



**SOCIAL MEDIA INFLUENCE AND SEXUAL CONTENT: A PERCEPTION STUDY ON
SEXUAL BEHAVIOUR AMONG GENERATION Z**

**CHUA ZI LE
20AAB01920
PHANG CHI YEE
19AAB04628
TAN LI WEN
19AAB02330
TANG WEI KANG
19AAB01618
YAP HAO YI
19AAB02053**

**A RESEARCH PROJECT
SUBMITTED IN
PARTIAL FULFILLMENT FOR THE AWARD OF
BACHELOR OF COMMUNICATION (HONS) PUBLIC RELATIONS
FACULTY OF ARTS AND SOCIAL SCIENCE
UNIVERSITI TUNKU ABDUL RAHMAN**

April 2023

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We are deeply grateful to our parents for their warm and sweet encouragement as well as their understanding. Besides, we must give special thanks to our 384 respondents whose continuous support and their participation in our survey questionnaire for this research thus enables us to collect data regarding the research topic.

We appreciate the support of everyone who helps to contribute to the research. This research has been completed by having all of your efforts and contributions.

CHUA ZI LE
PHANG CHI YEE
TAN LI WEN
TANG WEI KANG
YAP HAO YI

DECLARATION

I declare that the material contained in this paper is the end result of my own work and that due acknowledgement has been given in the bibliography and references to ALL sources be they printed, electronic or personal.

Name: CHUA ZI LE
Student ID: 20AAB01920

Signed: Chua Zi Le

Date: 25 May 2023

Name: PHANG CHI YEE
Student ID: 19AAB04628

Signed: Phang Chi Yee

Date: 25 May 2023

Name: TAN LI WEN
Student ID: 19AAB02330

Signed: Tan Li Wen

Date: 25 May 2023

Name: TANG WEI KANG
Student ID: 19AAB01618

Signed: Tang Wei Kang

Date: 25 May 2023

Name: YAP HAO YI
Student ID: 19AAB02053

Signed: Yap Hao Yi

Date: 25 May 2023

Approval Form

This research paper attached hereto, entitled “ Social Media Influence and Sexual Content: A perception study on sexual behaviour among Generation Z” prepared and submitted by” Chua Zi Le, Phang Chi Yee, Tan Li Wen, Tang Wei Kang and Yap Hao Yi” in partial fulfillment of the requirements for the Bachelor of Communication (Hons) Public Relations is hereby accepted.



Supervisor

Supervisor's name Cik Bazlin Darina Binti Ahmad Tajudin

Date: 10/5/2023

Abstract

Recently, there was a rising social problem, especially in terms of sexual behaviours among Malaysian youths. Social media has lots of policies and rules to ban sexual content. However, there was still a high risk of vulnerability. Thus, this problem should gain the attention of the public. Besides, there was a rise of a new community group on social media that focused on promoting sexual content. This study was guided by the Media dependency Theory and proposed an effective framework to know the perception of Generation Z on sexual behaviours. To know the perception of Generation Z towards sexual content on social media and to examine the effect of sexual content in social media on sexual behaviours among Generation Z, an online survey was conducted among 384 Malaysian undergraduate students. IBM Statistical Package for the Social Sciences (SPSS) Version 29 was used for data analysis. The findings showed that Generation Z still cannot differentiate sexual behaviours and sexual misconduct. Besides, even though Generation Z was exposed to various sexual content, most of them will not engage in sexual behaviours. This study can provide descriptive information for Malaysian researchers or authorities to have a reference on the perception study of sexual behaviours and help the social media giants to generate stricter rules and regulations.

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STUDENT DECLARATION FORM
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The following are examples of academic dishonesty extracted from “Student Handbook” that are more applicable to final year projects.

- plagiarism, i.e., the failure to properly acknowledge the use of another person’s work;
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- use of fabricated data claimed to be obtained by experimental work, or data copied or obtained by unfair means;

It is important that the student reads the Student Handbook and understands the seriousness of academic dishonesty. The student should pay particular attention on how to avoid plagiarism.

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Social Media Influence and Sexual Content: A perception study on sexual behaviour among Generation Z

Student Name:

Chua Zi Le

Student ID:

20AAB01920

Signature

Chua Zi Le

Date:

25/4/23

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FYP Title:

Social Media Influence and Sexual Content: A perception study on sexual behaviour among Generation Z

Student Name:

Phang Chi Yee

Student ID:

19AAB04628

Signature

Phang Chi Yee

Date:

25/4/23

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FYP Title:

Social Media Influence and Sexual Content: A perception study on sexual behaviour among Generation Z

Student Name:

Tan Li Wen

Student ID:

19AAB02330

Signature

Tan Li Wen

Date:

25/4/23

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FYP Title:

Social Media Influence and Sexual Content: A perception study on sexual behaviour among Generation Z

Student Name:

Tang Wei Kang

Student ID:

19AAB01618

Signature

Tang Wei Kang

Date:

25/4/23

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FYP Title:

Social Media Influence and Sexual Content: A perception study on sexual behaviour among Generation Z

Student Name:

Yap Hao Yi

Student ID:

19AAB02053

Signature

Yap Hao Yi

Date:

25/4/23

CHAPTER 1: INTRODUCTION

i) Social Media

The evolution of the internet in the modern era has drastically altered how people live. The phrase "social media" was frequently used to describe emerging types of media that encourage interactive engagement (Manning, 2014). Social media has taken on significant parts of our children's everyday life in this new environment. Without a doubt, humans were responsible for both the creation and maintenance of social media (Mengü & Mengü, 2015). This was crucial because it demonstrates how different kinds of social media can have quite diverse roles and applications across a wide range of scopes (Aichner et al., 2021). Social media were interactive computer-mediated tools that facilitate the creation and exchange of knowledge, concepts, and other kinds of expression through online groups and networks.

