker 3
$K = \dfrac{15 - 10}{16 - 10}$ = 0.83	$K = \dfrac{13 - 10}{16 - 10}$ = 0.5	$(0.83 + 0.5) \div 2$ = 0.67

3.7 Pilot Test

Pilot study is one of the essential stages in a research. According to Hassan, Schattner & Mazzar (2006), pilot study can be known as a pre-test to find out the weaknesses of research protocols, data collection instruments and other research techniques in preparation for a larger study. Pilot study is very important because it can help the researchers to detect problems that will cause failure in the research. It give as an advance warning why the research could failed, which research technique are not suitable for the research and which research protocol should not be followed (Teijlingen & Hundley, 2014). Hence, to ensure the accuracy and applicability of the interview questions for the research, researchers had conducted a pilot study to check the interview questions, answering the doubt about whether informants can understand the interview questions, are they deviating the main focus of each questions, are the questions serve to accurately answer the research objectives, and are there any overlapping questions.

There are total of three interviewees who are involved in the pilot study. Three of them meet the fulfilment stated by the researchers. The informants were interviewed in person, face-to-face with researchers at their respective hostel or living area in Kampar, Perak. After doing close checking on the three informants' transcript, the researchers have carried out several discussions among group members and concluded the lacking of questions. The interview questions that researchers decided to proceed in the actual research interview are stated in the Attachment A, while questions that were to be eliminated are discussed in Attachment B.

3.7.1 Interviews

To test on the application of interview questions before the actual interviews, researchers have conducted "mock-interviews", using the first draft of the interview sample, to ask few people about each question, one by one, during the pilot test (Appendix I). Total of three informants were

taking part in the pilot test. All of them were being observed during the pilot test and the observation would help the researchers to analyse and decided on which questions need amendment, to be remained or eliminated.

3.7.2 Sample of Interviewee

Researchers have reviewed the research objectives and research questions of the study, and also, consulted the researcher's advices when producing the first draft of interview questions:

RQ1: What is young adults' understanding of the perception of persuasive communication on attitude change?

RQ2: What are the factors that contribute to attitude change in communication of young adults?

RQ3: Who is the biggest influencer in communication for young adults?

RO1: To understand their perceptions of persuasive communication on attitude change.

RO2: To determine the factors that contribute to attitude change in communication among young adults.

RO3: To find out the biggest communication influencer among young adults.

3.7.3 Result of Pilot Test

After the close checking and discussion, the researchers have come out with the result of pilot test. There are some questions which are being eliminated as they repeat after some questions and also not necessary to reflect the research questions. Furthermore, several questions are amended

and improved due to confusion and ambiguous use of words, based on the feedback of the informants. Researchers use simpler words to replace those which confused the informants and also provided sample or rephrase the sentence to be more specific and easy to understand. The rest of the questions are remained to stimulate research objectives. The detailed analyses of interview questions are discussed in the following section.

3.7.4   Analysis of Interview

During the interview for pilot test, researchers have looked into how the three informants answered each question. Some of the informants also provided opinions on few questions that they thought confusing or repeating. After the interviews, researchers have met up for checking and discussion on the interview questions. Several questions have been amendment or took out in order to come out with the final interview questions. In the following attachment, the researchers has provided detailed explanation and justification for each question that to be eliminated and also make several improvement on whichever that are found ambiguous or problems.

Attachment A (Questions to be remained and rephrased)

RQ1: What is young adults' understanding of the perception of Persuasive Communication on attitude change?

1. What do you understand about *Persuasive Communication*?

2. Under what circumstance do you think *Persuasive Communication* will occur?

3. Under what circumstances do you think people are more vulnerable to Persuasive Communication?

The researchers rephrase the question to "Under what 'situation' do you think people are easier to be affected by Persuasive Communication?" It is because most of the informants were confused by the question.

5. What do you understand about attitude change in communication?

Informants get confused about this question. They do not understand the differences between 'attitude change' and 'behaviour change' in communication. Some of them provide example to elaborate their understanding, however, what they provided are all about changing in behaviour after experience persuasion or persuasive communication. Therefore, researchers enhanced the question by rephrasing it to "What do you understand about people's attitude change in communication 'perspective'?" to enable the others to understand that 'communication' is which they should focus on.

6. What do you think can be considered as attitude change in communication? (Please provide some examples.)

7. What is the outcome of attitude change in communication?

Researchers rephrase the question to "What is the outcome of people's attitude change in communication perspective" is to ensure the consistency of the question thus avoid confusion to the informants.

RQ2: What are the factors that contribute to attitude change in communication of young adults?

1. Do you think parents bring an impact in attitude changing among young adults in communication?

2. How do you think parents influence you in daily communication routine (ex. speak vulgar language, networking languages, certain slang, tone or gesture)?

Three of the informants were able to briefly explain in which way parents bring impacts to their communication routine. However, the researchers can prompt more questions or request informants to provide more in-depth information and examples of in what or which perspective that they get the influence from parents.

3. Who has served as your most inspiring role model in your family members?

In order to avoid confusion, researchers need to provide the definition of 'role model in family' to informants. As there is Question 29 to 33 will be asking about informant's idol, therefore, the provided definition is to separate the nature of questions from the particular two aspects. Researchers can prompt questions depends on each informant's answer to get more details of how role model in family contribute to informants' communication attitude.

4. Do you think you are easily influenced by your peers? How?

5. What type(s) of influencing style you get from your peers (ex. in terms of tone, words, etc.)?
 "Influencing style" can be ambiguous and unclear for informants.

6. Is there any difference between the way you speak or react to your friends and your family members?

8. Why do you think that differences occur?

10. What type(s) of social media do you spend time the most?

12. What are your purposes of using that particular social media?

13. Do you subscribe any channel, blog or newsletter (or any other feature available) from the particular social media or websites?

14. Do you think that particular channel, blog or newsletter (or any other feature available) will affect your attitude in communication?

15. How do you think that particular channel, blog or newsletter influencing your attitude in communication?

16. Why do you prefer that particular social media than others?

18. What type(s) of movie do you watch?

19. How often do you watch those type(s) of movie?

20. Why do you enjoy those type(s) of movie rather than others?

21. What is your favourite movie character(s)? Why?

22. How do you think the movie character is influencing you in communication?

23. Do you have any favourite actor? Why do you like him/ her?

26. How do you think he/she is influencing you in how you speak or react in daily communication?

27. Have you ever realise media has cause an attitude change in your daily communication?

28. How do you think media is changing your attitude in communicating with others?

29. Who is you idol or adoring figure?

30. What makes you adore that person?

31. Do you adopt any characteristic or speaking pattern from that person?

The nature of this question and what it aimed to get from informants is similar to Question 32 and 33. Researchers decided to include both the questions into one as "Do you adopt or get influenced of any characteristic or speaking pattern from that person?"

