USES AND GRATIFICATIONS:
MOTIVATIONS OF FACEBOOK USERS ON POLITICAL PARTICIPATION

TAN SZE CHUAN

MASTER OF COMMUNICATION

FACULTY OF CREATIVE INDUSTRIES
UNIVERSITI TUNKU ABDUL RAHMAN
FEBRUARY 2020

USES AND GRATIFICATIONS:

MOTIVATIONS OF FACEBOOK USERS ON POLITICAL PARTICIPATION

By

TAN SZE CHUAN

A dissertation submitted to the Faculty of Creative Industries,

University Tunku Abdul Rahman,

in partial fulfillment of the requirement for the degree of

Master of Communication

February 2020

ABSTRACT

USES AND GRATIFICATIONS:
MOTIVATIONS OF FACEBOOK USERS ON POLITICAL PARTICIPATION

Tan Sze Chuan

Political participation has been regarded as one of the essential factors in determining the health level of democracy. The arrival of social media especially Facebook have opened a fairly free and interactive platform to Malaysian to involve in the online of offline political participation. This research focuses on Malaysian Facebook users age between 21-59 years old to investigate the influence of Facebook gratification needs (Uses and Gratification Theory) and demographic variables on Facebook political participation and offline political participation. Data was collected through snowball sampling process and a total of 388 respondents answered online questionnaire. Descriptive and structural equation modeling approach were used to analyse the data with Statistical Package for Social Science (SPSS) version 23 and Smart PLS 3.2.8 software. Result shows that, there is a significant influence between entertainment need and online political participation. However. There is no significant influence shown between informational need, social need, recognition need and both online and offline political participation. Beside some of the demographic variables like gender, education level and race also indicated significant influence on political participation.

ACKNOWLEDGEMENTS

I would like to thank everyone who had contributed to the successful completion of this research. I would like to express my gratitude to my bosses, Associate Professor Choy Siew Chee and Dr Joanne Yim Sau Ching for their invaluable advice, guidance and their enormous patience throughout the development of the research. They have spent countless time and effort to check my progress and gave me opinions to further improve my project

Last but not least, I would like to thank my research supervisor, Associate Professor Dr Santhidran a/l Sinnappan for his endless moral support and motivation.

APPROVAL SHEET

This dissertation entitled **"USES AND GRATIFICATIONS: MOTIVATIONS OF FACEBOOK USERS ON POLITICAL PARTICIPATION"** was prepared by TAN SZE CHUAN and submitted as partia

l fulfillment of the requirement for the degree of Master of Communication at University Tunku Abdul Rahman.

Approved by:

_____

(Associate Professor Dr Santhidran a/l Sinnappan)   Date:………………………

Supervisor

Faculty of Creative Industries

University Tunku Abdul Rahman

_____

(Associate Professor Mr Thinavan a/l Periyayya)   Date:……………………..

Co-supervisor

Faculty of Creative Industries

University Tunku Abdul Rahman

Data: 17 January 2019

SUBMISSION OF DISSERTATION

It is hereby certified that **Tan Sze Chuan** (ID No: **13UJM05952**) has completed this dissertation entitled "**USES AND GRATIFICATIONS: MOTIVATIONS OF FACEBOOK USERS ON POLITICAL PARTICIPATION**" under the supervision of Assistant Professor Dr. Santhidran a/l Sinnappan (Supervisor) from the Faculties and Creative Industries and Associate Professor Mr Thinavan a/l Periyayya (Co-supervisor) from the Faculty of Creative Industries.

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

Your truly,

_____

(Tan Sze Chuan)

DECLARATION

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

Name: Tan Sze Chuan

Date 17 January 2020

TABLE OF CONTENTS

Page

LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREVIATIONS

BN	Barisan Nasional
U&G	Uses and Gratification
SPSS	Statistical Package for Social Science
D^2	Mahalanobis Distance
HTMT	Heterotrait- Monotrait ratio
SEM	Structural Equation Modelling
M	Mean
SD	Standard Deviation
AVE	Average Variance Extracted
CR	Composite Reliability
VIF	Variance Inflation Factor
R^2	Coefficient of Determination

<center>**Chapter 1**</center>

<center>**Introduction**</center>

1.1 Research Background

In May 9 of 2018, more than 12 million Malaysians choose their people's representative in the Malaysia's 14th national election (The Star Online, 2018). This result opens a new chapter in the political landscape in Malaysia. The Barisan Nasional (BN) alliance lost its 50% parliament seat for the first time since Malaysia gained independence in 1957 and lost their right to form government in Malaysia. This big change of political landscape did not happen out of sudden. Beginning with the 12th Malaysian election in March 2008, BN began to lose its two-thirds parliamentary majority, which gave them the ability to change the constitution at will (Willnat, Wong, Tamam, & Aw, 2013). As a result of the election, online media has been identified as one of the key factors causing the changes in the Malaysia political landscape driven by a free internet in Malaysia (Willnat & Aw, 2014).

Recently, the popular trend of online media, particularly various platforms of social media have attracted a great deal of attention for their potential to stimulate individual political participation. (Cheng, Liang, & Leung, 2014). In addition, political observers noted that Malaysia's widespread adoption of online media allowed more freedom to spread campaign messages during the 12th and 13th Malaysian general elections without much government interference. The then government stepped-up measure to face the online political battle by restricting the online freedom. Right before 14th general election in April 2018, they introduced

<center>1</center>

the Anti Fake News Act 2018 with intentions to stop online users to spread the fake news especially those who are not favourable to Barisan National. This act is repeal by the new government lead by Parkatan Harapan (PH) with simple majority in the parliament (Sivanandam, Carvalho, Rahim, & Shagar, 2018).

Facebook is one of the most famous outlets of social media among a various of social networking sites, offering alternate ways for people to disseminate news, information, and opinion on political related event more thoroughly and faster than other offline media (Liu, 2015). A recent study on the trend and role of social media showed that Facebook acts as a portal for young people to gain political knowledge and information where it helped lower barriers and broaden the scope of political related activities (Mohamad, et al., 2018). According to Malaysian Communications and Multimedia Commission (MCMC), the 2018 Internet Users Survey conducted indicate that Facebook has attracted approximately 24 million (97.3%) of internet users at the end of 2018. The ever-increasing use of Facebook has not only fundamentally transformed Malaysia's media landscape but has also potentially adjusted Malaysia's political lifestyle.

1.2 Problem Statement

The growing importance of Facebook has attracted considerable attention from scholars around the world. For example, a number of previous studies have consistently shed light on Facebook's positive effects on political participation, especially among young people. (Masiha, Habiba, Abbas, Saud, & Ariadi, 2018; Mohamad et al, 2018; Shiratuddin, Sani, Hassan, Ahmad,

Khalib & Ahmad, 2016: Dauda & Mohamad, 2016). While some previous research has examined the connection of Facebook usage on political participation among younger generation, scholars have suggested to also include other age groups (Pang, 2018). Besides, scholar also commented that work on the Facebook role in promoting citizens ' involvement in many media restricted countries remains underdeveloped and under-observed (Pang, 2017).

1.3 Research Objectives

This paper attempts to investigating the influence of types gratification for Facebook needs on political participation among the Malaysian aged from 21 to 59 years old in order to fill the research gap. According to Malaysian Election Commission, Malaysians aged 21-59 make up 80% of the overall eligible voting population (Chow, 2018), which cover majority age group of voters in Malaysia. As Malaysian who age 21-59 made up of majority registered voters, this study means to examine the possible influences towards the political participation by Facebook gratification needs. Additionally, this dissertation also aimed to examine whether Malaysian's demographic directly contribute to both Facebook and offline political participation. Hence, this study has proposed the following research objectives.

RO1: To investigate the influence of Facebook gratification needs on both Facebook and offline political participation among Facebook user in Malaysia.

RO2: To investigate the influence of demographic factors on Facebook and offline political participation among Facebook user in Malaysia.

1.4 Research Questions

Four research questions have been formulated according to RO1:

RQ1. Are there any significant influence of information needs on both Facebook and offline political participation?

RQ2: Are there any significant influence of social needs on both Facebook and offline political participation?

RQ3: Are there any significant influence of recognition needs on both Facebook and offline political participation?

RQ4: Are there any significant influence of entertainment needs on both Facebook and offline political participation?

One research questions have been formulated according to RO2:

RQ5: Are there any significant influences of control variables (gender, age, education level and race) on both Facebook and offline political participation?

1.5 Research Hypotheses

Based on RQ1 to RQ5, the following hypotheses are proposed:

Research Question1:

H1a. Information need has a significant influence on Facebook political participation.

H1b. Information need has a significant influence on offline political participation.

Research Question 2:

H2a. Social need has a significant influence on Facebook political participation.

H2b. Social need has a significant influence on offline political participation.

Research Question 3:

H3a. Recognition need has a significant influence on Facebook political participation.

H3b. Recognition need has a significant influence on offline political participation.

Research Question4:

H4a. Entertainment need has a significant influence on Facebook political participation.

H4b. Entertainment need has a significant influence on offline political participation.

Research Question 5:

H5a. Gender has a significant influence on Facebook political participation.

H5b. Gender has a significant influence on offline political participation.

H5c. Age has a significant influence on Facebook political participation.

H5e. Age has a significant influence on offline political participation.

H5e. Education level has a significant influence on Facebook political participation.

H5f. Education level has a significant influence on offline political participation.

H5g. Race has a significant influence on Facebook political participation.

H5h. Race has a significant influence on offline political participation.

1.6 Research Range

A quantitative approach involving Facebook users is obtained to test the hypothesised relations from the objective of the study. As Facebook have been used by Malaysian nationwide, defining a sample to set limits for the generalizability of research findings is essential (Gay, Mill & Airasian, 2012). As such, data were obtained from the Facebook users age 21-59 years old that located in Kampar district of Perak.

1.7 Research Significant

This study could be helpful to understand how gratification needs of Facebook use and demographics can influence both Facebook and offline political participation among Malaysian Facebook user. Furthermore, this study helps to contribute a more localize knowledge for the influence of Facebook gratification needs on both Facebook and offline political participation.

Besides, for politicians, this study could be used as the reference to produce the political news or articles in a way which meets the gratification needs of the Malaysian Facebook users.

For example, if the result that shows that entertainment needs significantly influence on political participation in Facebook, news and articles that related to politic should be presented in a more humorous and creative way in order to attract the attention and response of Malaysian Facebook users. In addition, the political leader may manage their Facebook page that appear to be more relevant to the gratification need that encourages more involvement of Facebook user in both Facebook and offline political participation.

1.8 Dissertation Structure

This dissertation is composed of five chapters. As seen in the Chapter One, this chapter provides some of the political background in Malaysia, problem statements, research objectives, research hypotheses, the research range and research significant. Chapter Two consist of definition of variables investigate and some review of existing studies. Design and methods for achieving the research goals is reported in Chapter Three. Chapter Four continues in presenting the empirical assessment of the research model. Discussion started with data screening processes, descriptive finding of the variables and respondents' profile using IBM SPSS version 23 software. Next, Structural Equation Modeling using Smart PLS 3.2.8 was used to test the hypotheses. Finally, Chapter Five discuss answers to the research questions, and present possible inferences drawn from the finding. The final chapter concludes with its limitations and suggestion for future research which can fill in the gap of this research.

Chapter 2

Literature Review

2.1 Introduction

This review of literature mentions areas of research related to both Facebook and offline political participation and Facebook user's gratification needs. It includes relevant literature and discussion in the context of Uses and Gratification (U&G) theory that provide the theoretical ground to develop the research model in this study. The search parameter includes quantitative research studies, government reports, books and journal articles. Database from the library system of University Tunku Abdul Rahman were used: ScienceDirect, JSTOR, SAGE Premier, IEEE and ProQuest dissertations. Besides, google scholars was used for additional Internet exploration.

This chapter start with section 2.1 which include the definition of important term and variable that are widely used in this research. Section 2.2 explains the U&G theory to be studied with the discussion on development and current status in these areas and identifying the gaps in the literature. Section 2.3 then present the study's conceptual framework, while section 2.4 presents the conceptual and theoretical framework are prosed in this chapter alongside with hypotheses development.