In the era of broadcast media, messages were always disseminated to large numbers of people through a single channel, such as radio station, television station, newspaper or film studio (Manning, 2014). An ordinary internet user has eight social media accounts, and studies have shown that messaging services like Facebook Messenger, WeChat, and WhatsApp were expanding much more quickly than more conventional media outlets like TV and radio. More than 53% of Facebook users worldwide were between the ages of 18 and 34, with 25 to 34 years old dominating at 31.5% and 18 to 24 years old at 22.7% (Hines, 2022). 75% of Malaysians routinely use the internet to read news and stay current on events, and 72% use it to connect with friends on social media (Joyce, 2022). Malaysia was another country that prioritizes mobile devices, with 96.4% of its internet users using smartphones to access the internet (Joyce, 2022). Millions of individuals exchange social media data to disseminate information and express opinions online (Soussan & Trovati, 2021). Some youngsters were especially vulnerable to this trend, and they made an effort to become

popular because they think that this was the only thing that can get attention from the public (Wojdan et al., 2020). Based on the research on social media, Whatsapp ranked number one, Facebook ranked second and Instagram ranked third among the famous social media used in Malaysia (“Malaysia Digital Marketing”, 2022).

Social media gave teenagers a platform to expose themselves to sex-related content in the form of images, videos, and other media. 14 individuals were detained by Penang police to help with investigations into an online extortion scheme that involved the distribution of nude pictures and resulted in losses of RM306,101.80 (Dermawan, 2022). The members of this group selected people who visited social media sites with sex services at random. They will ask victims to make video calls using a variety of social media platforms, including WeChat, Facebook, WhatsApp, Michat, and Line, and then trick them into performing obscene acts that will be secretly recorded (Dermawan, 2022). Words used in messaging and when updating status on social media platforms can potentially contain sexual content. They may use a nude picture of another adolescent as a trophy to boast about their relationship with their peers (Matte, 2022). Social media was not only a place of freedom where people may express themselves openly or in private, but it was also a place where many forms of violence can emerge or even be committed using some of these forms of social media (Mengü & Mengü, 2015). The ease with which others can post or reshare private images or videos on social media can potentially raise privacy issues. This may cause the content to be seen by others who weren't the intended audience, which may embarrass or humiliate them. In Malaysia, an underage girl committed suicide in Penang from her condominium building. This was because her boyfriend had threatened to share her nude photos to the public (Rosli, 2020). Prior to the incident, the man who identified himself as her boyfriend tried to contact her, but her mother picked up. A fight broke out between the man and the girl's mother, which prompted the man to scream and frequently threaten to post explicit images of the girl on his

social media accounts (Rosli, 2020). When the 17-year-old victim discovered it, she developed a severe fear of what would occur if her photos went viral. She jumped off the building before her family members could comfort her (Rosli, 2020). In general, social media platforms have policies that forbid the sharing of explicit or adult material, including words, photographs, and videos that were sexually explicit. The application of these rules and the definition of what constitutes improper or sexually explicit information, however, can be arbitrary and inconsistent. The peach and eggplant emojis have been added to Facebook and Instagram lists of "sexually suggestive content," which, if used for "solicitation," can result in account suspension (Bayley, 2020). In other words, asking "wanna have sex?" was acceptable, but asking "wanna have sex? " with the emojis on it was forbidden. Although TikTok doesn't specifically forbid revenge porn, they do specifically forbid porn in general, so revenge porn would be prohibited under that more general regulation (Bayley, 2020). Adult content was not restricted on Twitter because there were no adult content policies in place, but those who don't want to watch sensitive material can avoid it or decide whether or not to before they decide to do so (Nast, 2022). Facebook has a strict policy against revenge porn in addition to its general ban on erotica (Bayley, 2020). Activists have previously criticized Meta Platforms' Facebook and Instagram for enacting censorship policies regarding female nipples. Women have gone so far as to cover their own nipples with a man's using stickers or digital art programs to demonstrate the flaws in the company's policies in response to the hashtag #FreeTheNipple (Richards, 2023). Various information including sexually affiliated information were transmitted among youths across the world via these technologies with youths being exposed to social media content featuring substance abuse, sexual risk, and violence which has led to the public converse of how social media draw on further detriment than good to the youthful adult population but little was known about how well the youth absorb in similar content and information collectively (Stevens et al., 2019).

ii) Social Problem

The social problem impacted many individuals commonly, either actually or potentially, such that it was best to address the issue as a whole rather than dealing with each person separately, or one that calls for coordinated or organized human activity (Foundation, 2016). According to Wright (2017), a situation or conduct that many people consider being harmful was referred to as a social issue. The social problem was the deviation or the opposite of the norms that existed in the society where most of the people agreed and thought the world (Fuller & Myers, 1941). The social problem at hand significantly diminishes the distinction between today's developed and developing countries. In today's society, social problems can exist in society in different forms, for instance, poverty, drug use, sexual behaviours, and more. Significant social issues like illiteracy, poverty, religious conflict, juvenile delinquency, unemployment, racism, and terrorism were included in this list of issues (Kaushik, 2020). Although there were many discussions and debates about these subjects, there were no strict laws in existence that apply to them (Kaushik, 2020).