33. How do you think your idol is influencing you in term of daily communication?

"Erm... Yes Of course," "Yes a little bit." As most of the informants answer Question 31 that they stopped at answering "Do or do not" question, thus, this question is remained as to assist or backup for Question 31 if the informants do not elaborate from their answer, to prompt the informants for more detail about how their idol influence them in terms of communication.

34. How do you think your surrounding environment or community affect your attitude in communication?

Most of the informants can barely provide the relevant answer in terms that they did not mentioned how the influence take place. For examples, one of the informants only hit the surface of the question, "Surrounding environment will be like what are the norms... that whenever I am at. Let's say I am in Kampar," but never support his answer with detailed description, "So unless is wrong to me then I probably would not follow and I will just do my thing". In this case, researchers will provide some occasion as examples such as "working place", "living location" and "club or society", to assist the informants in answering this question.

35. Will you still obliged to follow established social norm or culture of your community or surrounding environment, even it is contradict with your own value in terms of communication?

Informants seemed confusing and feel difficult to answer at the first place when they first heard the question. Researchers will replace words that are not commonly used in normal conversation like "social norm", "culture of community" with simpler phrases because these words can may the question sound difficult in the first place. The question is rephrased into "Will you still follow how others around your community or society speak or do, even it is contradict with your own value, in terms of communication?" It is important to slow down when asking this question in order to ensure informants are able to interpret and think of how to answer since it is a long question itself.

36. Any other possible factor you think that contribute to attitude change on how you communicate with others?

RO3: Who is the biggest influencer in communication for young adults?

1. Among parents, peers, media and technology, social norms and culture, which serve as the biggest influencer in changing your attitude in communication?

2. Why is it influence you?

This question would be better to be rephrase as "Why is it influence you the most?" This is to make clear of its objective to discover "Why the factor has the most influence". If it remain as "Why is it influence you," informants may stuck when they proceed to Question 4 as if both of the questions are actually the same, which is not.

4. What makes you think that the others factors have less impact?

Researchers rephrase the question to "What makes you think that the particular factor chosen by you has greater impact than other factors?" This is to make sure the informant have a clear idea about what are the "other factors" that actually mean in this question.

5. Why are you believe influencer opinion over your own believe?

All of the informant confuse about the term "influencer" in the question. The "influencer" in the question actually is referring to the choice of them in the Question 1. Thus, the researchers decided to rephrase the question to "Why are you believe to the particular influencer over your own believe?"

6. In which aspect (i.e. tone of voice), the biggest influencer had influence you the most?

7. Do you think that your biggest influencer will change over the time? Why?

8. [Explain what "Persuasive Communication" is before continue to the following questions.]

How far do you agree that *Persuasive Communication* able to contribute to the community?

Attachment B (Questions to be eliminated)

RQ1: What is young adults' understanding of the perception of Persuasive Communication on attitude change?

1. When do you think people are more vulnerable to *Persuasive Communication*?

Most of the informant feedback that this question is repeating after Question 3.

6. What are the major difference in communication patterns when you communicate with your friends compare to your family members?

In the view of informants, this question is similar with Question 7. Researchers decided to use Question 7 in the interview as it is asked in the way that is simpler and understandable by informants.

RQ2: What are the factors that contribute to attitude change in communication of young adults?

7. What are the things or communication patterns that you find different when you speak or react to your friends compare to when you are with your family members?

The researchers delete this question as it was found similar and just repeating from its previous question by the informants.

9. Do you use any social media?

All the response form the informants answer 'Yes'. This question is eliminated as most of the target informants are young adults, and basically most of them use social media.

11. How often do you spend time on the social media?

The researchers decide to eliminate this question because this not essential and not the major point needed to be found out.

17. Do you watch movie?

The researchers decide to eliminate this question because generally most of people watch the movie before.

24. What do you like about him/her?

Most of the informants were answering "Why like him/her" when they answer for Question 23. Therefore, researchers exclude this question and would prompt if the informants do not answer "why".

25. Do you think he/she brings an impact on your attitude in communication?

This questions is repeating the answer from the next question, based on the information from interviewees, they will indirectly provide the answers of this question while they answering the Q26. So researchers decide to eliminate the questions.

32. Do you think your idol brings an impact on your attitude in communication?

Both Question 31 and this question have one problem in common, which is they do not to excavate, or dig, for in-depth information. Although most informants managed to elaborate without being prompted for more, this question is eliminated as it share the similar purpose with Question 31 and 33. After making the enhancement on Question 31, researchers think that there is no need for this one as the amended Question 31 has more specific way of asking about influence in terms of "speaking pattern" and "characteristic".

RQ3: Who is the biggest influencer in communication for young adults?

3. Why do you think that it has such impact?

The feedback of the question from the informant provides that the answer already been provided in the previous question "Why is it influence you?"

CHAPTER FOUR

FINDINGS

4.1 RQ1: What is young adults' understanding of the perception of persuasive communication on attitude change?

4.1.1 Influential

While answering about the perception of persuasive communication, most of the informants understand persuasive communication as the convincing, influential interaction process. It aims to influence the receiver, or listener to pursue or perform beliefs, perception, or behaviours as desired by the sender, or communicator. Furthermore, in the opinions of most informants, the level of influence towards the receiver is closely related to involvement of interest. The word "interest" here means the condition which receiver is in and also the concern in mind that may lead him or her to whatever related topic of conversation. The interest of receiver have impact the willingness to listen and absorb message from the communicator. While one believed that the relationship between the communicator and the receiver will affect the level of persuasion. The more intimate relationship between the communicating parties, the more likely the receiver would be influenced.

"Based on my understanding it is a process which is the sender would like to seek to elicit the desire respond from the receiver, is like they try to influence the receiver."

"Ermmm, when, when they are interested in something and then so they will go and try to reach the thing and then from the thing that the people trying to transmit the message, so that's the situation people will get more easier influenced." (Informant A)

"Erm.. what do I understand about persuasive communication is when one person is.. erm... using... communicating with another person where he try to persuade the other person to change either the attitude or to change the way that their thinking about an event or something that happen about their pass or future."