Literature review is done to review the information obtained from prior studies by other researchers that includes unambiguous theoretical and methodological finding that contribute to

this study. In short, literature review can be classified as secondary data that can only reveal knowledge and information obtained from past study.

2.2 Definition of Terms

2.2.1 Offline Political Participation

Traditional political participation is another word to recognize the Offline political participation, such as voting during elections, taking part in political campaigns, campaigning, working for a political party, was considered important for the healthy level of democracy (Skoric & Kwan, 2011). Political participation is defined as activity that could influence government decisions through different activities, either directly through influencing policy development or execution, or indirectly by influencing policymakers decision(Yamamato, 2013).Another easier definition, offline political participation is the citizens' activities that affecting politics and they are crucial as criteria for assessing the quality of democracy (Deth, 2017). To further clarify the concept, some literatures have categories of political participation in two forms, online and offline (Dauda, Mohamad & Muda, 2016; Pap, Ham & Bilandzic, 2017; Cunill, 2018). In this study, as one of the dependent variables, offline political participant focused on a more traditional ways of political participation. For example, persuade someone to vote, work as a party member for election, attend political talk and spent time to support political activities involved during 2018 general election in Malaysia.

2.2.2 Facebook Political Participation

Online political participation is the important form of political participation that happen on the Internet, where online participation is defined as a non-traditional way of political participation. (Abdulrauf, Binti, Abdul& Ishak. 2015). Clearly, with social media's growing position, unique forms of political participation now take place. Political participation in Facebook is political activity such as posting and commenting, sending a message to the Facebook page of the politician, encouraging and urging donation for a particular political party or exchanging information and news related to politic on Facebook (Jung, Kim, & Zúñiga, 2011). These possible ways of political involvement has provided Malaysian more ways to be involved in political participation. Previous research also suggested that online form of political participation is a substitution for traditional form of political participation (Ahmad and Sheikh, 2013) especially among youth when they are slowly detaching from traditional political activities (Dauda, Mohamad & Muda, 2016). Therefore, it may be right to conclude that young people now want to be part of an accessible and interactive online medium such as Facebook, which help to explore more politic related information to them. In the context of this study, the term "Facebook political participation" is the second dependent variable in this study and it mean the political participation that involved only in Facebook. For example, invite people to political activities through Facebook, share the policy of party on Facebook, Support the political party through Facebook post, Express support on political party through Facebook, etc.

2.2.3 Information Need

Among the needs discussed in U&G, the need for information is identified as one of the key needs that have been widely used to identify the use of online users in the past. Specifically, the need for information refers to the use of media in the acquisition of information that users are interested in (Gan and Wang, 2015). This helps to explain how Facebook users choose to use Facebook to understand what's going on and to get useful information.

2.2.4 Social Need

Social need help users offer and get a certain amount of interaction with people they cared about. Past research has also shown that social needs, such as keeping people in touch and exchanging views with others, are related to political participation (pang, 2017).

2.2.5 Recognition need

Recent research has found that social media sites have been helping students to develop self-confidence, gain support and respect from the society, form their own personal identity, etc. In short, these can be categorized as recognition needs (pang, 2017).

2.2.6 Entertainment need

The need for entertainment means using media with the purpose of having fun and passing time (Gan and Wang, 2015). Pass research identified the significant need of media use for entertainment in relation to the levels of political activity of people (chan, We, Hao, Xi & Jin 2012; Park, Kee and Valenzuela, 2009).

2.2.7 Control Variables

Demographic Variables are used as control variables as previous study has reported that Demographic variables are one of the key predictors of political involvement (Rosemstone & Hansen, 1993; Verba et al., 1995). The control variables in this study have included age, gender, race and level of education. Gender refers to the sex of the respondent which include male or female. Age means the actual age of the respondents. Race refers to Chinese, Malay, Indian, Orang Asli and minority group in Malaysia. At last, Education level refer to primary school graduate, secondary school graduate, diploma graduate, bachelor's degree graduate, master degree graduate, and doctoral graduate.

2.3 Research Questions and Hypothesises

2.3.1 Understanding the Underlying Psychological Motives for Facebook Use

The U&G has offered a powerful approach and theoretical framework to take into account the reasons why people still use particular media services (Pang, 2016). The U&G Framework has recently been more widely adopted to explain how and why people use a range of social networking devices, such as Twitter and Facebok (Blight, Ruppel & Schoenbauer., 2017), WeChat (Chen, 2017), Weibo (Pang, 2018), and Facebook (Masiha, Habiba, Abbas & Saud, 2018). Under the U&G framework, it allowed researcher to study both mass and interpersonal communication based on what people do with the media but not the opposite (Su, Lee & Lin, 2017).

Since reviewing many efforts, attempts have been made to uncover the diverse modes of gratification resulting from the use of social media, Pang (2017) summarize that these previous works studying the U&G on social media seems scarce and somewhat inconsistent. Moreover, Facebook is found to lack the research knowledge from the U&G perspective and is particularly true in the Malaysian context while most of the relevant studies are focus more on the international student instead of Malaysian (Gwena, Chinyamurindi, & Marange, 2018; Musa, et al., 2016). Studies on uses and gratification have identified different types of media motives. Such reasons were mostly linked to the usage of each specific media (Rubin, 2009). Nonetheless, pass research clearly suggests a common set of U&G gratification need irrespective of the types of media. Basic reasons for the use of media generally include meeting information needs, personal identity, entertainment and social interaction (Kim et al., 2015). Gratification needs of

Facebook not only to public recognition, but to political involvement as well. A recent research done among youth in Pakistan shows that there is a significant connection between the political participation and the use of Facebook (Masiha at el., 2018). Another research that study the influence of Facebook usage towards political participations has further concluded a positive connection between Facebook usage and political involvement among youth (Masiha at el., 2018). Moreover, a research conducted right after Malaysia 2018 general election also indicate that the online media usage has been linked positively to better political participation among Malaysian voters. In addition, past studies have also found that educational achievement is important for use in social media (Yoo & Zúñiga, 2014). Given broader functionality of Facebook, it is possible that a unique set of motivations drive Malaysian to use Facebook in pursuit of their needs can influence their political participation in Facebook and offline political participation. In previous similar research, the use of information in social media shows important predictors of offline civic engagement. Hence, the following research questions and hypotheses are raised:

RQ1: Are there any significant influence of information needs on both Facebook and offline political participation?

Hypotheses
H1a Information needs has a significant influence on Facebook political participation
H1b Information needs has a significant influence on Offline political participation

RQ2: Are there any significant influence of social need on both Facebook and offline political participation?

Hypotheses
H2a Social need has a significant influence on Facebook political participation
H2b Social need has a significant influence on offline political participation

RQ3: Are there any significant influence of recognition need on both Facebook and offline political participation?

Hypotheses
H3a Recognition need has a significant influence on Facebook political participation
H3b Recognition need has a significant influence on offline political participation

RQ4: Are there any significant influence of entertainment needs on both Facebook and offline political participation?

Hypotheses
H4a Entertainment need has a significant influence on Facebook political participation
H4b Entertainment need has a significant influence on offline political participation

2.3.2 Motives of Facebook Use and User Demographics

In addition, this research also considers demographic variables like age, gender, education level and race. A research on the adoption and social media showed that various types of Facebook gratification needs could change with regard to personal demographic information (Chen, 2013; Pentina, Basmanova & Zhang, 2016). Furthermore, another study reported that the social media usage is affected by the age of users (Chan and Guo, 2013). According to Pew research (2018), while young teenager was among the adopters of social media at the earliest stage, where they continue to use these platforms at a high level, older adults ' use has increased in recent years. To summary, these results showed the demographic characteristics of users that could contribute to Facebook engagement.

On the focus to study only Facebook instead of other social media platform, this study aims to explore how the different Facebook gratification trends in Malaysia are linked to demographic traits of Malaysia Facebook users. Though Facebook's role is repeatedly mentioned by many scholars, the essential mechanism of how people's demographics, particularly age, associated with gratification use of Facebook and political participation motives have received little attention. The study therefore aims to address the following research question based on these preceding interpretations and findings:

RQ5. Are there any significant influence of control variables (gender, age, race and education level) on both Facebook and offline political participation?

Hypotheses
H5a: Gender has a significant influence on Facebook political participation.
H5b: Gender has a significant influence on Offline political participation.
H5c: Age has a significant influence on Facebook political participation.
H5d: Age has a significant influence on Offline political participation.
H5e: Education level has a significant influence on Facebook political participation.
H5f: Education level has a significant influence on Offline political participation.
H5g: Race has a significant influence on Facebook political participation.
H5h: Race has a significant influence on Offline political participation.

2.4 Conceptual Framework
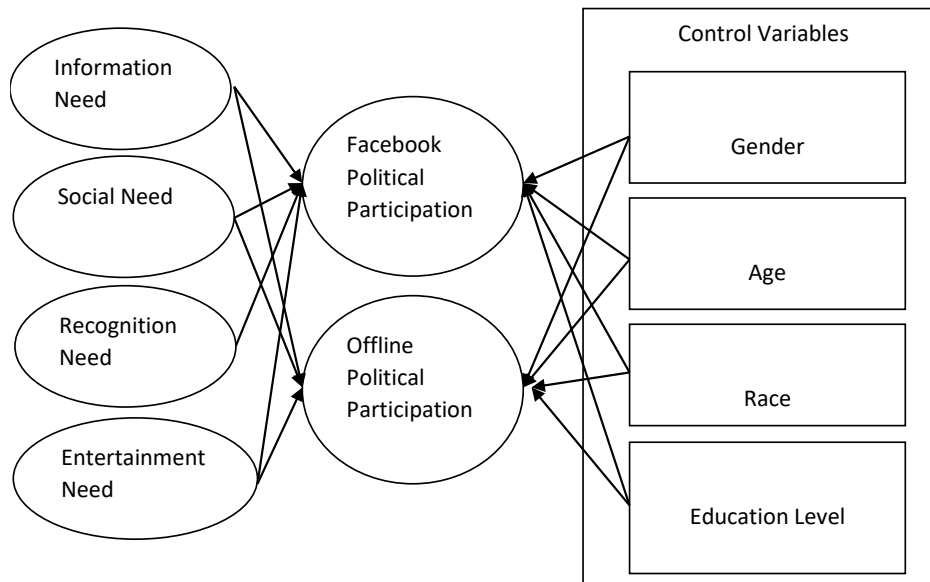

Figure 2.1: Proposed Conceptual Framework

2.5 Conclusion

Chapter Two explores literature review of previous researchers with the aim to support and to adjoin any gaps due to research inadequacy. A conceptual framework was famulated in accordance with attribution of relevant theorical models. The next chapter is describing about the details step of this research methodology.

Chapter 3

3.0 Research Method

3.1 Introduction

The aims of this research are to study the influence of Facebook gratification needs on both Facebook and offline political participation by incorporating the U&G theory through U&G framework. The approaches used in this study will be addressed in greater detail in this chapter. The discussion involves research design, research topics, research tool, research process, data collection system, data analysis method and ends with a summary.

3.2 Research Design

Research design explain the overall strategy to conduct a study which indicates the fundamental structure of the research. In this study, quantitative methods were used at a specific point in time to analyze and test hypotheses from a population or a representative subset. The questionnaire was designed primarily to answer the research objectives and to investigate the influence of Facebook gratification needs on Facebook political participation among Malaysian aged from 21-59 years old. Google's online survey tool was used to collect data from Facebook users aged between 21-59 years using structured questionnaires.

3.3 Target Respondents

Virtual Snowball sampling was used in this research which targeted Kampar district Facebook users that aged from 21-59 years old. Identify potential subjects in the population. Often, only one or two subjects can be found initially.

Ask those subjects to recruit other people (and then ask those people to recruit. Participants should be made aware that they do not have to provide any other names.

3.3.1 Sampling Procedure

This study relies on the online google form survey method to collect data to investigate the influence of Facebook gratification needs on Facebook political participation and offline political participation. With the posting of links of the google survey form through Facebook for two months. An introduction page is included in this online questionnaire to convey the objectives of the study and respondent's right to exit from the study. Besides, all participants were informed that their participation in this survey is voluntary, responses will be kept anonymous and would be used only for the purpose of this study. Hence, no pressure is imposed on respondents to finish the survey.