Those who become addicted to cybersex experience negative outcomes (Low, 2009). Thus, by comprehending how the Internet was frequently used, mental healthcare professionals can develop recommendations to prevent, identify, intervene with, and treat sexual compulsivity and related disorders. There was a need for study in this area because Malaysia was a highly connected country and pornography and other forms of online sexual activity were widely known to be prevalent, according to media reports (Low, 2009). The emergence of the Internet has had a significant impact on young people's existence (Low, 2009). The next sexual transformation has begun with online sexual activity. The reality was that young internet users now find cybersex tolerable as a result of changing youth attitudes (Low, 2009).

Although it was not required by law for schools to teach about sexuality, some admirable attempts were being made or have already been started in other areas of educating about adolescent health. The country's societal and religious realities account for the slow and unsure uptake of sex education (Low, 2009). While the school system provides formal education, both governmental and non-governmental organizations also make several attempts to provide informal education outside of the school environment (Low, 2009).

Even though barrier methods, particularly condoms, were readily available, inexpensive, and generally without side effects, they were not frequently used as a form of contraception (Low, 2009). Malaysian women indeed have an unfulfilled need for reliable contraception. Evidence from across the globe demonstrates that miscarriage rates were low when contraceptive use was high (Low, 2009). Low contraceptive use rates and unmet contraceptive requirements in Malaysia lead to unintended pregnancies and higher abortion demand. Even though most sexually active teens in Kuala Lumpur were aware of birth control options, only 37% of them use them (Zulkifli & Low, 2000).

iii) Sexual Behaviour

Sexual behaviour was defined as any act of intimacy that a person engages in with another individual while feeling free to do so (Asyraaf & Badayai, 2022). Sexual behaviour was the way people exhibit their sexuality, including age-appropriate partnerships or consenting sexual acts between adults. Besides, sexual behaviour also included sexual intercourse with the same sex, sending or viewing erotic content for sexual excitement, viewing pornographic content and accessing sexual content online just for having fun with multiple partners (Onasoga et al., 2020). Biological aspects such as genetics and neuroendocrine variations have been linked to the same-sex attraction (Brakefield et al., 2013). Less was known about the growth of same-sex romantic or sexual relationships because the majority of study on the development of early romantic relationships has

concentrated on heterosexual relationships (Brakefield et al., 2013). Many individuals have sexual relations with another person or alone. A sexual interaction occurs when two or more individuals engage in sexual activity together (McQueen, 2021). There was a new report that in 2023, a nonprofit organization that promotes the interests of youngsters, 75% of teenagers had viewed pornography online by the time they are 17 years old, with the average age of first exposure being 12 years old (Kang, 2023). When sexual behaviour involved non-consensual or illegal behaviors, such as sexual assault, rape, child sexual abuse, or other types of sexual violence, it was considered a crime. Sexual crimes were generally punished as criminal offenses because they involve sexual behaviour that was illegal or caused harm to another person (Child & Ormerod, 2021). Sexual behaviour and sexual crime differ significantly in that the former was a common aspect of human interaction while the latter was a grave violation of both societal norms and individual rights (Zucker, 2023). Sexual behaviour was usually done with both parties acknowledged and no legal punishment given (Zucker, 2023).

Firstly, sexting was the term for the digital sharing of sexually explicit material. The primary and secondary varieties of sexting have a big impact on how this issue was defined (Del Rey et al., 2019). This term emphasizes the intricate nature of sexual grooming and names key components that go into the procedure (Kloess et al., 2017). Although it was based on sexual grooming in the real world, parts of it can be used in an online setting (Kloess et al., 2017). Youth's sexting experiences were frequently framed in a negative public discourse that highlights the dangers and poor outcomes (such as unwanted sexual exploitation or the distribution of obscene images). Girls were typically more at risk because they experience more insults and humiliation, which harms their reputation (Wood et al., 2015). Research on internet sexual offenses has been steadily increasing over the past few years (Kloess et al., 2017). This reality highlights the sexual double standard that governs sexting because girls

were more likely to have their reputations damaged by this phenomenon and suffer its worst effects (Wood et al., 2015). Although perhaps not in the same way for boys and girls, the need for popularity may also be connected to the effects of sexting (Alonso & Romero, 2019). Thus, when engaging in sexting, ladies experience insults and rejection as well as negative effects that are uncommon for boys (Temple & Choi, 2014). A few studies have looked at personality factors and sexting, while others have looked at the connection between sexting, risky sexual activity, substance misuse, and emotional issues. Even though the results to date were somewhat mixed, the relationship between sexting and mental health seems to be of special concern in light of the rising number of suicides linked to the behavior.

Additionally, youths who frequently access sexually graphic websites were five times more likely than non-users to engage in sexual activity (Vandenbosch & Eggermont, 2012). An individual's conception of sexual relations was distorted by pornography, a visual depiction of sexuality, by objectifying it. This modifies both sexual attitudes and behaviour. The ability of pornography to impair social and individual functioning was strong and profound, having an impact on the mind, body, and heart. Porn was a highly addicting medium. The biological basis for pornography's addictive qualities can be found in the production of the dopamine hormone, which functions as one of the methods for establishing the neural pathway to the brain's pleasure regions. Therefore, if a youth becomes addicted to pornography, it will continue until they reach adulthood. Due to the high consumption of social media, it contributed to the high traffic of the spread of pornography, causing further sexual behaviours and conducts, or even misconceptions on sexual knowledge. The tolerance for deviant sexual conduct, sexual violence, promiscuity, and even rape is higher among men who regularly see pornography. Men also start to perceive women and even children as "sex objects," as objects of want rather than as human beings with inherent worth. A subset of

sexual activity that has become more common with the growth of the internet and digital media is the usage of pornography.