"Firstly the person that is accepting the persuasive communication have to be open enough to listen to what others have to say to them. So.. what I think the situation would be is when another person is very down and then he felt like he is no way to go in life and that is where he thinks that he really needed a change and there is where persuasive communication comes in the place that what other person… what the other person is trying to persuade on them they would listen." (Informant B)

"I think it is someone try to persuade someone through some ways whether it is behave well or bad, for my opinion, normally it is benefit for the persuader."

"I think people are more easily affected by the people who surround them."

"It is because our life always stick together with those people, so it is hard for people not be affected." (Informant C)

"I think it can change a perception of an individual toward a things or issue."

"I think it will occur when someone is depressed or when he/she also want to make some changes on him/her." (Informant D)

4.1.2 Verbal and Non-verbal Change

Researchers found that most of the interviewees understand that attitude change in communication are about the changing of the communication pattern verbally and non-verbally. Verbal communication refers to the written or spoken words, while non-verbal communication is communicating without using the spoken language, which included gestures, facial expressions, tone of voice and so on (Nordquist, 2018). Hence, most of the informants answered that persuasive communication in attitude change is about they will imitate the person who influenced him or her in the way of communicate. They will based on the relationship between themselves and the person who they communicating and come out with the different types of communicating forms. Most of them will change their tone of voice and gestures when facing different people, reflecting the level of politeness.

Ermmm, I will imitate the way they talk, like the tone, specific words. (Informant A)

"Err... it causes him to be a little bit more polite as the way he speak. But for some person who have face some kind of things that causes them to change their communication style from polite to rude and that is consider as the bad outcome." (Informant B)

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"I think it is start with the people do not dare to express their opinion，raise up their voice and show a natural expression when dealing with someone that we not familiar. When we meet someone that we know well, we would be more relax and show differently."

"I think it can be change of our body movement, gesture or tone of voice." (Informant C)

"They talk in a rude manner when they are used to speak in a more polite way"

"Change in tone of voice and choice of word use." (Informant D)

4.2 RQ2: What are the factors that contribute to attitude change in communication of young adults?

4.2.1 Parent

Parents are like teacher, they helps in shaping young adult's personality, values, attitudes, and knowledge. They also pass the culture values and norms to young adults. They are the primary agent of socialization. Besides, parents also serve as a role model for young adults. They will imitate what their parents do and what their parents say. Based on the result we get from the informants, all of the informants agreed that parents brings an impact in attitude change among young adults in communication. They said that parents cultivate the way young adult communicate with others because they were the first person to educate them since they are small. Parents teach them the way they communicate with others such as they should talk to others politely, patiently, willing to others opinion and etc.

"Erm, like when they speak to us."

"The word they use"

"Okay, so you mean is the certain slang or the gesture and tone?"

"Yes, tone" (Informant A)

"My parents… they teaches me the right way to talk to other person like how to be polite like how to be politely ask for something from other people like even when I am in a restaurant, how do I speak to a waiter how do I say good morning, welcome and thank you things like that. From… Since small they've been practicing me with a manners in my communication. So I think that impact me most that way that I am communicating to them." (Informant B)

"Usually the style my parent talk to me is patient and polite. So I will same as my parents to talk with other patiently, politely and willing to listen to others people opinion." (Informant C)

"Err.. My parents is not implicit person, they speak quite loud for me, and it influence me to talk more loudly to others too during the communication."

"Do you mean your parents influence you to talk more loudly and directly during the conversation?"

"Yes." (Informant D)

"'How!' Err, they influence me a lot actually because, err, the way they speak to me, I compare it with my other… a lot with my other friends' parents la, they speak to me in a very liberal way, like we can say anything we want to, with my parents and they would be okay with it, but I see a lot of, you know, err, other friends, their parents are more strict and they change completely when they speak to their parents, like I can be shouting to my mom, my mom can be shouting to me and we

would be okay with it. And that translate into how I react, how I talk to people also la, in some way."

(Informant E)

4.2.2 Peer

Young adult tend to treat their friend in more intimate and exclusive way nowadays. This is because friendship has become one of the most important aspects for young adults, (Guzman, 2007). They share same values, attitudes, interest and lifestyle with their peers in daily life. Sometimes, young adult will blindly follow the opinion from their peers because they tent to seek for sense of belongingness among their peers. In this research, all of the informants said that they are easily influence by their peers and this is because the companionship. They tent to spend more time with peers than parents.

"Ermmm, for this in errr, if in this year for like errr the twenty to twenty years old something, it is more easy influenced by the peers, because we talk to each other more than we talk to our family members." (Informant A)

"Erm… Somehow, somewhat I think that appear at a time of my life, I think I am quite easily influence by my peers. Because as that time I am growing up I meet more people, more friends in my life. And then I at the range of teenager's age from 15 to 20+ I think that is the time where I feel myself will be easily influence by peers. But in the end of the day, I would erm… think myself that is it the right influence for me… that is it bringing good or bad to my life." (Informant B)

"Easily."

"We have stay with peers every day, I would like to change my attitude to make others feel comfortable." （Informant C）

"Really easy!"

"I am not really an easy going person; just sometimes I thought my own opinion isn't that good compare with others. Thus in I am so easy to get persuaded by others opinion." (Informant D)

"Ah…mm, yes, I would say. Because depends on, ah, the group of people that I'm with, sometimes I'm more outspoken because I know that they are okay with it, sometimes I have to take a step back and be more, you know, I listen, I have to listen more, and like, you know, be less rude, I'm, I'm very vulgar sometimes, with my friends." (Informant E)

Due to the informants will seek for the sense of belongingness among their peers, the way they communicate with their parent are different from the way they communicate with their peers. Young adults will adapt the way their peers communicate in daily life and communicate with their peers in the same way but when they talk to their parents, they will become more polite. Sometimes, they also feel like they have a generation gap when communicate with their parents because they have more common topic with their peers. Therefore, they felt that peers bring greater influences than parents.

"When we are talking to peers, we won't talk very politely, will use some vulgar words to communicate to each other but we won't get angry each other just like joking. This kind of term, this kind of words they use will easily ermmm, get influenced."

"Like we can use vulgar words to speak with friends but not family members." (Informant A)

"Erm… I think yes. Er… When I am speaking to my friends, I tend to be a little bit more less formal but when I speaking to family members, I feel the need to be respectful to them."