Specifically, this study will be using virtual snowball sampling strategy in collecting the data. Virtual snowball sampling procedures began by first identify potential subjects in the population through the Facebook friends who are at different age ranges and races. Beside asking the Facebook friends to answer the online questionnaire, they are asked to recruit other Facebook friends who are at similar age range and race based on voluntary basis. From time to time, the

responses were monitored to ensure the demographic percentage are close to the population in Kampar restrict.

With the survey link posted on Facebook, the targeted Facebook users were encouraged to send the research link to their Facebook friends they know that meet all the requirements (Malaysian Facebook user age from 21-59 years old staying in Kampar) as well. Considering that this sampling technique is cost free and allows researchers to reach and access this predetermined population, the sampling method could be considered appropriate to achieve the study objectives (Hua Pang, 2018).

The strengths of applying virtual snowball sampling strategies are that it will help to potentially reach and study a large group of Facebook users through the respondents ' social circles, although the disadvantage of this technique is the likelihood that the findings will have some bias   and lack of generality (Zhao et al., 2013).

Understood that the participants that directly approached (1st level) will have strong influence on the remaining samples. Some Facebook friends approached might be very helpful in helping to recruit more appropriate samples, but some might not able to get the proper sample to participate in this study. By availability to monitoring the respondent's data from time to time through Google form, new referral is explored until primary data from enough samples are collected. More participants from specific age range and race will be approached by researcher to start another round of snowball sampling to minimize the community bias.

To ensure an optimal sample size, an a priori power analysis was carried out the G*Power 3.1.9 software. With a desired power of 95%, significance of .05 alpha level to detect effect size (f^2) of 0.15, the software suggested a minimum sample size of 160 (Faul, Erdfelder,

Buchner & Lang, 2009). The calculation in this sample size fulfills the minimum power of 80% suggested by the literature (Cohen, 1988).
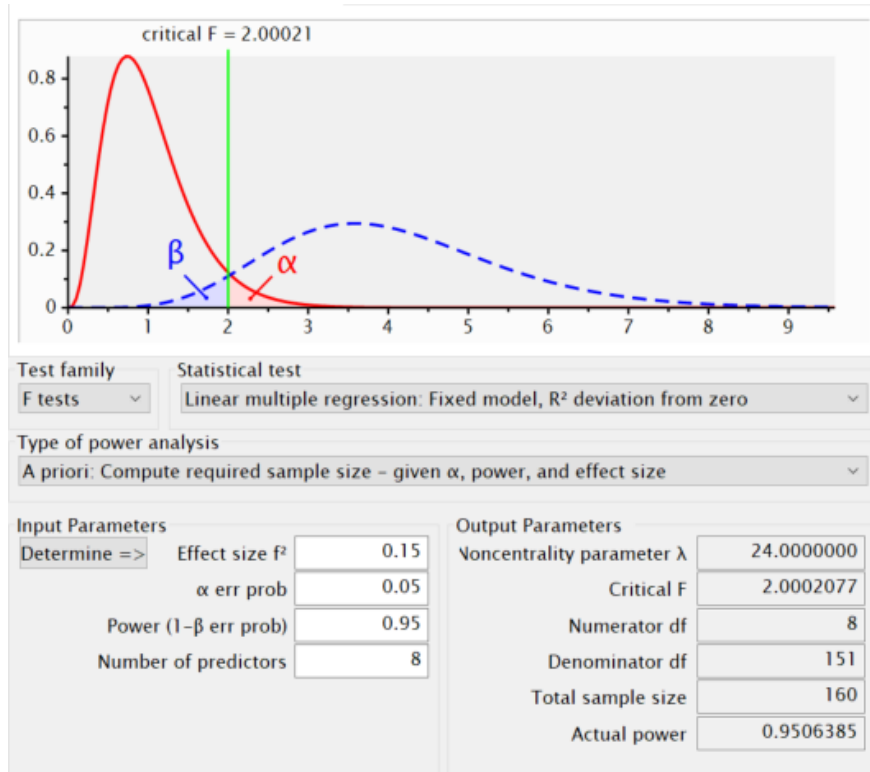
Figure 3.1: Result from the G. Power 3.1.9 software

The online link is open from 1st October2019 to 1st December2019 with 400 responses received, however 12 respondents have opted-out from this survey. Hence, 388 data were collected in this study.

3.4 Research Framework

Figure 3.2 demonstrates the conceptual framework for that study. Building on the previous literature, this proposed model takes into consideration four gratification needs of Facebook use including information need, social need, need for attention and need for

entertainment. Besides, throughout the study, personal demographic information is controlled by questions including gender, age, education level and race. These demographic variables including gender, age, education level and race are expected to have strong influence on both Facebook and offline political participation in Malaysia.
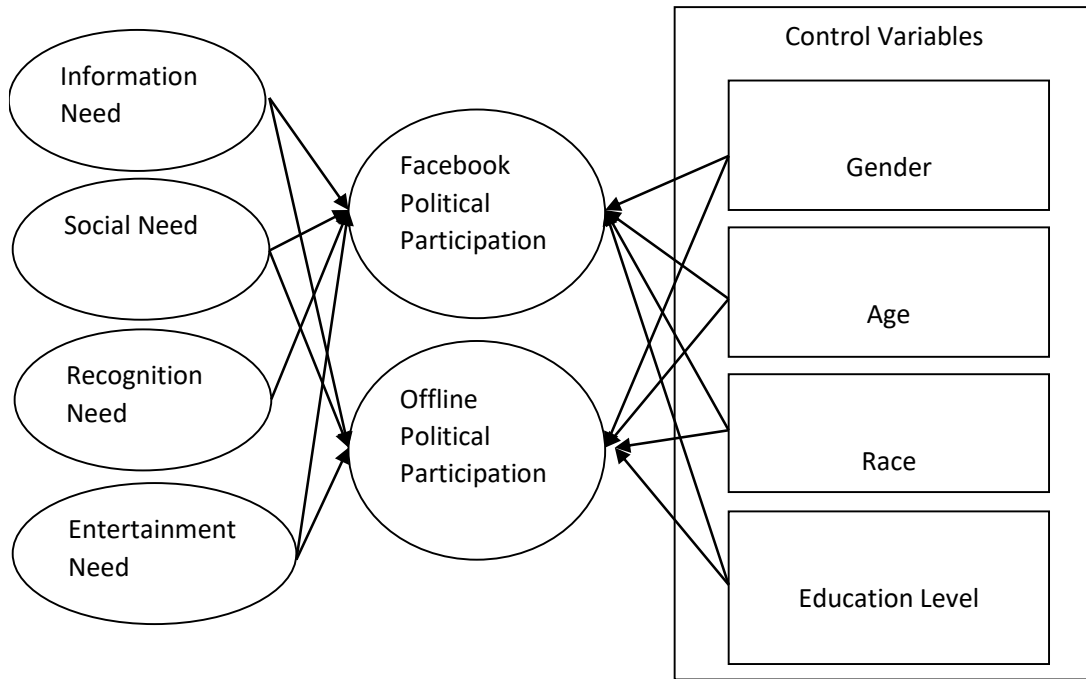

Figure 3.2 Conceptual Framework of the Study

3.5 Research Instruments

This research adapts the current scale available from the literature to investigate factors that affecting Facebook political participation and offline political participation. The instrument uses a Five-point Likert scale, and the items in the questionnaire are labeled according to the measured variables.

3.5.1 Facebook Uses and Gratification

Respondents were asked to respond to a series of questions based on a five-point Likert scale. The response range in each of these scales is including 1, 2, 3, 4 and 5, where 1 indicates "Strongly disagree", 2 indicates "Disagree", 3 indicates "Neutral", 4 indicates "Agree" and 5 indicates "strongly agree" on their reasons for using Facebook, consisting of information, socialization, recognition and entertainment needs.

3.5.2 Facebook Political Participation and Offline Political Participation

Respondents were asked to respond to a series of items based on a five-point Likert scale. The response range in each of these scales is including 1, 2, 3, 4 and5, where 1 indicates "Never", 2 indicates "Rarely", 3 indicates "Sometimes", 4 indicates "Often" and 5 indicates "Always" on their frequency of involving in such political participation.

3.5.3 Demographic Variables

Demographic data for participants were obtained in the questionnaire which including the variables such as gender (1,Male or 2,Female), age (actual age), education level (1, Primary school; 2, Secondary school; 3, Diploma; 4, Bachelor degree; 5, Master degree, 6, Doctoral), and race (1, Malay; 2, Chinese; 3, Indian; 4, Orang asli; 5.

The finalized version of questionnaire is attached in Appendix (1). Table 3.1 shows the number of adapted and adopted items and sources from which the scales are obtained:

Table 3.1: Number of Items and Sources to Measure Each Variable.

Variable	No of Item	Adopted and adapted Items	Source
Information needs	5	• To broaden my knowledge base • To find out what is going on in society • To understand events that are happening • To get useful information • To refine my thinking	Pang, (2018)
Social needs	5	• To stay in touch with people I know • To share my views, thoughts, and experience • To get peer support from others • To express my feeling • To meet interesting people	Pang, (2018)
Recognition needs	3	• To build up my confidence • To gain respect and support • To establish my personal identity	Pang, (2018)
Entertainment needs	4	• Because it is entertaining • To pass time • Because I am curious • Because it is funny	Pang, (2018)
Facebook political participation	7	• I invite people through Facebook in different political activities • I share the policy of a particular party on my timeline • I support the political party through my posts • I post text about public issues on my Facebook profile page • I post video clip about political issues on my Facebook profile page • I post picture about political issues on my profile page • I discuss various public issues in Facebook based online social group	Masiha, Habiba, Abbas, Saud and Ariadi, (2018)
Offline political participation	5	• In 2018 general election, I tried to persuade someone to vote or against a candidate or party • In 2018 general election, I worked as a party member for national election	Masiha, Habiba, Abbas, Saud and Ariadi,

Variable	No of Item	Adopted and adapted Items	Source
		• In2018 general election, I motivated other people to vote for a particular candidate or party	(2018)
		• In 2018 general election, I attended political protest	
		• I am willing to spend time to support political activities at my locality	

3.6 Methods of Analysing Data

The study used descriptive analysis and Structural Equation Modelling (SEM) to analyse data collected. Descriptive statistics were obtained through Statistical Package for Social Science (SPSS) Version 23 to give an understanding of respondents' profile. Besides, SPSS was also help in identify the outliers and normality while SEM was carried out with Smart PLS 3.2.8 (Ringle Wende & Will, 2005).

There are two main stages involved in evaluation of research model in SmartPLS, which are measurement model evaluation and structural model evaluation (Anderson & Gerbing, 1988). The measurement model is evaluated with internal consistency, convergent validity and discrimination validity while evaluation of structural model examines the theory which propose the influence of independent variables on the dependent variables. The detailed data analysis plan is listed in Table 3.2.

Table 3.2: Data Analysis Plan of the Study

Assessment	Purpose	Analysis Test	Criteria	References
Response Pattern	To remove respondents with the same option throughout the Likert questionnaire	Standard deviation	Cases with "straight-line response need to be removed"	Hair et al. (2017)
Outliers	To identify and remove outliers	Mahalanobis distance (D^2)	$p < .001$	Kline (2011)
Normality	To evaluate if data normally distributed	Kolmogorov Smirnov test Shapiro-Wilk test	$p > .05$ indicate normality	Shapiro & Wilk (1965)
Measurement Model	To evaluate whether questionnaire items correctly represent the variable of the study	Composite reliability	Value above .60 to .70 for early stage investigation and value between .70 to .90 for advance stage investigation	Hair et al. (2017)
		Cronbach's alpha	Minimum .70	Nunnally (1978)
		Average variance extracted (convergent validity)	Value $\geq .50$	Fornell & Larcker (1981)
		Cross loading (Discriminate Validity)	Indicator outer loadings assigned to a construct > loading on all other constructs	Hair et al. (2017)
		Heterotrait-Monotrait ratio (HTMT) (discriminate validity)	HTMT < .85 OR HTMT <.90	Kline (2011) OR Gold et al. (2001)
Structural Model Path	To evaluate the significant of structural	Path Coefficient using	t-value > 1.96	Hair et al. (2017)

Assessment	Purpose	Analysis Test	Criteria	References
coefficient	paths in the hypothesis direction between independent and dependent variables.	bootstrapping 5000 at 95% confident interval		
Coefficient of determination	To identify the amount of variance contributed by proposed independent variables to the dependent variables.	Coefficient of determinant	.75 Substantial .50 Moderate .25 weak	Hair et al. (2017)

3.7 Summary

This chapter discussed the quantitative methods used to answer the five research questions of the study. A snowball sampling procedure is used to collect data online which consists of Malaysia Facebook users age from 21-59 years old. Moreover, the research procedure had been discussed and data analysis plan was presented. Via Statistical Package for Social Science (SPSS) version 23 and Smart PLS 3.2.8, data were last analysed using descriptive statistical and structural equation modelling. The following chapter discusses the results obtained from this study.