The high number of teenage pregnancies, which was driven by several factors such as a lack of sex education, the societal stigma around contraception, and restricted access to reproductive health services, was one social problem in Malaysia related to sexual activity. The prevalence of child marriage in some communities was also an increasing reason to be concerned because it can have a detrimental effect on young girls' health and well-being. Despite the fact that some people see porn as a form of expression or entertainment, others think it can have detrimental effects on people and society, including desensitization to real-life sexual experiences, skewed perceptions of sexual relations and consent, and an increase in problematic sexual behaviors. It was also possible to classify the use of pornography as a subset of sexual conduct, which brings up a variety of moral and ethical concerns. Sending others' nude photos or videos without their approval can be regarded as the dissemination of pornographic materials because it included sharing explicit sexual content. This was likely to violate the person's privacy and could have dire legal repercussions. Specific instances of sharing naked or semi-nude images are also referred to by terms like "revenge porn" and "upskirting" ("Sexual offences," n.d.).

iv) Generation Z Group

Generation Z was the youngest generation group that existed currently in this modern world. Different authors from various journal articles had a variety of age ranges to define Generation Z but to have a better cognition of what Generation Z was, Generation Z was the generation that was born in the 1990s, and they were raised in the 2000s (Dolot, 2018). However, according to Beresford Research (2022), Generation Z was born in the year range of 1997 to 2012 and was aged 10 to 25 years old in 2022. This statement was highly reliable

since prominent news pages such as USA Today were also using the statement of generation age to elaborate their information in their news (Beresford Research, 2022). The 2000s was a brand new world that was new to the world of networks and digital media. It was a time frame when smart devices, the Internet, and more digitization action started to awake (Dangmei & Singh, 2016). Hence, Generation Z could be understood as the first generation that grew up in this era, and the specialties of digitization contributed to shaping their personalities (McCrindle & Wolfinger, 2010, as cited in Kehl et al., 2014). Due to this reason, Generation Z was also a generation where people were interconnected through the online world, or virtual world (Çora, 2019). They communicated with each other through the technological development of their era. This characteristic helped Generation Z to gain an advantage as they could switch their lifestyle or life mode easily between physical life and virtual life (Dolot, 2018). Apart from that, as Generation Z was raised in the 2000s, they learned how to utilize technologies of this era, which helped them to have a greater advantage since they were having the ability to grab information easily, or having the ability to communicate with anyone easily (Dolot, 2018). However, they were raised in the 2000s, and the development of technology caused Generation Z to face the problem of low and short attention spans as they were more dependent on the technologies (Dangmei & Singh, 2016). Generation Z was also the generation that emphasized personal freedom, openness, independence, and an elastic lifestyle (Dangmei & Singh, 2016). With the great and developed technology, Generation Z could access any kind of information without being restricted, causing them to take personal freedom in terms of their life and openness to information into consideration (Berkup, 2014). Besides, with the advanced technology lifestyle, Generation Z assumed that they could solve things independently and be self-reliant (Berkup, 2014). While in the study that had been conducted by Dan Schawbel (2014, as cited in Arora et al., 2019), Generation Z was seen as a generation that was more trustful, not much

motivated by money, entrepreneurial hearted, and high tolerance when they were compared with the Generation Y. Through the findings that showed in the Generational White Paper (2011, as cited in Dangmei & Singh, 2016), Generation Z was also an impatient generation with instant-minded lifestyle, lack of ambitions, while at the same time was a materialistic generation too. Due to the advancement of technology, Generation Z wished to solve things in a short time, leading to people perceiving them as being an impatient generation with instant-mindedness (Berkup, 2014). At the same time, they seemed to be living under greater living standards thanks to the advancement of technology, which led to a lack of ambition and materialism as they were gotten used to living under a good-condition lifestyle (Berkup, 2014). For instance, there was a 14 years old TikTok China influencer named Zhang Shijia that had been famous for his unique lifestyle. He was bragging about his wealth on TikTok China (Cai, 2022). Inside his channel, he showed his first Lamborghini car, his expensive and exclusive toy models, and more. His audience did persuade him to be humbler and appreciative, but he wasn't taking those words to heart, as a result, led to his platform being banned (Cai, 2022). This was one of the great examples of showing that Generation Z was an instant-minded generation without having any great ambitions, at the same time only taking wealth and materials to heart.

Based on the statistics, it showed that 98% of Generation Z owned a smartphone, with a usage rate of more than 4 hours every day (Wise, 2022). In detail, more than 65% of Generation Z was using social media today according to a survey (Wise, 2022). Another statistic showed that there were 42 million Generation Z users on Snapchat, 37.3 million Generation Z users on TikTok, and 33.3 million Generation Z users on Instagram every month (Petrock, 2021). Not only to get connected with their social circle, but also to fulfill their needs, for instance, studying reviews regarding products, for entertainment purposes, sharing content, and so on (Bandara, 2022). The research that was conducted by Google,

showed that 40% of Generation Z users tended to look for things they wished to discover through social media instead of Google Search (Bandara, 2022). They preferred to have visual platforms, for instance, TikTok, Instagram, YouTube, and others as their choices of social media platforms, to fulfill their daily needs (Wise, 2022). Apart from these usages, they used social media as a platform for entertainment. For example, they utilized Twitch to watch live streaming, TikTok as a short video entertainment platform, or the “camera company”, Snapchat to share entertaining photos and videos with surroundings (Bandara, 2022).