"Erm… Curse words. Like I would say curse words to my friends but I don't say it to my parents." *(Informant B)*

"The way that I communicate with my friend and my family are similar, but there are still have some differences which is it have kind of sense of distance when talk to my family. When it compare with my friend, I more like to tell something from my heart to my friend and more willing to express myself." *(Informant C)*

"Yes of course. I talk to my friends more frequently because they are having same topic with me." *(Informant D)*

"Ah…, with my friends and my family members, yes, that is actually a lot of differences. Because some of my family members they are… Okay la, my, let say, my Malay side of the family, they are very different, they are very…, you have to respect your elders, you have to speak very nicely to them, ah, you have to use proper languages when you call your, your uncle or aunty, but if my Chinese side of the family, they are very open. They can, like say anything I want with them, I can be very, like…like, how I'm be friends with them, and they are okay with it, ya." *(Informant E)*

4.2.3   Media

There are different types of media in nowadays, including printing media television and internet media. People in this generation are more engage with modern media which is internet media (Oswalt, 2010). This research shows that, media is one of the factors that contribute the attitude change among young adult in communication. Based on this research, researchers had found that most of the informants are engaging with social media and internet frequently. They use social media for entertainment or search for information and some of them will use to keep in touch with their friends and connected with the trendy news. Few informants had subscribe particular blogs and channel for gain information, they said that when they engage with the blogs or channel for long time they will started influenced by them and changing their communication patterns. Besides, they will imitate the way of the broadcaster speaking and the way they deliver the message if they are interested in those blogs or channel because the way broadcaster deliver the message is interesting and attract the informant's attention.

"Ermmm, like I watch, I subscribe a channel from China, errr, the producer is a gamer, so he will always play 王者荣耀 (Mobile Game), and then he will record down all the videos he play all the game he play and then he will talk in the game also. So when he talk, the tone, the words he use, some special tone he use will, I will get influenced by that." (Informant A)

"Erm.. I think so. I think.. Because there is a channel that I am following is call The Kinjaz and they have this motto that say respect and fear none. They have taught me that communicating is very important between dancers that we have to be constant.. We have to constantly motivate one another and then be supportive when I am talking to other dancer."

"Err... Main purpose would be connecting with friends that they are also using the same social media and another thing is to express myself through the social media." (Informant B)

"Yes. As I watch YouTube frequently, so this have affect my attitude in communication."
"It is because YouTube have a large range of information and diverse topics. For me, video is more attractive when compared with others." (Informant C)

"The language that they use, post, the…the write, they write the comments and stuff like that, ya…"
(Informant E)

4.2.4   Personage

Personage is defined as "an image" attached with great worship (Livingstone, 2008). When people worship or adore a person, means they give their respect and, to some level, can be influenced in certain aspects. The person has been admired or respected not necessary as a public figure or celebrity. In this research, the adored figure of the informants are those act as leading or inspiring character in their personal life, such as family member, teacher, and celebrities. The informants think that they respect the particular figures is because of the images portrayal of the celebrities while as for leading characters are due to the companionship during young age and sense of respect.

"My idol will be my mother."

"She is strong, she is independent and she is like a super woman for me." (Informant A)

"Someone that I idolise would be Anthony Lee. He is a dancer. Err very well-known dancer, internationally. Erm.. and I idolise him for his erm leadership."

"I respect him for being a very good motivator in the group. Err.. He is very supportive to his mates and the way he speak is very calm and very.. that when he say something, people pay attention to him." (Informant B)

"Lim Qin Sha. As she is different from others actors, she have a good attitude and reputation in her career life and show the professional to her job. It make me feel good and willing learn from her."(Informant C)

"May Day."

"Because this band gives a lot of positive energy to people and make me feel positive." (Informant D)

"I would say, I have one teacher in school last time that really helped me. Ya, secondary school last time, there's one, counselling teacher!"

"She's sort of, err, she actual….she treat me la, in the way, she ask me to join this, err, there's this thing called 'Permimpin Rakan Sebaya' last time. And then, from there, she's sort of like, talk to me a lot, you know, ask me to help her a lot of things and guide me through that phase that I don't want to study at all anymore,"(Informant E)

Most of the informants indicated that they adopt the way of speaking of their idols and only one informant do not think his idol has impact on his communication pattern. Most informants think that their idols affect their attitude in expressing themselves, like how they should interact with other people in the external world. How they view their idol interact with others will influence how they talk to people around, for instances, politeness and straightforward speaking manner. One of the informants stated that his idols influence the way he deliver messages, in terms of what kind of message will be conveyed and preferred.

"Ermmm, like ermmm how my mother errr talk with others, when I was small I will look at her how she talks, the way she talks , the word she use and how she talk with different types of people with different ways to communicate." (Informant A)

"He deliver his passion for dancing and the way he inspired people to do what they.. to go for what they want is very motivating for me," added "I respect him is because how he present his ideas and opinion is very erm… he stand his ground on what he saying." (Informant B)

"She influence me a lot because err, she was like the, a teacher ah, you know, how you respect teacher, something like that. And then you have to always adapt to how you speak to the, according to the teacher so…"

"How she speak to me also, she was always very nice, very kind, very caring, so, in return I actually started being less vulgar outside la, I started speaking properly, more properly to people, to other teachers, especially." (Informant E)

4.2.5   Environment and Custom Practices

Environment is meaning that different location settings or occasions that the informants may encounter in their personal experience. While "custom practices" refers to the practices that are commonly known as standard and has been as part of the social norms. Based on the interview result, how the people surrounding practice under a specific context will affect most of the informants in how they would communicate with others. For an example, a situation is given, in workplace, most informants think that a standard of conducts is expected, such as level of formal conversation, and they would follow the specific way of expressing and presenting. They mentioned about changing their speaking style depends on the intimacy of relationship with whom they talk to and where the communication is took place. They think that it can never be so natural and normal to follow those customs. One of the informants shared that the community he is currently engage with has influence his attitude in terms of respectfulness, and giving consideration to others.