Chapter 4

4.0 Research Finding

4.1 Data Preparation and Assessment

Data from a total 388 questionnaires were answered and screened in terms of missing value, response pattern and normality. SPSS 23 and Microsoft Excel were employed for these procedures.

4.1.1 Missing Data Assessment

Missing data happened as participant did not answer one or more items presented in the questionnaires. In this online survey, no missing data ware found as it was compulsory for respondent to answer all items. Hence, no treatment required, and no cases is removed due to missing data.

4.1.2 Response Patterns

Respondents were given option to choose if they wanted to proceed with the questionnaire or not interested to continue to answer the questionnaire. This study targeted Malaysian Facebook users that age between 21-59 years old. There are qualifying questions help to ensure this. All participants were Facebook users as questionnaire is distributed through

Facebook. Hence, Data were screen in terms of unqualified responses (to ensure respondents were between the age from 21-59 years old and they are Malaysian). Cases which do not fulfil these prescribed criteria were removed. Besides, questionnaires with the same Likert option (straight line responses) were also removed (Hair et al., 2017). With this, 20 cases did not meet the prescribed criteria to complete, and 15 cases had "straight line" responses. This resulting a final sample of 353.

4.1.3 Outliers

Mahalonobis distance (D^2) statistic is used to detect outliers. A value of D^2 with p-values of less than .001 (p< .001) indicate that the case is an outlier (Kline, 2011). With SPSS 23, the values for Mahalonobis Distance were obtained, and used to compute p-values for chi-square cumulative distribution. Result revealed 6 outliers with p-values of less than .001 (Tabachnick & Fidell, 2013). These outliers were removed and resulted in the final sample of 347.

4.1.4 Normality Assessment

Normality of data was evaluated with Kolmogorov-Smirnov(K-S) and Shapiro- Wilk test (Shapiro & Wilk, 1965), where a non-significant result indicate normality (Pallant, 2016).

Table 4.1: Normality Assessment

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
Information	.098	347	.000	.966	347	.000
Social	.082	347	.000	.979	347	.000
Recognition	.118	347	.000	.970	347	.000
Entertainment	.117	347	.000	.961	347	.000
FacebookP	.154	347	.000	.886	347	.000
OfflineP	.186	347	.000	.840	347	.000

Note: Information= Information Need, Social= Social Need, Entertainment= Entertainment Need, FacebookP= Facebook Political Participation, OfflineP= Offline political participation

As shown in Table 4.1, The assumption of normality was violated as the Kogomorov-Smirnov and Shapiro- Wilk test were significant. However, this would not be a concern to the study as the data were analysed with the non-parametric software of SmartPLS with bootstrapping of 5000 resamples (Hair et al., 2017).

4.2 Descriptive Analysis of Constructs

Table 4.2 shows the descriptive statistics of the construct in terms of minimum value, maximum value, mean and standard deviation. All the independent constructs were measured with a five-point Likert scale anchored between 1 which represent "strongly disagree", and 5 which represent "strongly agree" while dependent constructs were measured with a Five-point Likert scale anchored between 1 which represent "never", and 5 which represent "always". Among the constructs, Information need has the highest mean (M) of 3.84 with a standard deviation (SD) of 0.66, followed by Entertainment need (M= 3.73, SD= 0.76), Social need (M=3.50, SD= 0.80), Recognition need (M=3.10, SD= 1.00), Facebook political participation

(M=1.77, SD= 0.76) and lastly Offline political participation (M=1.62, SD=0.70). The M values were mostly centred on three, with the SD values around one.

Table 4.2: Descriptive Statistic of Constructs

	N	Minimum	Maximum	Mean	Std. Deviation
Information	347	1.60	5.00	3.84	0.66
Social	347	1.20	5.00	3.50	0.80
Recognition	347	1.00	5.00	3.10	1.00
Entertainment	347	1.00	5.00	3.73	0.76
FacebookP	347	1.00	4.29	1.77	0.76
OfflineP	347	1.00	4.20	1.62	0.70

4.3 Respondents' Profile

Table 4.3 shows the demographic information which include gender, education level and age. The result shows that 206 respondents are females, with the majority percentage of 59.4%. However, there are only 141 males (40.6%) respondents in this study. Besides, the result show that 179 respondents graduated with Bachelor degree, with the highest percentage of 51.6%, following by 65 (18.7%) Diploma graduates, 52(15.0%) Master graduates, 41(11.8%) respondents graduate from their secondary school, 9 (2.6%) candidate with doctorate and lastly 1 (0.3%) primary school graduates. Next, based on the age of the respondents. The result shows that 190 of the respondents are Chinese, with the majority percentage of 54.8%, follow by 122 (35.2%) Malay, 26(7.5%) Indian and 9(2.6%) others. The respondents ages varied from 21 to 59 years old with a mean age of 28.7 years old (SD=8.4).

Table 4.3 Respondents' Profile

Demographic factors	Frequency	Percentage
Gender		
Female	206	59.4
Male	141	40.6
Education Level		
Primary	1	0.3
Secondary	41	11.8
Diploma	65	18.7
Bachelor degree	179	51.6
Master	52	15.0
Doctorate	9	2.6
Race		
Chinese	190	54.8
Malay	122	35.2
Indian	26	7.5
Other	9	2.6
	Mean	Standard Deviation
Age (years)	28.7	8.4

4.4 Measurement Model Analysis

The assessment of the measurement model confirms the dimensionality of the variable and assess whether questionnaire items systematically and logically represent the constructs in the theoretical model (Hair, Hult, Ringle & Sarstedt, 2014). There are two part to the assessment model: convergent validity and discriminant validity. Convergent validity was assessed with Cronbach's Alpha and Composite reliability and average variance extracted. Discriminant validity was assessed with inspection of cross loading, Fornell- Larcker and Heterotrait-monotrait ratio of correlation (HTMT).

4.4.1 Measurement Model Assessment

The model has six reflective variables and 29 corresponding indicators which measure them in the initial measurement model. The independent and dependent variables and corresponding indicators were: information need as measured by IN1, IN2, IN3, IN4 and IN5, social need as measured by SN1, SN2, SN3, SN4 and SN5, recognition need as measured by RN1, RN2 and RN3, entertainment need as measured by EN1, EN2, EN3 and EN4, Facebook political participation as measured by FP1, FP2, FP3, FP4, FP5, FP6 and FP7, Offline political participation as measured by OP1, OP2, OP3, OP4 and OP5. The first run of the PLS algorithm is shown in Figure 4.1
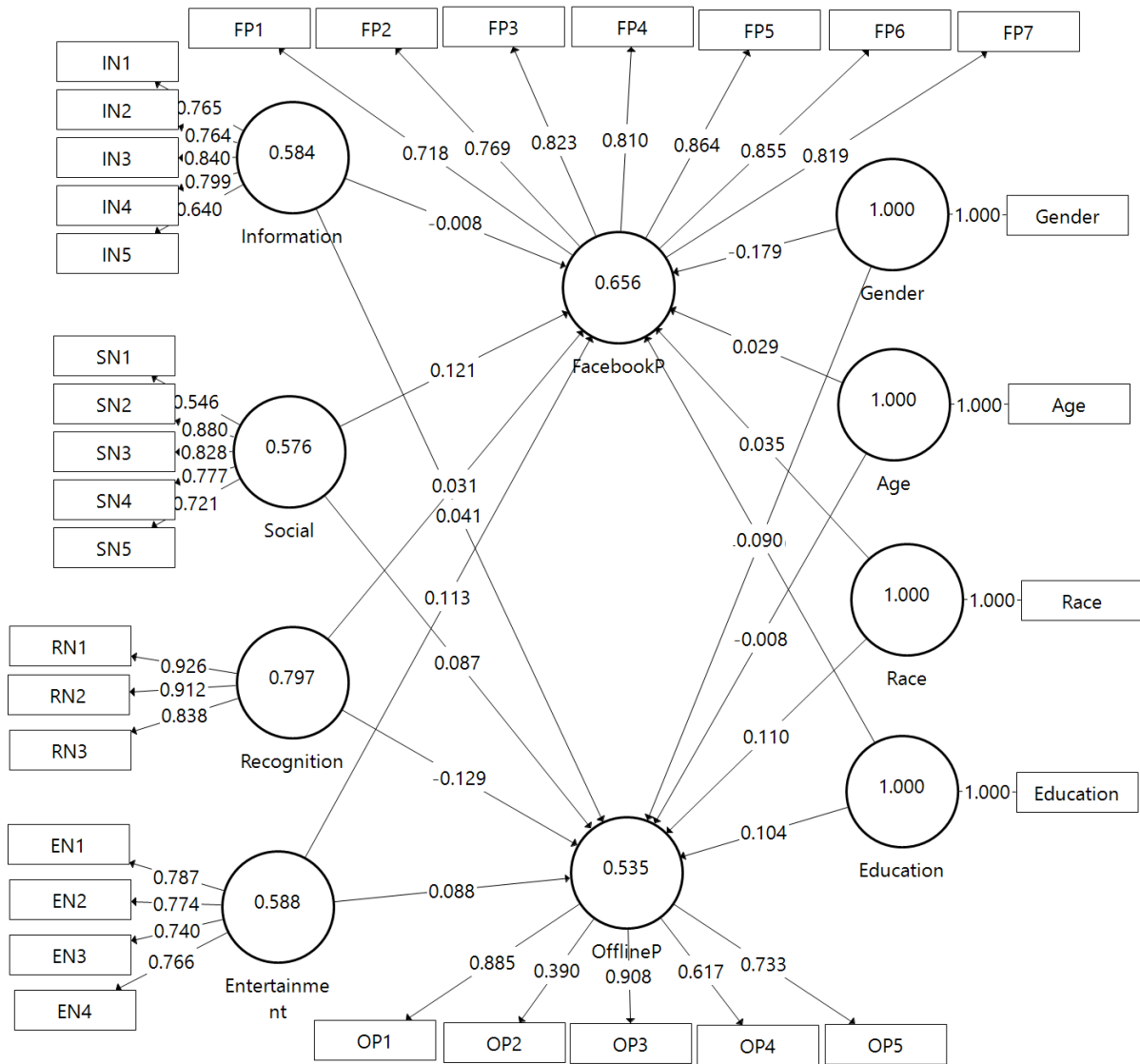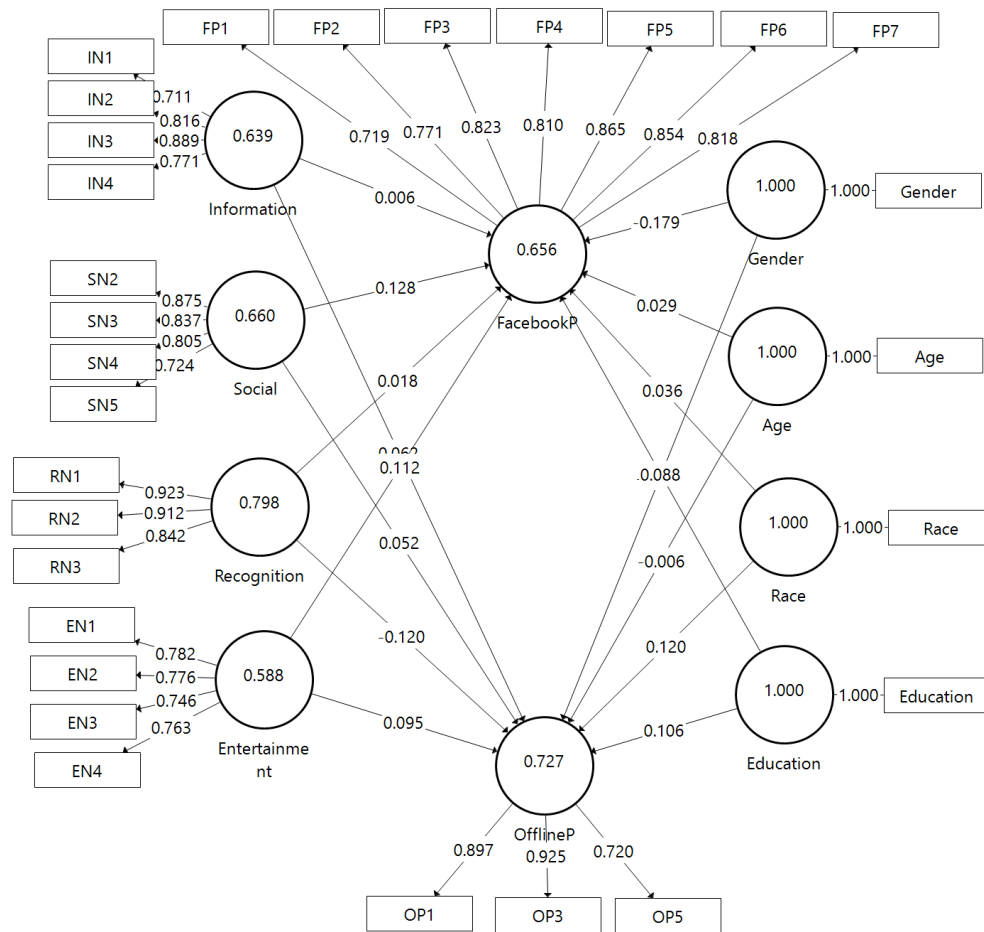
Notes. Entertainment= EN= Entertainment needs, Information= IN= Information needs, Social= SN= Social needs, Recognition= RN = Recognition Needs, FacebookP= FP = Facebook Political participation, OfflineP= OP= Offline political participation.