As Generation Z had many usages on these social media, it could be seen that they were possible celebrities in the future as their usage on social media could help them to grab attention or be able to influence people directly or without consciousness (David, 2022). A top 10 list of Generation Z social media influencers by Open Influence could show that Generation Z utilization of social media may help them to grab favorable attention, at the same time create influence and make profit (Open Influence Team, 2021). For instance, Addison Rae with millions of followers on Instagram and YouTube had provided her a huge space as an influencer, at the same time bringing entertainment to her surroundings as an entertainment TikToker and dancer (Open Influence Team, 2021). Apart from that, Bretman Rock did have millions of followers on both Instagram and YouTube (Open Influence Team, 2021). He made videos that are related to beauty, LGBTQ + solidarity, and his personality presence (Voxburner, 2022). For Malaysia, Iman Alysha was the top social media influencer in the ranking that was released by Lifestyle Asia (Teo, 2021a). She was famous as a content creator in the fashion and lifestyle segment (Teo, 2021b). While one of the top 10 Generation Z social media influencers in Malaysia was Kon Wen Wei (Teo, 2021a). She was famous for her lifestyle content, and her song covers (Suraya, 2021). Due to the development of technology, everyone was having a chance to become a social media influencer, influencing

the users of social media platforms, at the same time bringing benefits to themselves. The contents that were created might affect Generation Z followers that tend to use social media to search for products or stay connected with people. For example, a study conducted by Shopee Malaysia found that influencers were able to impact social media users' purchase behaviour, including Generation Z (Media Outreach, 2022). In short, social media could play an important role in affecting Generation Z, with or without consciousness.

To summarise, Generation Z was a generation of technology-educated. They could be seen to be different from the other generation due to the development of technologies (Çora, 2019).

v) Social Media Impact and Social Problem

Nowadays, social media has become one of the important parts of everyone's life no matter in any aspect. It has influenced widely affected people nowadays. For instance, connecting people easily in result led to changes in lifestyle (Siddiqui & Singh, 2016). Social media provided users with communication features, at the same time more interactivity between users (Bakar et al., 2022). Undeniably, social media played a vital role in creating good consequences, but it was a double-edged sword. For instance, social media was useful and played the role of a search tool too. It could be used as a tool for searching for jobs or friends. However, there was news about people utilizing social media to seek sexual content. An Indonesian was found guilty of owning sexual materials involving children (Alkhatib, 2023). He joined a Telegram group chat where people were sharing sexual content on it, thus he had downloaded the materials from the platform. Although at last he was being sentenced to jail, the problem was there. Some people were still spreading sexual content due to the demands of sexual content on the platform. Also, there were still many communities that were similar to the Telegram group which were spreading sexual content. This was a social

problem that needed to be solved as soon as possible. There was a news article mentioning that a 12-year-old girl made friends online, but as result led to being tricked into capturing nudes and having nude chats (Shi, 2021). Through this case, it could be found that social media users were easily persuaded to have a mutual consensus, which led to them committing sexual behaviours of their own will. The users might be cheated easily or influenced by others which led them to be involved in sexual behaviour. These cases were hard to be eradicated as illegal sexual issues because this happened on their consciousness, hence this had caused a serious social problem where MCMC was facing problems in solving the issues, and victims were afraid of confessing the issues that they were facing. According to the news by Kormann (2019), social media was utilized by people with bad intentions or so-called “predators” to target children in conducting sexual behaviours. Not only target the children, the “predators” did utilize social media in sharing the sexual contents of the victims, or even carry out a transaction. A well-known example of predators targeting children and utilized social media to spread sexual content was a criminal named Richard Huckle. Richard Huckle, a photographer that was committing his job at a poor Christian community in Kuala Lumpur, had committed crimes including rape on up to 200 Malaysian babies and children and was sentenced to jail after found being guilty. He not only shared the sexual content he had shot on the web but also attempted to sell the content for profit (McVeigh, 2016). Through this issue, it could explain that social media was not only dangerous due to the existence of sexual content, but also due to the unpredicted “predators” that would be harming the users unconsciously.

Social media would help in igniting social problems in society due to its development. Firstly, social media would affect people’s behaviour easily during the process of sharing sexual content (Siddiqui & Singh, 2016). As a result, it increased the chance of people getting exposed to sexually illegal content or forbidden content due to the easement of social media

in connecting people, leading people to further negative sexual behaviours (Akugizibwe et al., 2016). Not only on affecting viewers' behaviour, but it would also affect the victims of the sexual content. Victims of the sexual content would feel ashamed, depressed, hopeless, alone, mortified, and even considered to commit suicide (MTV News Staff, 2014). As an illustration, there were hidden cameras recording the fitting room of H&M. The culprits utilized the recorded video and spread them on social media to attract buyers on purchasing the contents. A victim found the post and the victim was embarrassed and didn't know what to do to solve the issue (Nur'aiman, 2023). This may leave a long-term effect in terms of mental problems or trauma toward the victim due to the recorded video being spread out. Apart from that, social media would also affect people psychologically without any awareness. Due to the openness of social media, people would be sharing anything online. At this moment, people would be taking into consideration what's on online (Dwivedi et al., 2018). When it was prolonged, it would cause people to start to have negative changes like anxiety, social isolation, cyber sexual addiction, and more (Bakar et al., 2022). Users might be also facing issues with decreasing self-esteem and increasing self-exploitation as time went by (Cookingham & Ryan, 2015).