"Ermmm, during campus life loh, when we talking to our friend, we will use different attitude to different people. Like if we are close friend of course I will be not more politely when talking but if we are hi bye friend I will like more politely talk to you." (Informant A)

"It should be. Because, err, let's say, in…in a workplace when you have to be very professional, and you tend to speak in a way that other people would be more…will be able to accept, will think it's polite and you expect that from other people also, in that situation. But let's say you're out about outside here, ah… it's less rigid la"(Informant E)

"Outside, you know. If, uh…if with friends, then it's different, because with friends, you know them for a while already," (Informant E)

In the young adult stage, when answering the questions: "Will you still follow how others around your community or society speak or do, even it is contradict with your own value, in terms of communication?" most of the informants believed that they obtain a series of values as measuring ruler in mind to classify and examine whether a new idea work for the betterment. They would prefer less offensive or similar ideas with their own values. There is one informant stated that he tend to being influenced by what have been encountered. Lastly, the other one informant explained that he would rely on how or in what manner the different ideas are communicated or presented.

"Ermmm, depends on the situation lah, but mostly, most of the time will be following." (Informant A)

"Erm.. I think if I felt that what they are doing is right, I would follow. If I felt it is not right for what I am doing in my own value, then I would not follow it."

"Because I think at my age, I am mature enough to know what is right, what is wrong." (Informant B)

"I will listen to the opinion first, if it is really different with what I am believe, I will compare my belief with theirs to find the better solution for the issue." (Informant D)

"Ya, so it depends on the situation la, if the person is nice about it and stuff like that then okay la, I can follow."(Informant E)

4.3   RQ3: Who is the biggest influencer in communication for young adults?

4.3.1 Peers Influence

Peers may intensely affect preference in the way of dressing, speaking, accepting violence, and in many other areas of the adolescent's life (Padila & Bean, 2009). Besides, from the peers group individual learn how to cooperate and socialize according to group norms and modes of behaviour. The socializing skills developed from the peers group will help young adults learn how to negotiate and relate to others in the friendship and family. The peers group also shapes the values, knows, wears, eats, and learns however the effect depends on situational constraints. In the age of adolescent, they tend to share experiences and feelings with their friends but also to learn how to solve conflicts from them. Nevertheless the closeness of peer friendship can also be determined as one of the factor that affects their influential power. In our research, peers appeared to be the biggest influencer in communication for young adult.

"Ermmm, Peers lah"

"Because ermmm, we interact with each other in real life, so it is easier to get influenced by peers rather than the factors like parents，media and so on." (Informant A)

"Erm…. For me have to be peers. Because at this age. I am… I meet my friends more than anything in the world. And then I think however what.. Errr.. Attitude they are showing is very influencive to me and I tend to choose the right friends so that I get the right influence." (Informant B)

"I would say is peers."

"Because we will spend more time with friends and they will have better understanding on me. I think sometimes family does not really understand my personality." (Informant D)

This is due to adolescents meet their friend in more frequent way and they are to synchronize themselves with their friends. As a result, they feels friends are more persuasive than any others factor.

4.3.2   Media Influence

In the era of globalization, majority of people in the society retrieve information through technology. However, the information can be used to socialize with others and manipulate people decisions making and communication process. Communities are exposed constantly with messages from a multitude of sources including traditional and non-traditional media. These messages not only promote products, but also people attitudes and behaviour.

Adolescents who exposed under media are more likely to be interested in social issue. This helps educate them and encourage them to become more involved as citizens in their communities (Raising Children Network, 2017). In addition, social influencer in the media can influence communities on lifestyle or behaviour as there are lots of examples of successful social influencer to provide positive example to public. The hard work and success of these role models can be inspirational to the communities.

One of the informant in the research suggest that video in the media can be very influential on the way they communicate with others, for instance YouTuber.

"I would like to say media. It is because I see the YouTube videos every day, all those YouTuber attitude and the way of communication can affect me. "(Informant C)

4.3.3 Occasion

Based on the informant, sometimes the biggest influencer does not exist they will act accordingly to fit the situation. The communication way can be diverse depending on the occasion and audiences. When they are close with their audience, they are tend to be more relaxing and casual while communicate with them , in other vice they will become cautious when they are communicate with their parents or elders. It shows that the behaviour of communication will change according to the social distances and hierarchy. The change can refer to adapting to the social norm in the communication.

"Uh…my biggest influencer… Uhhmm, my biggest influencer is like, ah…, where, you are, the occasion you are in la, because I'm the type that would actually change how I speak depending on, you know, where I'm at, what situation, what event that I'm at, that kind of thing, ya, so the occasion and the situation of the conversation, hmm." (Informant E)

"Err, because…because, ehm…when you…you are in different situations, you need to adapt and change how you speak, so....that di…that is, for me la, that's how I would change my communication style, ahh, and also sometimes it's not acceptable, like let's say you are supposed to be in a formal event and then the people are suddenly speaking so~ loudly, so…, you know, like, they...they not following what a formal event should be. Ya, that's not, that's some...something that is not acceptable la, for me. If let's say you're outside friends, then if everyone…everyone else would being loud then fine, you can just shout, you can just be as loud as everyone else. Uh, ya.You can just be loud as you like la." (Informant E)

5.1 To understand their perceptions of persuasive communication on attitude change.

Persuasive communication refers to communication process that communicator, or sender, try to convince his or her audience, or receiver, to adopt certain perceptions, attitudes and behaviours, by using message or media strategies (Goldberg & Jan, 2007). In this research, it showed that young adults understand that persuasive communication aims to influence, change something, either to favourable perceptions, attitudes, behaviours or beliefs. Surprisingly, young adults are also aware of all kind of persuasion are taking place around them. Persuasive communication is perceived to be encountered in daily basis whenever there are social interactions. According to Goldberg and Jan (2007), persuasive communication can be achieved through systematic persuasion and heuristic persuasion. Systematic persuasion suggests that people can be persuaded based on logical argument and evidence. It may happen when young adults encounter ideas that are contradict with their values or beliefs where reason and evidence are needed (Wet & Johann, 2017). However, based on this research, young adults commonly think that persuasion of attitude change can be success in certain context where there is an involvement of interest, which "heuristic persuasion" is clearly observed. When young adults have specific emotional attachment and realize the needs to take in new ideas or opinions, they can be easily shaken or influenced. The examples are when people are in unfavourable situation or depressing emotion would more willing to rely on other convincing conversation and opinions as when people are in good condition or status of live, they do not have the need to make change.