Figure 4.1: Preliminary Measurement Model with Outer Loadings and Average Variance Extracted

4.4.2 Reliability

It was found that the outer loading of IN5, SN1, OP2 and OP4 did not meet the threshold of 0.708. Although the average variance extracted of the reflective constructs met the criterion of above 0.50, Hair et al. (2017) advised that indicator below .708 be removed if their removal can enhance in average variance extracted (AVE) and composite reliability (CR) where it helps to improve the internal consistency. Hence, the study removed items: IN5(0.640), SN1(0.546), OP2 (0.390) and OP4(0.617) with the loading 0.708 and below. The model was re-estimated to evaluate changes to AVE. Figure 4.2 shows the results of the final iteration.

Notes. Entertainment= EN= Entertainment needs, Information= IN= Information needs, Social= SN= Social needs, Recognition= RN = Recognition Needs, FacebookP= FP = Facebook Political participation, OfflineP= OP= Offline political participation.

Figure 4.2: Final Measurement Model withs Outer Loadings and AVE of construct

Comparing Figure 4.1 and 4.2, there were increases in AVE of the constructs of: Information needs from .584 to .639, social need from .576 to .660, offline political participation from .535 to .727. In term of internal consistency. There was also improvement in CR of these constructs respectively: Information need from .875 to .876, social need from .869 to .885, offline political participation from .843 to .887. Hence, these improvements justified the removal of the indicators concerned, resulting in 25 indicators in the final measurement model.

4.4.3 Internal Consistency

At the construct level, Cronbach's alpha and Composite Reliability are both common ways of assessing internal consistency of measurement indicators, which high values suggest that indicators measuring the variable have the same meaning and range. As a general rule, Cronbach's alpha should be above .7 (Devellis, 2012), desirable range of CR values falls between .60 and .70 for initial stage investigation, and between .70 and .90 for advanced stage research (Hair et al, 2017). As shown in Table 4.4, the Cronbach's alpha values were above .70, while CR of the variable in the final measurement model were more than the threshold of .70 with values ranged from .770 to .941, indicating satisfactory internal consistency.

4.4.4 Convergent Validity

For AVE, this index measures convergent validity at the construct level. Hair et al (2017) proposed that AVE should be more than 0.5. As shown in the Table 4.4, AVE of the construct ranged from .876 to .930, indicating that all constructs account for more than 50 percent of variance in the indication. As such, convergent validity was established.

Table 4.4: Results for Reliability Test

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Information	0.818	0.876	0.639
Social	0.834	0.885	0.66
Recognition	0.877	0.922	0.798
Entertainment	0.767	0.851	0.588
FacebookP	0.912	0.93	0.656
OfflineP	0.816	0.887	0.727

Note: Information= Information Need, Social= Social Need, Entertainment= Entertainment Need, FacebookP= Facebook Political Participation, OfflineP= Offline political participation

4.4.5 Discriminant Validity

Table 4.5 displays the cross loading of the items that are used to calculate the variables. It's crucial that each element is high on its own variable but low on other variables. The table shows that all the respective loadings were maximum on the component they were supposed to calculate. This has ensured that elements in the model do not overlap with other variables.

Table 4.5: Cross Loadings

	FacebookP	OfflineP	Information	Social	Recognition	Entertainment
FP1	**0.747**	0.252	0.097	0.181	0.212	0.160
FP2	**0.780**	0.408	0.043	0.141	0.115	0.099
FP3	**0.823**	0.472	0.047	0.129	0.089	0.128
FP4	**0.807**	0.346	0.082	0.136	0.086	0.117
FP5	**0.855**	0.461	0.069	0.12	0.065	0.143
FP6	**0.841**	0.44	0.075	0.103	0.062	0.159
FP7	**0.799**	0.455	0.051	0.124	0.105	0.079
OP1	0.384	**0.886**	0.028	-0.038	-0.067	0.085
OP3	0.441	**0.918**	0.031	-0.044	-0.094	0.072
OP5	0.455	**0.751**	0.054	0.031	-0.018	0.072
IN1	0.075	-0.047	**0.717**	0.319	0.399	0.317
IN2	0.024	0.051	**0.811**	0.152	0.149	0.181
IN3	0.084	0.067	**0.885**	0.219	0.206	0.244
IN4	0.071	0.027	**0.777**	0.342	0.462	0.257
SN2	0.192	0.004	0.322	**0.910**	0.577	0.277
SN3	0.125	-0.036	0.295	**0.851**	0.683	0.325
SN4	0.081	-0.061	0.157	**0.798**	0.652	0.293
RN1	0.153	-0.079	0.33	0.644	**0.922**	0.243
RN2	0.119	-0.057	0.357	0.666	**0.912**	0.279
RN3	0.08	-0.063	0.311	0.643	**0.845**	0.288
EN1	0.123	0.093	0.29	0.306	0.267	**0.781**
EN2	0.11	0.076	0.123	0.173	0.067	**0.776**
EN3	0.152	0.038	0.308	0.289	0.314	**0.745**
EN4	0.103	0.065	0.200	0.270	0.241	**0.765**

Notes. Entertainment= EN= Entertainment needs, Information= IN= Information needs, Social= SN= Social needs, Recognition= RN = Recognition Needs, FacebookP= FP = Facebook Political participation, OfflineP= OP= Offline political participation.

Table 4.6 below presents the discriminant validity of the model measured with the Fornell- Larcker Citerion. The outer diagonal values should be higher compared to other values on their respective variables. As shown in the table, each value in the element on its own variable is the highest, implying that it has established discriminating validity (Fornell & Larcker, 1981).

Table 4.6: Fornell- Larcker Criterion

	FacebookP	OfflineP	Information	Social	Recognition	Entertainment
FacebookP	0.808					
OfflineP	0.491	0.855				
Information	0.085	0.041	0.800			
social	0.169	-0.026	0.320	0.854		
Recognition	0.137	-0.076	0.371	0.724	0.894	
Entertainment	0.161	0.089	0.307	0.341	0.295	0.767

Notes: Information= Information Need, Social= Social Need, Entertainment= Entertainment Need, FacebookP= Facebook Political Participation, OfflineP= Offline political participation

Besides Fornell- Larker Criterion, discriminant validity between variables is also assessed with Heterotrait-monotrait (HTMT) ratio. As seen from Table 4.7, the higher value is 0.876 which is lower than the threshold of 0.9 (Gold, Malhotra & Segars, 2001). Hence, this suggest that the variables are different from each other.

Table 4.7: Heterotrait- Monotrait Ratio (HTMT)

	FacebookP	OfflineP	Information	social	Recognition	Entertainment
FacebookP						
OfflineP	0.589					
Information	0.088	0.075				
Social	0.173	0.068	0.368			
Recognition	0.138	0.087	0.446	0.876		
Entertainment	0.184	0.113	0.382	0.432	0.360	

Notes: Information= Information Need, Social= Social Need, Entertainment= Entertainment Need, FacebookP= Facebook Political Participation, OfflineP= Offline political participation

Table 4.8: Variance Inflation Factor (VIF)

	FacebookP	OfflineP
Information	1.222	1.222
social	2.184	2.184
Recognition	2.202	2.202
Entertainment	1.192	1.192

Notes: Information= Information Need, Social= Social Need, Entertainment= Entertainment Need, FacebookP= Facebook Political Participation, OfflineP= Offline political participation

Lastly, multicollinearity was evaluated with highest VIF. As shown the table 4.8, the highest VIF value is 2.202, which is lower than 3.3 threshold (Diamantopoulos & Siguaw, 2006).

4.5 Structural Model Analysis

This section discusses the different tests employed to validate the structural model of the present study. As noted in Chapter Three, the structural model will be evaluated for significant of path coefficient and the level of coefficient determination (R^2).

4.5.1 Path Coefficients

The hypothesises were tested with the significant of path coefficients. These hypothesises path were analysed with complete bootstrap of 5000 re-samples, and the option of bias-corrected and accelerated confidence interval. The critical value for two-tailed test will be 1.96 at the 5% significant level because the hypothesises were not formulated with directions. Hence, path coefficients with t-statistic of more than 1.96 will be considered significant.

As shown from Table 4.9, Hypothesis H4a was significant in the hypothesis direction. However, all other hypotheses were not significant in hypothesised direction. Path coefficient (β) of significant path ranged from -0.12 to 0.112. Hence hypotheses H1a, H1b, H2a, H2b, H3a, H3b and H4b were not supported. For the control variables H5a to H5h, H5a, H5b, H5d, and H5h are supported as gender has a significant influence on both Facebook political participation (β = -.179, t= 3.413) and offline political participation(β = -.221, t= 4.381) while education level (β =.106, t=1.989) and race (β.120, t= 2.117) have a significant influence on offline political participation.