Due to the convenience provided by social media, people benefitted. However, some people had gotten it wrong. The connectivity among people and the easement that was provided by social media had led to a variety of social problems with or without intention. People with bad intentions started to make use of social media to encourage victims to engage in sexual behaviour. Through a variety of social media giants, for instance, Facebook, Instagram, WhatsApp, and others, sexual content was widely spread on the platform. Due to the anonymity benefit provided by social media, "predators" would utilize the slogan of "secrecy" to spread sexual content to children (Ripes, 2021). Apart from that, the display of those sexually illicit content such as videos, images, or any other types that were circulating

on social media would be arousing and became one of the factors of children conducting sexual behaviours (Bakar et al., 2022). Moreover, the usage of social media on spreading sexual content would cause the rise of sexual behaviours for instance sexual intercourse or unintended pregnancies. This was because social media allowed any information to be published, inaccurate information might appear and as a result led to dangerous sexual behaviour in children (Ripes, 2021). Hence, children especially youth who didn't mature enough would be easily influenced by social media content which led them to follow the trend and conduct sexual behaviour as well.

There was a news report that was related to the dissemination of sexual content via social media. A man named Gabriel had utilized the famous social media platform, Telegram to spread his intimate sexual files to two different Telegram groups named “Paradise” and “The Secret Place”, while the highest number of members in the groups could reach nearly 300 members. In the groups, they shared the sexual content without consideration of being penalized. Women were also not allowed to join the groups. The members of the group would not only share the images and videos, but they would also share the victims’ personal information, and they would insult the victims in the groups (Kraus, 2020). The sharing of sexual content would lead to high exposure to sexual content among people, which as a result would lead to a variety of sexual behaviours, for instance, casual sex, having multiple sex partners, and more. While these would lead to a more serious negative impact such as sex addiction (Jain, 2022).

There was news reported that a blogger named Coco exposed the truth about social media. She revealed the incident of being blackmailed by an unknown person before by using a fake sex video that indicated her as the girl inside the video. Besides from that, she did mention that there was a Telegram group named “SG Nasi Lemak” that was highly active in

disseminating sexual content. Even though the group had been banned, more groups and communities appeared in a short time. These groups owned more than 4,000 members, while more than 12,000 images and more than 3,400 videos were uploaded and spread in the groups. They cursed the victims, without considering the situation of the victims. But all of them were not being punished or penalized due to the legal loophole (“‘Pornographic groups’ appeared on social platforms again, and more than 15,000 photos and videos of victimized women were released,” 2021). High exposure to sexual content on social media had an indelible relationship with sexual behaviours. The higher the exposure to sexual content, the higher possibility of conducting risky sexual behaviours such as early sex, unsafe sex, and multiple sex partners, leading to serious negative sexual consequences for instance, teen pregnancy, the transmission of sexually transmitted infections, and substance abuse (Lin et al., 2020).

A piece of news reported that a 21 years old man was arrested due to an non-consensual sexting attempt with girls online. The man had created a fake social media account and approached girls via social media accounts. He sent the video of his genitals to the girls and used sexual language to have a conversation with the girls. He tried many attempts in sexting with others, which could be also seen as a social problem as he was not arrested until he had been involved in many cases (Jerusalem Post Staff, 2023). If the respective unit did not find out he was guilty, he would be continuing in the sexting attempt, which would cause a serious social problem. From this issue, it could be seen that social media was having a huge role in heightening the social problem issue due to the easement provided by social media. Social media allowed people to publish any sexual content they want to, or send sexual content to anyone without the receiver’s consent. If victims did not have the bravery in reporting these issues, or if they had a mutual consensus with the sender of sexual content, this social problem would not be eradicated forever.

A news report showed that the spike in baby dumping cases was due to the lack of sex education for the children. As children were not being taught about sex, they would learn from other sides that were hard to examine the accuracy and correctness of the information (Perimbanayagam, 2018). The survey conducted by the Children's Commissioner for England showed that one in ten children would watch sexual content online. The sexual content would cause the rise of sexual curiosity among children. They would be curious and feel wonder about what the sexual acts were about, but they were not been educated about what they were. Hence, as a result, it will lead them to conduct sexual behaviours for instance masturbation or others due to a lack of knowledge on protective sex ("Early sex exposure causing issues among children," 2023).

The survey conducted by Durex in April and May 2022, showed that more than one out of every five youths committed sexting through the findings of this survey (*Survey reveals rise in sexual activity among Malaysian youths*, 2022). Not only that, the report by United Nations Children's Fund (UNICEF) showed that children might be tricked to engage in sexual activities through promises of gifts or benefits online (Tham, 2022). In short, it could find out that prominent social media platforms, for instance, Facebook, WhatsApp, and more were causing the rise of social problems, with or without people being conscious.