Attitude change concerns about the intra-shift of perception, opinion or evaluation within a person towards the attitude object. In getting the idea of attitude change in communication, young adults understand it as the change in mind set that will then bring impact to the observable behaviours. Such changes can be in terms of verbal or non-verbal. Verbal change refers to the spoken languages and choice of words use while non-verbal change include the tone of voice, gesture and body language, which can be from socialization or imitation (Rocci & Andrea, 2016; Phutela & Deepika, 2015). The examples from the research interview include presenting politeness, being outspoken, using new words or way, or style, of talking manner.

5.2   To determine the factors that contributes attitude change in communication among young adults.

In this research, we found that there are five main factors that contribute to attitude change in communication among young adults. They are parents, peers, media, personage and environment and custom practice. According to Barber, Maughan & Olsen (2005); Crnic, Gaze and Hoffman (2005) parents takes place over many years and phases of their child's life. Hence, young adults might start imitate their parents from their childhood well into young adults. In addition, parents are the role model which accompany and cultivates the young adults most of the time during their growing process. Parents bring influence in the way they speak to their friends. For example, the slang or gesture that they use when they are communicating with the others. Parents also influence the attitude they should have and the way they should behave no matter who they are communicating with.

Nowadays, peers have become one of the most important aspects for young adults (Guzman, 2007). Due to companionship of peers, young adults are more likely to spend their time with their

peers than their parents. They will tend to change their attitude in order to accommodate themselves to their peers, so that they could have the sense of belongingness with their peers. Besides, generation gap is also one of the element that lead young adults to spend more time with their peers because they share common topics and interests among each other. For example, young adults will speak vulgar words when they are communicate with their peers but when they talk to their parents, they will talk in more polite way.

Due to the widely use of media, it is one of the factors that contribute attitude changes among young adults in communication. Young adults uses media as one of the way, to look for information, a medium to connect with friends and families, and also a mode to keep themselves up to date with the latest trends and news. By engaging themselves in all of these, they started influenced by media in changing their attitudes and the way they communicate in their daily life. On the other hand, personage also known as 'an image' also contributes to attitude change among young adults in communication. Young adults will imitate the communication way of celebrities or public figures they respected or admired to. They adapt to the attitude of these celebrities and public figures and also the way they express themselves. This has caused young adults change their attitude in communication such as be more polite when talking to others, learn to motivate people around them, share the positive vibes when communicate with people around them and etc. For example, when young adults' personage always shares positive vibes on social media, it indirectly influences their attitude in real life. They will become more positive and motivate people around them when they are communicating

Furthermore, environment and custom practices are the factors that contribute to attitude change among young adults too. The successfulness of persuasive communication in attitude change among young adults also need depends on physical place, occasion, timing and events. Young adults

will adapt to the culture and norm in that particular environment and act like one of them. They will used different attitude to communicate with people around them depend on the occasion. For example, they will act in more casual way and talk less politely when they are with their friends in campus but when they are in work place and they will act in more serious way and talk politely with others. Although the environment and custom practices can cause an attitude change among young adults, when the communication way is contradict with the value of young adults, they will still prefer way that are close with their own value.

5.3   To find out the biggest communication influencer among young adults.

The interview result shows there are three main factors had influenced communication behaviour among young adults. The first factor which is peer influence considered as the biggest influencer in the communication behaviour among young adults. A peer is an individual who is of equal standing with another and who share the same characteristic with the group. In the age of young adult, they will meet their peers and interact with each other frequently as they probably spent more time together in the same university. Hence, the behaviour of their peers might simulated by young adult and they will start behave like how their peers behave in the group to seek for the belongingness and togetherness.

Beside the generation gap between the parents and their children is contributing to peers to become the biggest influencer to young adults, this is because young adults feel their parents have conservative mind-set. This generation gap make young adults do not willing to communicate or interact with their parents even though when they are facing problem. In contrast, young adults are more likely to seek opinion from peers as they think they have a similar mind-set and even imitate the communication behaviour from their peers unconsciously. It also can be seen as that young adult

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by observing their peers' behaviour like speaking style and dressing style in order to comfort them in the group.

In addition, media also act as one of the most influential factor to communication behaviour change among young adults. With the development of technology, the power of the media influence is not deniable as young adults will continuous exposed under the overloaded media information. It makes young adults change their communication behaviour like what the media had portrayed to them; however the influence from media is not always positive and depends on content of the media they explore. Lastly some of the young adults will change their communication pattern accordingly to fit the occasions. More courtesy are given while they are communicating with elder as it is the social norm but they will be more casual when communicate with their peers. While in the different occasion, the tone of voice in the communication can also keep changing accordingly because of the social distance.

5.4   Application of Theory

5.4.1   Media Ecology Theory

Based on the literature review, the theory that researchers found it is suitable and used to apply in this research was media ecology theory and communication accommodation theory. Media Ecology theory is study about media environments, technology and techniques are play an important role in human activities, it shows that media not only influences the society but also influence the people individually (Islas & Bernal, 2016). Media and technology is so common in nowadays, many people are easily engage with it and influenced by it. Most of the young adults are frequently using internet and technology to get information for entertainment and it might have brought different

effect towards the young adult. Researches used this theory as references to find out to that how powerful the media is and will it affect the attitude in communication of young adults.

Furthermore, according to this research, most of the informants are engaging with social media. It is because of the generation changing and also the advance of technology, people nowadays are frequently using internet. They used social media to get information and also connected with their friends or family. Few informants said that, when they frequently using social media or watching particular channel, they will imitate the video creator on how they communicate and deliver message. They will indirectly influenced by the video and change their communication pattern. Hence, from this research shows that, young adult are being influenced by the social media and it does make attitude change in communication. They are imitating the person or particular channel communication pattern to communicate with others. Media and technology are powerful sources and it will affect the society or individually on attitude and behaviour. Their communication pattern is being changes after get in touch with social media, so it can shows that media does bring huge impact on young adults' communication attitude.

5.4.2 Communication Accommodation Theory

Another theory to be applied on the research findings is the Communication Accommodation Theory (CAT). This theory explains why young adults' attitude is being influenced by parents, peers and environment in communication, as well as how they adapt to those communication pattern verbally and non-verbally. Communication Accommodation Theory suggests that communicating parties have similarities or differences in person, how the perception and evaluation of message and behaviour in certain communication context, social status relatively to the communicators and

receivers, social norm or custom expectation affect level of accommodation, would affect the influence to young adults' attitude change in communication.