Table 4.9 shows the analysis of path coefficients, while Figure 4.3 presents the path diagram of the structural relationships.
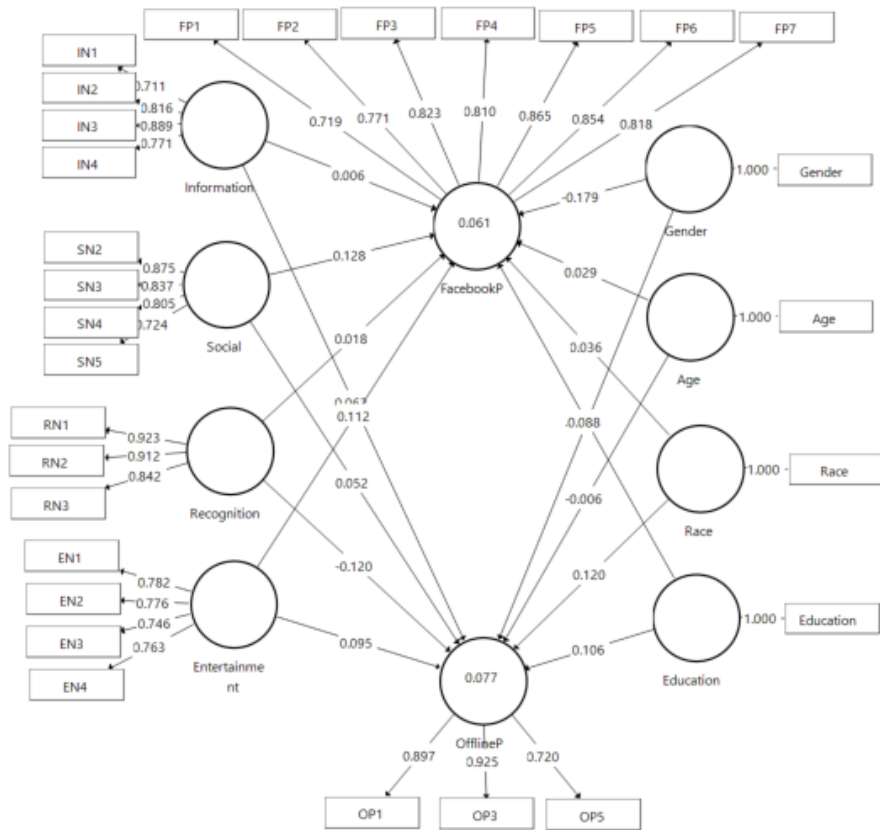
Figure 4.3: Structural Model that shows path coefficients and R2

Table 4.9: Result of Hypotheses Testing

		Path Coefficients (β)	Sample Mean (M)	Standard Error	T Statistics	P Values	Result
H1a	Information -> FacebookP	0.006	0.025	0.067	0.086	0.931	Not Supported
H1b	Information -> OfflineP	0.062	0.064	0.094	0.657	0.511	Not Supported
H2a	Social -> FacebookP	0.128	0.136	0.089	1.445	0.149	Not Supported
H2b	Social -> OfflineP	0.052	0.056	0.095	0.550	0.582	Not Supported
H3a	Recognition -> FacebookP	0.018	0.007	0.096	0.187	0.852	Not Supported
H3b	Recognition -> OfflineP	-0.120	-0.120	0.087	1.372	0.170	Not Supported
H4a	Entertainment -> FacebookP	0.112	0.116	0.054	2.073	0.038	Supported
H4b	Entertainment -> OfflineP	0.095	0.104	0.052	1.836	0.066	Not Supported
H5a	Gender -> FacebookP	-0.179	-0.180	0.052	3.413	0.001	Supported
H5b	Gender -> OfflineP	-0.221	-0.220	0.050	4.381	0.000	Supported
H5c	Race -> FacebookP	0.036	0.038	0.058	0.620	0.535	Not Supported
H5d	Race -> OfflineP	0.120	0.117	0.057	2.117	0.034	Supported
H5e	Age -> FacebookP	0.029	0.033	0.048	0.605	0.545	Not Supported
H5f	Age -> OfflineP	-0.006	-0.002	0.046	0.137	0.891	Not Supported
H5g	Education -> FacebookP	0.088	0.085	0.059	1.505	0.132	Not Supported

		Path Coefficients (β)	Sample Mean (M)	Standard Error	T Statistics	P Values	Result
H5h	Education -> OfflineP	0.106	0.101	0.053	1.989	0.047	Supported

Notes: Information= Information Need, Social= Social Need, Entertainment= Entertainment Need, FacebookP= Facebook Political Participation, OfflineP= Offline political participation

4.5.2 Coefficient of Determination

Coefficient of Determination (R^2) measures the predictive power of the structural model and represents the amount of variance in a dependent construct which is explained by all independent constructs connected to it. Hair et al. (2017) classified R2 of ,075 as substantial, 0.50 as moderate and 0.25 as weak. As shown in the figure 4.3, offline political participation had the adjusted R^2 of 0.077, suggesting that its predictors only explained 7.7% of its variance. This is followed by the R^2 for Facebook political participation where its predictors explained 6.1% of its variance. According to Hair et al. (2017), these values which range from 0.061to 0.077 can be classified as weak.

In sum, the hypothesised model is only explained 6.1% and 7.7% in Facebook political participation and offline political participation. Figure 4.4 shows the model with the results of the hypothesised relationships.
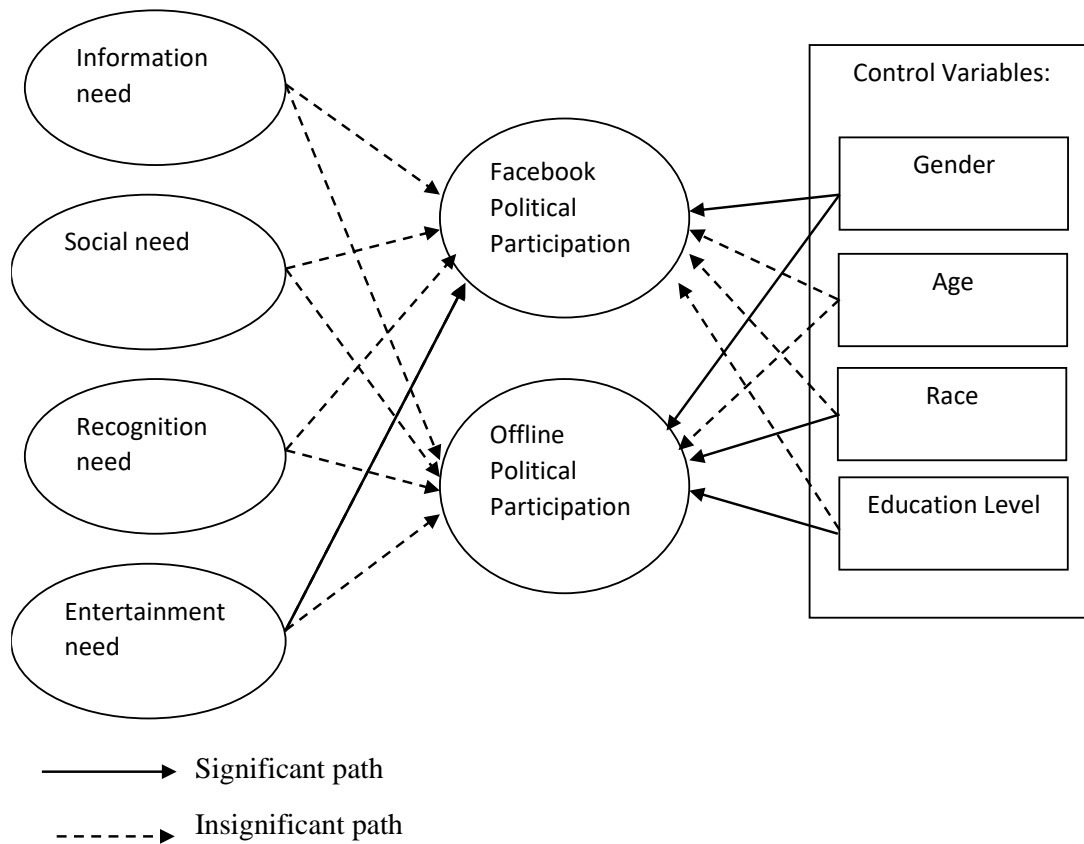
Information need

Social need

Recognition need

Entertainment need

Facebook Political Participation

Offline Political Participation

Control Variables:

Gender

Age

Race

Education Level

→ Significant path

- - - → Insignificant path

Figure 4.4: Structural Model with Significant and Non-significant Paths

4.6 Summary

This chapter presents the analysis of data collected. Data were screened and treated where they were deleted after the inspection of outliers and unengaged response pattern with "Straight-line" responses. However, the data were not normally distributed, but this was not a concern as the non-parametric software Smart PLS was used, and SEM does not require distributional assumptions. Descriptive statistics were used to describe a respondent's profile and present the mean and standard deviation of the constructs. SEM was applied to verify the

measurement model to establish internal consistency, convergent validity and discriminant validity. Lastly, the structural model was assessed to answer the hypotheses in terms of path coefficient. Out of 16 hypotheses proposed in the study, 5 were supported.

Chapter 5

5.0 Discussion and Conclusion

5.1 Introduction

In this chapter, a discussion will be conducted based on the result obtained from chapter four in order to come out with implication associated with the finding. The aim of this research is to study the influence of Facebook gratification needs on Facebook political participation and offline political participation. The objective of this chapter is the discuss the possible justification for the significant and insignificant relationship between Facebook gratification needs in Facebook political participation and offline political participation. Lastly, implication and limitation of the study followed by conclusion is included in this chapter.

5.2 Overview and Discussion of Findings

In summary, the research model explained 7.7% of variance in Facebook political participation and 6.1% of variance in offline political participation. Based on the result, only 1 variable in the model significantly affected the dependent variable, with 5 out of 11 hypotheses being supported. The overall variance explained in this study is considered weak (Hair et al, 2017).   The research objectives and results of its related hypotheses are summarised as bellow:

RQ1: Are there any significant influence of information need on both Facebook and offline political participation?

Hypotheses	Results
Information need has a significant influence on Facebook political participation	Not Supported
Information need has a significant influence on offline political participation	Not Supported

RQ2. Are there any significant influence of social need on both Facebook and offline political participation?

Hypotheses	Results
Social need has a significant influence on Facebook political participation	Not Supported
Social need has a significant influence on offline political participation	Not Supported

RQ3. Are there any significant influence of recognition Need on both Facebook and offline political participation?

Hypotheses	Results
Recognition need has a significant influence on Facebook political participation	Not Supported
Recognition need has a significant influence on offline political participation	Not Supported

RQ4. Are there any significant influence of Entertainment Need on both Facebook and offline political participation?

Hypotheses	Results
Entertainment need has a significant influence on Facebook political participation	Supported
Entertainment need has a significant influence on offline political participation	Not Supported

RQ5. Are there any significant influences of control variable (Gender, Age and Education) on Facebook political participation and offline political participation?

Hypotheses	Results
Gender has a significant influence on Facebook political participation	Supported
Gender has a significant influence on Offline political participation	Supported
Age has a significant influence on Facebook political participation	Not Supported
Age has a significant influence on Offline political participation	Not Supported
Education level has a significant influence on Facebook political participation	Supported
Education level has a significant influence on Offline political participation	Not supported
Race has a significant influence on Facebook political participation	Not supported
Race has a significant influence on Offline political participation	Supported

In order to study the objectives and hypothesis above, a survey research that applied quantitative method was constructed, and variables were measure with established scales. The

next section discusses the results and inferences drawn from the study based on the references of previous studies.

5.3 Discussion of Results

5.3.1 Research Objective One

The main goal of this study is to investigate the influence of Facebook gratification needs on Facebook political participation and offline political participation among Facebook user. Facebook has become one of the most popular social media in Malaysia that provide more freedom to spread the message regarding the politic compare to traditional media. This study is using U&G framework to understand how gratification needs can influence the current status of political participation among Malaysian society.

First, this study adopted four different types of gratification needs of Facebook use among Malaysia Facebook users age from 21 to 59 which are information need, social need, recognition need and entertainment need. Result from this study conclude that information need is the main reasons of respondents in using Facebook where it also indicate Malaysian are using Facebook to get updates, reading news or articles that help them in   broaden their knowledge and keep them self-updated from what is going on in the society. Previous results also show that, as the information channel, Facebook allows users to generate and exchange idea under a freely and low-cost environment.