1.2 Problem Statement

Recently, there was a rising social problem especially in terms of sexual behaviours among Malaysian youths. Based on the survey of 1089 Malaysian respondents aged 18 to 30 conducted by Durex, the results showed that 35.4% of respondents have sexual intercourse which exceeds 18.8% in the previous survey. Besides, 62% of respondents have sexual relationships before 22 years old. According to the study carried out in 2021 among 986 college students in Penang, aged 18 to 25, found that the prevalence of lifetime pornography

exposure among students stood at 74.5%. The study proved that youngsters watch porn materials more than once a month since they were 14 years old. This was because there are lots of free pornography materials online which enable youngsters to access when they are alone at home (Zainal, 2023). According to Romito & Beltramini (2015), pornography exposure among youngsters was between 62% to 87%. In Malaysia, pornography has become taboo and immoral behaviour since it has shown a negative social side (Ali et al., 2021). Two studies were conducted to research sexual activity among youths, and it reported that pornography usage among youths was between 25.3% and 39.5% (Awaluddin et al., 2015). Besides, a recent study conducted by Ali et al., (2021) also reported a 74.5% lifetime prevalence rate of Internet Pornography Use (IPU) among college students aged 18 to 25 in Malaysia. Besides, sexting was considered one of the social problems because even though the receiver was willing to receive that sexual content, they may accidentally send it to others which will lead to sexual behaviours among youths. This can be proved by a 2021 study on sexting among youth found that 19.3% had sent a sext, 34.8% had received a sext, and 14.5% had forwarded one without consent (Chassiakos, 2022). Based on new research in JAMA Pediatrics, 15% of teens had sent a sext and almost 27% received sexts (Pirani, 2018). Findings from Adeline et al., (2020), a research project of UTAR Bachelor of Social Science (Hons) Psychology proved that 72.5% of Malaysian survey participants admitted to engaging in sexting. This showed that sexting had already become one of the social problems which needed attention from society. Furthermore, the prevalence of adolescents engaging in premarital sex ranges between 5% to 13% which is 4.6% in Selangor, 5.4% in Negeri Sembilan, and 12.6% in Pulau Pinang. This was because many of them use social media and technological advancement to meet with different kinds of people and have sexual relationships to seek pleasure without knowing the background of each other (Abdullah et al., 2020). Therefore, there was a high risk of being cheated in a relationship. There was much

research which focuses on how sexual content will harm the youth adult population, but there was little research on how youth engage in sexual content and lead to sexual behaviours individually (Stevens et al., 2019). Hence, our study will focus on collecting respondents from Generation Z and studying their perception towards sexual behaviours and sexual content.

Secondly, social media has lots of policies and rules to ban sexual content. However, there was still a high risk of vulnerability. Thus, this problem should gain the attention of the public. For instance, Facebook banned all nudity content as early as 2008 as it will delete content that included female nipples. Besides, Facebook's advertising policies banned cartoon cleavage and naked backs. Apart from that, an advertisement campaign named The Boob Life aimed to educate and showcase breastfeeding knowledge. However, the content raised lots of controversial issues and Facebook banned the advertisement due to the visual showing visible nipples which will mislead the audiences (Cole, 2021). Unfortunately, nudity content was still visible on Facebook and Instagram through hashtags. For instance, the hashtag #sexyvideo, #pornporn, #love, #hot, and #sex still contains a lot of sexual images or videos on social media. The sexual content can be seen through the hashtag and it can be shared with more people. After the testing of the Nudity Rule, the researcher complained about the sexual content to Instagram management but the followers remained unchanged and the content was constantly updated every day. This showed that the nudity rules on Instagram were still very loose and don't have an immediate effect in combating sexual behaviours (McKenna, 2018). Besides, Telegram's Terms of Service prohibits the sharing of "illegal pornographic content on publicly viewable channels" and there was an email which was abuse@telegram.com for users to report illicit issues. However, the groups for revenge porn were secret and private where the user information cannot be detected. Hence, the groups took this advantage to

share sexual content and have sexual relationships with more people (Kraus, 2020). Besides, many previous studies addressed the use of computer-mediated medium which lead to sexual health but not specifically on social media. Hence, our study will focus on how social media influence will lead to sexual behaviours among Generation Z (Gabarron & Wynn, 2016).

Thirdly, there was a rise of a new community group on social media that focuses on promoting sexual content. The dark side community will involve pornography-related posts, abusive speech, and uploading and selling pornographic videos or visuals to the users without permission (“PDRM closely monitoring”, 2020). According to some users, it was a community within Twitter where members can express their thoughts in an anonymous way including sexual-related issues and addiction of all sorts. Some users even use the platform to do hook-ups or sell sex toys. The dark side just exists as a forum for question and answer as well as discussion of sexual content and even selling pornographic materials (Ahirudin, 2018). An expert in counselling psychology from Universiti Pertahanan Nasional Malaysia (UPNM), Prof Datuk Dr. Mohamed Fadzil Che Din explained that the DARK SIDE trend was seen to be closely related to mental health aspects. If users were unable to think rationally and fail to balance their instinctive sexuality will cause a social illness, especially for users on social media. The users cannot differentiate right and wrong on social media and abuse the uses of social media. The users might easily be influenced and imitate the behaviours like sexting or sending nude photos. Hence, there was a high chance for teenagers to be involved in sexual behaviours due to social media influence (“PDRM closely monitoring”, 2020).

1.3 Research Objectives

RO1: To know the perception of Generation Z towards sexual content on social media

RO2: To examine the effect of sexual content in social media on sexual behaviours among Generation Z

1.4 Research Questions

RQ1: How Generation Z is aware of social media content that leads to sexual behaviours?

RQ2: How Generation Z uses social media to fulfill their sexual needs?

RQ3: How has social media caused Generation Z to conduct sexual behaviours?

RQ4: What are the flaws of social media which lead to sexual behaviours?