The similarities and differences affect whether young adults would accommodate to the specific communicators they are engaging with. The similarities between communicating parties can be observed between young adults and their peers. Based on the interview result, young adults consider peer influence as the greatest factors among all others due to their close age gap. They can share a lot of common interests and way of thinking that may be very different with their parents, colleagues, employers, and lecturers. This will lead to young adult willingness to accommodate into their communities. They would adapt to similar way of speaking, gestures to make themselves look alike with their peers, trying to obtain the sense of belongingness.

Communication Accommodation Theory also explained how young adults interact and change their attitude in different environment or communication context. Most of the young adults are able to detect how a conversation or interaction should be carried on by perceiving and evaluating how others surrounding do. For an example, young adults believed that they should act professionally in the working place. Because, in such communication context, they are guided by the sense of social norm, or expectation, from other colleagues to talk seriously, pay high attention to instruction, present them in a formal manner or even have proper outfit. However, the conversation between young adults and their colleagues may different when they have after-work gathering. This is because they perceive the lower seriousness from the friendly seniors or colleagues during the gathering, for instance. By reading the communication context and others do in that situation, young adults act accordingly to present the level of seriousness they should have during working period or normal gathering.

The way of young adults react to a person also depends on the social status of the engaging partner or party. This also explains why most of the young adults are behaving differently in front of their parents and peers. When young adults are having conversation or interaction with their elders, parents, or teachers, most of them would adopt to high level of politeness in how they are going to talk about. For examples, use proper words, lower voice volume, not being outspoken, etc. While they are gathering with friends, the change of tone and vulgar word of use can be observed. This is because young adults perceive the differences of power when they interact with the elders that make them feel the sense to be respectful. However, when young adults are engaging with someone who is in the similar age range, the difference in power may be not so obvious; therefore, the more relaxing conversation and communicating style are being adopted.

CHAPTER SIX

CONCLUSION

6.1   What have been covered in the research?

The research shows that people understand that persuasive communication is a process focus at shifting a person's attitude or behaviour toward incident, idea and object by using text or verbal words to transfer information, feelings and thought to them. However they do not aware that it might take place in any situation and can be happen in anytime. In the research, researchers use parents, peers, media, and idolatry as the factors to explore which have the biggest influence toward behaviour change among young adults in communications.

The generation gap has become the motive that makes young adults do not willing to communicate with their parents. Young adults feel their parents are unable to catch up on the topic and have an extremely contrast perception compare to them. At the same time, media and idolatry are one of important factor that contribute to the attitude change in communication as both factors provide guidance to the young adults. During the technology era, young adults are tending to be more media sensitive and more likely to utilize convenience offered by the technology to gather information they need. Hence, media turns to be an indispensable factor to their attitude change in communication. Furthermore, young adult will pay more attention on the attitude and behaviour of the individual of they admire and those idolatry behaviour has turn into a guild line for young adults to imitate.

However, in a contrast the results shows that peer have the biggest influence on attitude change among young adults in communication. Peers is the earliest socialization agent to the young adult, hence they spent a lot of time in schooling or in the group and through this they developed

their socializing skill. The socializing skill will be different by having different peers group as there are different social norm. In addition, the influence of peer group becomes more significant when the family relationships are not close or supportive and generation gap had explained why even though parents are also one of the earliest socialization agents to them but peers appeared to be the most substantial factors on attitude change in communication.

6.2   How the research can contribute to the society?

More and more research had being conducted to understand human behaviour as it is interesting and mysterious. However communication between people has included as the essential part of life and helps in civilization of human. Human is complex where different people might have different behaviour even though they are from the same social group. Hence the purpose of the research is to find out the factors that persuade attitude change among young adults in communication. This research can assist parents to communicate with their children effectively and improve their relationship between each other. It is because parent has better understanding about young adult attitude change in communication and why they had been influenced. Therefore, parent can pay more attention and give more effort for the young adult to avoid uncertainty.

Moreover, this research is also able to raise the awareness of educators and could help the educators to develop a more comprehensive educational guide. It is because this research had shown the factors that contribute towards young adult in attitude change and educators able to know which is the best way to influenced or educate young adult. Therefore, they can come out with different strategic plan to influenced young adult. For example, use social media content as case study to let student easy to understand and related to their life. When young adults have a better education, they can contribute further in the process of building up our nation and a better community in future time.

Last but not least, this research also might help to contribute some idea to future research. The generations is keep changing in our life, the factors that contribute towards young adult attitude change in communication might change over the time. Hence, when in the future time other researchers are study about other possible factors and this research able to provide helpful information and idea for the researchers. So, it could help the future researchers to further study about this topic and bring positive effect towards the society.

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INTERVIEW PROTOCOL

Project Title: EXPLORING FACTORS THAT CONTRIBUTE TO ATTITUDE CHANGE IN

COMMUNICATION AMONG YOUNG ADULTS

Research Interviewer:

Interview Questions:

RQ1: What is their understanding of the perception of Persuasive Communication on attitude change?

Q1.   What do you understand about *Persuasive Communication*?

Q2.   What do you understand about attitude change in communication? / What do you think

can be considered as attitude change in communication? (Please provide some examples.)

Q3.   Under what circumstance do you think *Persuasive Communication* will occurs?

Q4.   When do you think *Persuasive Communication* will occurs?

Q5.   Where do you think *Persuasive Communication* will occurs?

Q6.   Under what circumstance do you think people are more vulnerable to *Persuasive*

Communication?

Q7. When do you think people are more vulnerable to *Persuasive Communication*?

Q8. Where do you think people are more vulnerable to *Persuasive Communication*?

Q9. What is the outcome of attitude change in communication?

RQ2: What are the factors that contribute to attitude change of young adult?

Q1.   Do you think parents bring an impact in changing young adults attitude in communication?

Q2.   How do you think parents influence you in daily communication routine (ex. speak vulgar language, networking languages, certain slang, tone or gesture)?

Q3.   Who has served as your most inspiring role model or guideline in life from your family members?

Q4.   Do you think you are easily influenced by your peers? How?

Q5.   What type(s) of influencing style you get from your peers (ex. in terms of tone, words, etc.)?

Q6.   Is there any difference between the way you speak or react to your friends and your family members?

Q7.   What are the things or communication patterns that you find different when you speak or react to your friends compare to when you are with your family members?

Q8.   If yes, why do you think those differences occur?

Q9.   Do you consume any social media?

Q10.   What type(s) of social media do you spend time on? Please name the websites or apps (or any other item).