However, there is no significant influence between information needs and both Facebook political participation and offline political participation. The result show inconsistency with the previous research done in western that found informational use of social media having significant influence on offline political participation (Gsinous, Wagner & Gray, 2016; Vromen, Loader, Xenos & Bailo, 2016). Three possible reasons may explain this controversial result. First, even though Facebook allows more freedom in disseminate the political content, the overwhelming contents of the political information released might potentially cause confusion especially when there are a lot of fake news and rumours spreading across the Facebook (Boulianne, 2017). Second, previous result reported that Malaysian youth tend to use social media and the Internet due to the entertainment and educational needs, rather than for political purposes, lending support from the uses and gratification theory where Facebook users use social media only for the contents that they are interested in. Since users can personalise their social media feeds to only show content that they want to see, it becomes easy for Facebook user to ignore political content that does happen to appear on their Facebook pages (Tamam et al., 2014). Third, the then government also tried to restrict the online freedom by introducing the new "Fake-News act 2018" right before the election with the intention to stop the spreading of the political news that unfavoured to the BN. The newly approved law which may discourage typically disaffected Facebook users from engaging in political dialogue on social media for fear of becoming a target of the government's campaigns against its critics. Therefore, typically disengaged Facebook users would tend to remain disengaged and lowering the information needs of social media use on the both Facebook and offline political participation (Low, 2019). When refer to a similar previous research done in China under an authoritarian government that

implement strong control on media, it was noted that similar research was concluded where no significant link exists between the need for information and political participation (Pang, 2017).

Surprisingly, the results demonstrate that Facebook users who mainly use Facebook for entertainment need have significant positive influence on Facebook political participation. This result has again showed inconsistent result to previous researcher that conclude entertainment need had a negative relationship with online political participation and not significant relationship with offline political participation (Chang, 2015). The result indicates that information need, and education need are two major gratification needs of Facebook usage in Malaysia. Refer to political context in Malaysia, while entertainment need is blame for diverting the attention of young people from political news, it actually have to potential to attract those who are previously not interested in politics. In Malaysia, more and more of the political news have been presented in more humorous and creative way in order to catch the attention of the social media user. The fusing of politics and entertainment attracted audiences that typically had been disinterested in public affairs (Williams and Delli Carpini, 2011). This probably explain that Malaysian Facebook users tend to pay attention and be more interactive in Facebook when they explore to political news that presented in a more humorous and creative way. However, the result of this study shows consistency with many previous researches that there is no signification relationship between entertainment needs and offline political participation (Pang, 2018; Chang, 2015). It can be explained that even Malaysian Facebook users may give more attention and interaction around political news that are entertaining, it doesn't influence their political participation in a traditional way.

Besides, the result obtained from this study shows that social and recognition needs have no significant influence on both Facebook political participation and offline political participation. As previously discussed, social needs allow users to give and receive a certain amount of interaction with people they cared about. These needs are not significantly influence their Facebook political participation and offline political participation. Similar result noted from previous study that social need does not automatically promote political participation when relationships are primarily preserved (Chang, 2015).

5.3.2 Research Objective Two

The second objective in this study is to investigate the influence of demographic factors on Facebook political participation and offline political participations. The result discovers the potential linkage between Malaysian Facebook users and their Facebook political participation and offline political participation.

As the control variables in this study, gender was significantly linked to both Facebook political participation and offline political participation. Previously researchers on social media have demonstrated that male and female behave differently on social media (Chan, Wu, Hao, Xi & Jin, 2012; Chen, 2015). In general, females tend to talk more about personal life while males prefer to write more about technology, money and political issues (Zhang & Pentina, 2012). Beside gender, Education level of the Facebook users in Malaysia have a signification influence on Facebook political participation but shows no influence on offline political participation. As what have been mentioned by Mondak, (2001), education level was the strongest single predictor of political knowledge that has been describe as "cornerstone construct in research on political behaviour". The last demographic variable that show significant influence is Race. Race is

showing a significant influence on the offline political participation but no significant influence on Facebook political participation. Surprisingly, based on this result, age have no significant influence on both Facebook political participation and offline political participation. In short, these results show that some of the users' demographic characteristic might be critical factor leading Facebook user to engage in both Facebook political participation and Facebook political participation.

5.4 Implications of the Study

The main results from this result offer few theoretical contribution and practical implications. From a theoretical perspective, previous studies frequently study the usage of social media among youth and younger generation and its influence on political participation, only few scholars have studied the impact of Facebook gratification needs on wider age group. With the goal of fill in the research gap, this research pay attention on Malaysian Facebook user age from 21 to 59, that represent 80% of total register voter (chow, 2018). Surprisingly, age as control variable in this study show no influence on Facebook political participation and offline political participation. It means that the age does not have significant influence on political participation. This result is indicating that among the Facebook user in Malaysia, age is not an important influence of political participation.

Besides, this study demonstrate that uses and gratification framework is a suitable approach to study the influence of Facebook gratification needs and subsequent result in their political participation. Since the current study shows that overall variance explained in this study

is considered weak, future research would be benefit by involving more gratification needs of Facebook and individual variations to further explain how Malaysians adopting the new technology in their daily life related to politics.

Next, result from this study shows inconsistency with prior research in other democracy countries regarding how social media influence the political participations. Although the study is based on Malaysia that practice democracy, or more accurately to call it semi-authoritarian, the result is relatively similar to the study that have been done in authoritarian country with lesser media freedom (Pang, 2017). The result can thus give insight into the potential political impact of the use of new media while at the same time offering reports on the influence of the demands for gratification on citizen political participation in different social contexts.

When the result is observed from practical perspective, it provides useful insight for professional media practitioner and even politician in Malaysia. First, it offers insight for social media provider in how to attract individual to adopt the platform by satisfying their gratification needs. Based on the finding, the content provider in Facebook would learn how to customize their messages in order to meet the gratification need and then attract attention and consumption among overwhelming competitor available in the same platform. For example, content provider might need to present the political content in a more humorous and creative ways in order to encourage Malaysian Facebook users to consume, share and even comment on the content.

More than that, as Facebook continue to be occupied into everyone life of Malaysian, Informational use among Facebook users in Malaysia surprisingly do not significant influence the both Facebook political participation and offline political participation. Social media service provider should really resolve the issues of rumours and fake news that is available to provide a

more reliable and trusted environment for Facebook users to consume the information. To what believe in U&G theory, if users continue to experience frustration in consuming the confusing information in Facebook, they might switch their preference to other social media platform which provide a better features and environment in catering these gratifications of needs.

5.5 Limitation of Study and Future Research Recommendation

There are few limitations faced in the process of conducting this research project. Firstly, the sample is not random because random samples are hard to obtain with limited time and resources. Online snowball sampling has been adopted in this study through the google form survey. This method might cause researcher to have little control over the sampling method and there might be bias when the respondents of this survey introduce this survey to others that have same trait and characteristic, beside representativeness of the sample is not guaranteed as well. However, as researcher can easily monitor the progress of survey by checking the percentage responses demographic anytime during the study, researcher can advise the participants to only share this google survey link to particular demographic group so that the final sample of respondent would be come close to the real proportion of population in Kampar restrict.

Secondly, although the application of U&G model have help researchers to identify the gratification need that able to influence the political participation among Facebook users in Malaysia, overall variance explained that the four gratification needs (information, social, recognition and entertainment) and demographic variable in this study is considered weak, more gratification needs and demographic variables can be included in future research.

5.6 Conclusion

This research investigates the influence of gratification needs and demographic factors on Facebook political participation and offline political participation by adapt the U&G framework. In summary, the result demonstrates the role of gratification needs in political participation among Malaysian Facebook users. On top of it, the results suggest that specific gratification needs for Facebook, especially seeking entertainment need like pass time, consuming entertaining articles, posts, or video clips are significantly influence the Facebook political participation. Besides, several demographic traits of Facebook users like gender, race, and educational level also indicate significant influences on political participation in Malaysia.

References

Abdulrauf - Salau, Aishat & Binti, Norsiah & Abdul Hamid, Norsiah & Ishak, Mohd. (2015). Social Media and Youth Online Political Participation: Perspectives on Cognitive Engagement. 44. *Asia*. (2010). Retrieved from https://www.citypopulation.de/php/malaysia-mukim-admin.php?adm1id=0810

Ahmad, K. & Sheikh, K. J. (2013). Social Media and Youth Paticipatory Politics: A Study of University Students, *South Asian Studies*, 28(2), 353-360.

Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103(3), 411-423. doi:10.1037/0033-2909.103.3.411.

Blight, M.G., Ruppel, E.K. & Schoenbauer, K.V. (2017). Sense of community on Twitter and Instagram: exploring the roles of motives and parasocial relationships. *Cyberpsychology, Behavior, and Social Networking*, Vol. 20 No. 5, pp. 314-319.

Boulianne, S. (2017). Revolution in the making? Social media effects across the globe. Information, *Communication & Society*, 22(1), 39–54. doi: 10.1080/1369118x.2017.1353641

Chan, M., & Guo, J. (2013). The Role of Political Efficacy on the Relationship Between Facebook Use and Participatory Behaviors: A Comparative Study of Young American and Chinese Adults. *Cyberpsychology, Behavior, and Social Networking*, 16(6), 460–463. doi: 10.1089/cyber.2012.0468

Chan, M., Wu, X., Hao, Y., Xi, R., & Jin, T. (2012). Microblogging, Online Expression, and Political Efficacy Among Young Chinese Citizens: The Moderating Role of Information and Entertainment Needs in the Use of Weibo. *Cyberpsychology, Behavior, and Social Networking*, 15(7), 345–349. doi: 10.1089/cyber.2012.0109

Chen, G. M. (2013). Why do women bloggers use social media? Recreation and information motivations outweigh engagement motivations. *New Media & Society*, 17(1), 24–40. doi: 10.1177/1461444813504269

Chen, Y. (2017). WeChat use among Chinese college students: exploring gratifications and political engagement in China. *Journal of International and Intercultural Communication*, Vol. 10 No. 1, pp. 25-43.

Cheng, Y., Liang, J., & Leung, L. (2014). Social network service use on mobile devices: An examination of gratifications, civic attitudes and civic engagement in China. *New Media & Society*, 17(7), 1096–1116. doi: 10.1177/1461444814521362

Chow, E. (2018, May 10). Malaysians Aged 21-39 Made Up Majority of Registered Voters In GE14. Retrieved from https://www.worldofbuzz.com/malaysians-aged-21-39-made-up-majority-of-registered-voters-in-ge14/

Cohen, J. (1988). *Statistical power analysis for the behavioral sciences* (2nd ed.). Hillsdale, New Jersey: Lawrence Erlbaum Associates.

Dauda Abdu, Shamsu , Mohamad, Bahtiar & Muda, Suhaini. (2016). New Perspectives to Political Participation among Youth: The Impact of Facebook Usage. 127-134. 10.15405/epsbs.2016.08.19.

Demographics of Social Media Users and Adoption in the United States. (n.d.). Retrieved from https://www.pewresearch.org/internet/fact-sheet/social-media/.

Deth, J. W. (2017, June 08). What is Political Participation? Retrieved from http://oxfordre.com/politics/view/10.1093/acrefore/9780190228637.001.0001/acrefore -9780190228637-e-68

DeVellis, R. F. (2012). *Scale development: theory and applications*. (3rd ed). Thousand Oaks Calif.: Sage Publications.

Diamantopoulos A, Siguaw JA. (2016) Formative versus reflective indicators in organizational measure development: A comparison and empirical illustration. *British Journal of Management*.;17(4):263–282.

Faul, F., Erdfelder, E., Buchner, A., & Lang, A. G. (2009). Statistical power analyses using G*Power 3.1: Tests for correlation and regression analyses. *Behavior Research Methods*, 41(4), 1149-1160. doi:10.3758/BRM.41.4.1149.

Fornell, C., & Larcker, D. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(3), 39-50. doi:10.2307/3151312.

Gainous, J., Wagner, K., & Gray, T. (2016). Internet freedom and social media effects: democracy and citizen attitudes in Latin America. *Online Information Review*, 40(5), 712–738. doi: 10.1108/oir-11-2015-0351

Gan, C., & Wang, W. (2015). Uses and gratifications of social media: a comparison of microblog and WeChat. *Journal of Systems and Information Technology*, 17(4), 351–363. doi: 10.1108/jsit-06-2015-0052

Gay, L., Mills, G. and Airasian, P. (2012) *Educational Research: Competencies for Analysis and Applications*. 10th Edition, Pearson, Toronto.

Gold, A. H., Malhotra, A., & Segars, A. H. (2001). Knowledge management: An organizational capabilities perspective. *Journal of Management*, 18(1), 185-214. doi:10.1080/07421222.2001.11045669.

Gwena, C., Chinyamurindi, W. T., & Marange, C. (2018). Motives influencing Facebook usage as a social networking site: An empirical study using international students. *Acta Commercii*, 18(1). doi:10.4102/ac. v18i1.521

Hair, J. F., Hult, G. M., Ringle, C. M., & Sarstedt, M. (2014). *A primer partial least square structural equation modeling (PLS-SEM)*. Thousand Oaks, CA: Sage Publications.

Hair, J. F., Hult, G. M., Ringle, C. M., & Sarstedt, M. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM) (2nd ed.)*. Thousand Oaks, CA: Sage Publications.

Hyun, K.D. and Kim, J. (2015). The Role of new media in sustaining the status quo: online political expression, nationalism, and system support in China. *Information, Communication & Society*, Vol. 18 No. 7, pp. 766-781.

Jung, N., Kim, Y., & de Zúñiga, H. G. (2011). The Mediating Role of Knowledge and Efficacy in the Effects of Communication on Political Participation. *Mass Communication and Society*, 14(4), 407–430.

Kline, R. B. (2011). Principles and practice of structural equation modeling. New York: The Guilford Press.

Pang, H. (2018). Can microblogs motivate involvement in civic and political life? Examining uses, gratifications and social outcomes among Chinese youth. *Online Information Review*, 42(5), 663–680. doi: 10.1108/oir-04-2017-0136

Pang, H. (2016). "Understanding key factors affecting young people's WeChat usage: an empirical study from uses and gratification perspectives". *International Journal of Web Based Communities*, Vol. 12 No. 3, pp. 262-278.

Park, C. S. (2015). Pathways to Expressive and Collective Participation: Usage Patterns, Political Efficacy, and Political Participation in Social Networking Sites. *Journal of Broadcasting & Electronic Media*, 59(4), 698–716. doi: 10.1080/08838151.2015.1093480

Park, N., Kee, K. F., & Valenzuela, S. (2009). Being Immersed in Social Networking Environment: Facebook Groups, Uses and Gratifications, and Social Outcomes. *CyberPsychology & Behavior*, 12(6), 729–733. doi: 10.1089/cpb.2009.0003

Pentina, I., Basmanova, O., & Zhang, L. (2014). A cross-national study of Twitter users' motivations and continuance intentions. *Journal of Marketing Communications*, 22(1), 36–55. doi: 10.1080/13527266.2013.841273

Internet Users Survey 2018 1. (n.d.). Retrieved from https://www.mcmc.gov.my/skmmgovmy/media/General/pdf/Internet-Users-Survey 2018.pdf

Kim, J., Lee, C., & Elias, T. (2015). Factors affecting information sharing in social networking sites amongst university students. *Online Information Review*, 39(3), 290–309. doi: 10.1108/oir-01-2015-0022

Low, Z., (2019) Agent of change? Malaysian Millennials's social media consumption and political knowledge, participation and voting in the 2018 general election. *LSE Media and Communication*.

Masiha, S., Habiba, U., Abbas, Z., Saud, M., & Ariadi, S. (2018). Exploring the Link between the Use of Facebook and Political Participation among Youth in Pakistan. *Journal of Political Sciences & Public Affairs*, 06(01). doi:10.4172/2332-0761.1000315

Mohamad, B., Dauda, S. A., & Halim, H. (2018). Youth Offline Political Participation: Trends and Role of Social Media. *Malaysian Journal of Communication*, 34(3),192-207. doi:10.17576/jkmjc-2018-3403-11

Mondak, J. J. (2001). Developing Valid Knowledge Scales. *American Journal of Political Science*, 45(1), 224. doi: 10.2307/2669369

Musa, A. S., Azmi, M. N., & Ismail, N. S. (2016). Exploring the Uses and Gratifications Theory in the Use of Social Media among the Students of Mass Communication in Nigeria. *Malaysian Journal of Distance Education*, 17(2), 83-95. doi:10.21315/mjde2015.17.2.6

Nunnally, J. C. (1978). Psychometric theory. New York: McGraw-Hill.

Pallant, J. (2016). *SPSS survival manual: A step by step guide to data analysis using IBM SPSS* (6th ed.). Berkshire, England: McGraw-Hill.

Ringle, C. M., Wende, S., & Will, A. (2005). SmartPLS 2.0. M3. Hamburg: SmartPLS. http://www.smartpls.de.

Rosenstone, Steven J. and John Mark Hansen. (1993). *Mobilization, Participation, and Democracy in America*. New York: Macmillan Publishing Company.

Rubin, A. (2009). *Uses and Gratifications Perspective on Media Effects. In J. Bryant, Oliver, Media Effects: Advances in Theory and Research*, 3rd edition. New York, NY: Routledge.

Shapiro, S. S., & Wilk, M. B. (1965). *An analysis of variance test for normality (complete samples)*. Biometrika, 52(3/4), 591-611.

Shiratuddin, N., Sani, M., Hassan, S., Ahmad, M., Aboo Talib Khalid, K., & Ahmad, N. (2016). Penyertaan politik generasi y dan sosial media di Malaysia. *Malaysian Journal of Communication*, 32(1), 125-143.

Sivanandam, H., Carvalho, M., Rahim, R., & Shagar, L. K. (2018, August 16). Parliament passes bill to repeal Anti-Fake News law. Retrieved from https://www.thestar.com.my/news/nation/2018/08/16/parliament-passes-bill-to-repeal-anti-fake-news-law/

Skoric, M. M., & Kwan, G. (2011). Do Facebook and video games promote political participation among youth? Evidence from Singapore. *eJournal of eDemocracy and Open Government*, 3(1), 70–79.

Su, C.C., Lee, F.L. & Lin, G. (2017). Does site architecture matter? The political implications of public-versus private-oriented social network sites in China", *Asian Journal of Communication*, Vol. 27 No. 2, pp. 134-153

Tabachnick, B. G., & Fidell, L. S. (2013). *Using Multivariate Statistics* (6th ed.). Upper Saddle River, NJ: Pearson Education.

Tamam, E., Hassan, M. S., & Azarian, Z. S. (2014). *Social Media and Political Participation in*

Malaysia. Social media, culture and politics in Asia (pp. 145–167). New York: Peter Lang.

Verba, Sidney, Kay Lehman Schlozman, and Henry E. Brady. (1995). *Voice and Equality: Civic Voluntarism in American Politics*. Cambridge: Harvard University Press

Vromen, A., Loader, B. D., Xenos, M. A., & Bailo, F. (2016). Everyday Making through Facebook Engagement: Young Citizens' Political Interactions in Australia, the United Kingdom and the United States. *Political Studies*, 64(3), 513–533. doi: 10.1177/0032321715614012

Williams, B. A., & Delli, x C. M. (2011). *After broadcast news: media regimes, democracy, and the new information environment*. Cambridge: Cambridge Univ. Press.

Willnat, L., & Aw, A. (2014). *Social media, culture and politics in Asia*. New York: Peter Lang.
Willnat, L., Wong, W. J., Tamam, E., & Aw, A. (2013). Online Media and Political Participation: The Case of Malaysia. *Mass Communication and Society*, 16(4), 557–585. doi: 10.1080/15205436.2012.734891

Yamamoto, M., Kushin, M. J., & Dalisay, F. (2013). Social media and mobiles as political mobilization forces for young adults: Examining the moderating role of online political expression in political participation. *New Media & Society*, 17(6), 880-898. doi:10.1177/1461444813518390

Yoo, S. W., & Zúñiga, H. G. D. (2014). Connecting blog, Twitter and Facebook use with gaps in knowledge and participation. *Communication & Society*, 27(4), 33–48. doi: 10.15581/003.27.4.33-48

Zhang, L., & Pentina, I. (2012). Motivations and Usage Patterns of Weibo. *Cyberpsychology, Behavior, and Social Networking*, 15(6), 312–317. doi: 10.1089/cyber.2011.0615

Zhao, M., Lin, J., Liu, Y. and Yang, L. (2013). "The effect of Weibo use on political trust and social trust among college students in mainland China", paper presented at the IAMCR 2013 Conference Dublin, June 25-29.

Uses and Gratification of Facebook Users Among Malaysian: Linking Motivations of Facebook use to political participation

Dear Participant, do read this consent document before deciding to participate in this study.

I'm student from UTAR Master of Communication who is currently taking the subject MJMB11121 Dissertation. This research will be conducted in the Malaysia context. I sincerely appreciate your participation by completing this survey.

This survey will be anonymous without revealing any private information, except for some demographic data. However, the answer of your survey will be read by the researcher. Rest assured, you are protected by law, and it is a must and my responsibility to keep your information private and confidential.

* Required

1. **Please indicate below whether you understand the consent and would like to participate in the study.** *

    Mark only one oval.

    ( ) I have read the above informed consent and agree to participate in this research project.

    ( ) I would not like to participate in this research project.   *Stop filling out this form.*

Demographic Profile

2. **Gender** *

    Mark only one oval.

    ( ) Male

    ( ) Female

3. **Age** *

    _____

4. **Nationality** *

    Mark only one oval.

    ( ) Malaysian

    ( ) Non- Malaysian

5. **Race** *

    Mark only one oval.

    ( ) Malay

    ( ) Chinese

    ( ) Indian

    ( ) Orang Asli

    ( ) Other: _____

6. **Highest Education Level** *
Mark only one oval.

- ( ) Primary school
- ( ) Secondary school
- ( ) Diploma
- ( ) Bachelor degree
- ( ) Master degree
- ( ) Doctoral
- ( ) Other: _____

Reasons for using Facebook

7. **Please indicate the reasons that you are using the Facebook based on your opinion.**
(1)Strongly disagree (2)Disagree (3)Neutral (4) Agree (5) Strongly agree *
Mark only one oval per row.

	1	2	3	4	5
To broaden my knowledge base	( )	( )	( )	( )	( )
To find out what is going on in society	( )	( )	( )	( )	( )
To understand events that are happening	( )	( )	( )	( )	( )
To get useful information	( )	( )	( )	( )	( )
To refine my thinking	( )	( )	( )	( )	( )
To stay in touch with people i know	( )	( )	( )	( )	( )
To share my view, thoughts, and experience	( )	( )	( )	( )	( )
To get peer support from others	( )	( )	( )	( )	( )
To express my feeling	( )	( )	( )	( )	( )
To meet interesting people	( )	( )	( )	( )	( )
To build up my confidence	( )	( )	( )	( )	( )
To gain respect and support	( )	( )	( )	( )	( )
To establish my personal identity	( )	( )	( )	( )	( )
Because it is entertaining	( )	( )	( )	( )	( )
To pass time	( )	( )	( )	( )	( )
Because i am curious	( )	( )	( )	( )	( )
Because it is funny	( )	( )	( )	( )	( )

Online (Facebook) Political Participation

8. **Please indicate the frequency that you are using the Facebook to perform the following actions.** *

Mark only one oval per row.

	Never	Rarely	Sometimes	Often	Always
I invite people through Facebook in different political activities.	◯	◯	◯	◯	◯
I share the policy of a particular party on my timeline	◯	◯	◯	◯	◯
I support the political party through my posts	◯	◯	◯	◯	◯
I post text about public issues on my Facebook profile page	◯	◯	◯	◯	◯
I post video clip about political issues on my Facebook profile page	◯	◯	◯	◯	◯
I post pictures about political issues on my profile page	◯	◯	◯	◯	◯
I discuss various public issues in Facebook based online social group	◯	◯	◯	◯	◯

Offline Political Participation

9. **Please indicate the frequency that you perform the following political participation in the 2018 general election.** *

Mark only one oval per row.

	Never	Rarely	Sometimes	Often	Always
In 2018 general election, I tried to persuade someone to vote or against a candidate or party.	◯	◯	◯	◯	◯
In 2018 general election, I worked as a party member for national election	◯	◯	◯	◯	◯
In 2018 general elections, I motivated other people to vote for a particular candidate or party.	◯	◯	◯	◯	◯
In 2018 general election, I attended political protest	◯	◯	◯	◯	◯
I am willing to spend time to support political activities at my locality.	◯	◯	◯	◯	◯

67