Q11.   How often do you spend time on the social media, websites or apps (or any other item) you provide in *Q10.*?

Q12.   What are purposes you consuming the particular social media, websites or apps (or any other item)?

Q13.   Do you subscribe for any channel, blog or newsletter (or any other feature available) from the particular social media, websites or apps (or any other item)?

Q14.   Do you think the particular channel, blog or newsletter (or any other feature available) yo subscribe have impact on your attitude in communication?

Q15.   How do you think the particular channel, blog or newsletter (or any other feature available) is/are influencing your attitude in communication?

Q16.   Why do you prefer those channel, blog or newsletter (or any other feature available) than others?

Q17.   Do you watch movie?

Q18.   What type(s) of movie do you watch?

Q19.   How often do you watch those type(s) of movie you mentioned for *Q18.*?

Q20.   Why do you enjoy those type(s) of movie than others?

Q21.   What is your favourite movie character(s)? Why?

Q22.   How do you think the movie character is influencing you in communication pattern?

Q23.   Do you have any favourite actor? What do you like about him/her?

Q24.   Do you think he/she brings an impact on your attitude in communication?

Q25.   How do you think he/she is influencing you in how you speak or react in daily communication?

Q26.   Have you ever realise media has cause an attitude change in your daily communication?

Q27.   How do you think media is changing your attitude in communicating with others?

Q28.   Do you have any idol or adoring figure?

Q29.   What makes you adore the idol or figure you mentioned for *Q26.*?

Q30.   Do you adopt any characteristic or speaking pattern from the idol or figure?

Q31.   Do you think your idol or adoring figure brings an impact on your attitude in communication?

Q32.   How do you think your idol or adoring figure is influencing you in how you speak or react in daily communication?

Q33.   How do you think your surrounding environment or community form your current attitude in communication?

Q34.   Why do you think you are in the current environment or join the community?

Q35.   Will you still obliged to follow established social norm or culture of your community or surrounding environment, even it is contradict with your own value in terms of communication?

Q36.   Any other possible factor you think that contribute to attitude change on how you communicate with others?

RQ3: Who is the biggest influencer in communication for young adult?

Q1.   Among parents, peers, media and technology, social norms and culture, which serve as the biggest influencer in changing your attitude in communication?

Q2.   Why is the factor in *Q1.* influenced you the most instead of others in communication ?

Q3.   Why do you think that it has such impact?

Q4.   What makes you think that the others factors have less impact?

Q5.   Why are you believe influencer opinion over your own belief?

Q6.   In which aspect (ie: tone of voice), the biggest influencer had influence you the most?

Q7.   Which factors do you think it has the least influence to your attitude change in communication? Why?

Q8.   Do you think that your biggest influencer will change over the time? Why?

[Explain what is "*Persuasive Communication*" before continue to the following questions.]

Q9.   What is the significance for young adults to study about *Persuasive Communication*?

Q10.   How far do you agree that *Persuasive Communication* able to contribute to the community?

Thank you for all the valuable information. Before we end, is there anything else you would like to add or share about?

APPENDIX II

INTERVIEW PROTOCOL

Project Title: EXPLORING FACTORS THAT CONTRIBUTE TO ATTITUDE CHANGE IN COMMUNICATION AMONG YOUNG ADULTS

Research Interviewer:

Interview Questions:

RQ1: What is Young Adults' understanding of the perception of Persuasive Communication on attitude change?

1. What do you understand about *Persuasive Communication*?
2. Under what circumstance do you think *Persuasive Communication* will occurs?
3. Under what situation do you think people are more easier to be affected by *Persuasive Communication*?
4. What do you understand about people's attitude change in *communication* perspective?
5. What do you think can be considered as attitude change in communication? (Please provide some examples.)
6. What is the outcome of attitude change in communication?

RQ2: What are the factors that contribute to attitude change of young adult?

1. Do you think *parents* bring an impact in attitude change among young adults in communication?
2. How do you think your parents influence you in your daily communication routine (i.e. speak vulgar language, networking languages, certain slang, tone or gesture, etc.)?
3. Who has served as your most inspiring *role model* among your family members?
4. Do you think you are easily influenced by your *peers*? How?
5. What type(s) of communication style or patterns you get influenced from your peers (ex.

in terms of tone, words, etc.)?

6. Is there any differences between the way you speak or react to your friends and your family members?

7. Why do you think the differences occur?

8. What type(s) of social media do you spend time the most?

9. What are your purpose of using that particular social media?

10. Do you subscribe to any channel, blog or newsletter (or any other feature available) from the particular social media or websites?

11. Do you think that particular channel, blog or newsletter (or any other feature available) will affect your attitude in communication?

12. How do you think that particular channel, blog or newsletter influencing your attitude in communication?

13. Why do you prefer that particular social media than others?

14. What type(s) of movie do you watch?

15. How often do you watch those type(s) of movie?

16. Why do you enjoy those type(s) of movie than others?

17. Who is your favourite movie character(s)? Why?

18. How do you think the movie character is influencing you in communication?

19. Do you have any *favourite actor*? Why do you like him/ her?

20. How do you think he/she is influencing you in how you speak or react in daily communication?

21. Have you ever realise *media* has cause an attitude change in your daily communication?

22. How do you think media is changing your attitude in communicating with others?

23. Who is your idol or adoring figure?

24. What makes you adore that person?

25. Do you adopt or get influenced of any characteristic or speaking pattern from that person?

26. How do you think your idol is influencing you in term of daily communication?

27. How do you think your surrounding environment or community affect your attitude in communication? (i.e. working place, living location, club or society, etc.)

28. Will you still follow how others around your community or society speak or do, even it is contradict with your own value, in terms of communication?

29. Any other possible factor you think that contribute to attitude change on how you communicate with others?

RQ3: Who is the biggest influencer in communication for young adult?

1. Among parents, peers, media and technology, social norms and culture, which serve as the *biggest* influencer in changing your attitude in communication?

2. Why is it influence you the most?

3. What makes you think that the others factors have less impact than the biggest Influencer?

4. Why are you believe to the particular influencer over your own believe?

5. In what aspect (i.e. tone of voice), the biggest influencer had influence you the most?

6. Do you think that your biggest influencer will change over the time? Why?

7. [Explain what is "*Persuasive Communication*" before continue to the following questions.] How far do you agree that *Persuasive Communication* able to contribute to the community?

Thank you for all the valuable information. Before we end, is there anything else you would like to add or share about?