RQ5: What is the user's response towards online sexual content encountered?

1.5 Research Hypothesis:

-If Generation Z has a higher perception of sexual content on social media, then the lower engagement in sexual behaviours.

-The higher exposure to sexual content on social media will lead to the likeliness of Generation Z to succumb to sexual behaviours.

This study looks at the perception of Generation Z towards sexual content on social media. If Generation Z has a high awareness towards sexual content on social media, thus Generation Z will have less engagement in sexual behaviours. However, if Generation Z has low awareness towards sexual content on social media, then they will be more likely to engage in sexual behaviour after they watch sexual content on social media. Besides, this study was also looking for the effect of sexual content on social media towards sexual behaviours among Generation Z. When sexual content appears on the social media of Generation Z, the sexual content might arouse their sexual desire thus leading Generation Z

to succumb to sexual behaviours. Therefore, this study's hypotheses assume that high exposure of sexual content on social media will lead to the likeliness of Generation Z to succumb to sexual behaviour.

Dependent Variable:

- Awareness of sexual behaviours

Independent Variable:

- Functions of social media
- Sexual needs on social media
- Response towards online sexual content

1.6 Research Significance

This study can contribute to different aspects in terms of theoretical aspects and practical aspects.

In the theoretical aspect, this study can narrow the knowledge gap on the sexual behaviour issue in Malaysia. This study can provide descriptive information for Malaysian researchers or authorities to have a reference on the perception study of sexual behaviour. Many studies are focusing on the relationship between sexual behaviour and social media, but there was a lack of studies on studying how exactly sexual behaviour was aroused among people, and how people perceive and think of sexual behaviour via social media. Descriptive information for instance sexual needs of Generation Z, users' response towards sexual content on social media, and more will be found through this study. Hence, this study can provide a reference for the perception and effect of social media on sexual behaviour among Generation Z. Besides, this study provides a depth viewpoint on media dependency theory

and it can provide useful insight for further development of the theory in the sexual behaviour context.

In the practical aspect, this study can help the social media giants to generate stricter rules and regulations based on the findings of this study. As this study was intended in finding out how social media causes the happening of sexual behaviour, social media giants for instance Facebook, Instagram, and others can find out the vulnerability of social media, hence helping to create better rules and regulations in controlling the dissemination of sexual content. Besides from that, this study can provide an opportunity for the government to know the perception of Generation Z on the sexual behaviour issue and educate them to utilize social media correctly. This study can help in finding out how Generation Z receives sexual information and leads to sexual behaviour. Hence, this study can help the government to identify the vulnerability that is existing in social media or any online platform, and provide better education on how to avoid or deal with the issue like contacting related authorities to report the issue. In addition, this study can help the Malaysian Communications and Multimedia Commission (MCMC) to modify the terms or policy on social media to be stricter and not consist of the sexual component which will lead to sexual behaviour. Since this study is providing findings on how the vulnerability of social media causes the happening of sexual behaviour among Generation Z, MCMC can have a guideline for modifying terms and conditions on the correct usage of social media.

CHAPTER 2: LITERATURE REVIEW & THEORETICAL FRAMEWORK

According to Hamid et al. (2018), the research was about identifying the kinds and degrees of threats that women faced due to their exposure to social media. This study was conducted in Malaysia by using a sample of 1,307 Malaysian respondents in an exploratory study by distributing a set of online questions to women who regularly used social media. The objective of the study was to analyze the perceived threats that Malaysian women felt when used social media, with an emphasis on seven key areas: ideology, sexual harassment, loved affairs, drugs, economics, religion, and family relationships. The findings of the study show that women in Malaysia perceive social media as not posing risks to their religious beliefs and family relationships, but that the five dimensions of ideology, loved affairs, sexual harassment, drugs, and economy were important to their risk model. Hence, it showed that women were concerned and aware that sexual content might lead them to expose themselves to a high-risk environment caused by the ease of social media, for instance privacy risks, psychological risks, social risks, and more (Hamid et al., 2018).

According to Adegboyega (2019), the study analyzed what sort of sexual behaviours were encouraged by the usage of social media among young people. The study involved 395 young individuals who were undergraduates from four universities in the state of Kwara. The study's objective was to discover the impact of social media on young people's sexual behaviour in Kwara State. Based on the findings, the use of social media by students encourages them to exchange erotic messages, view pornographic television and movies, and engage in riskier sexual behaviour including masturbation. Students may occasionally become preoccupied with the explicit material or messages they were reading or seeing on their phones, which made them less focused on where they were going and increased the risk of an accident. Some students shared naked images and watched pornographic movies

anytime they were alone, and they probably put themselves at risk of getting explored by others on social media. According to the findings, it showed that guys were also more prone than girls to watch sexually explicit movies. This was because men were more interested in casual sex because they had a larger desire for a variety of sexual partners. Porn also expresses this fantasy.

According to Aragão et al. (2018), this study was about the perception of adolescent students towards the use of Facebook in health education. This study was conducted in Brazil and there are 96 respondents which are secondary students with an average age of 15 years old. The objective of this study was to understand secondary school students' perception of the use of Facebook in sexual and study reproductive health. Based on the findings from the respondents, their interactions with peers in an online setting encouraged the sharing of information and personal stories regarding sexual and reproductive health. In addition, as a popular and extensively utilized means of communication among them, Facebook was highlighted by teenagers as being convenient and easy to use, which made it easier for them to learn about sexual and reproductive health in the context of adolescence. Besides, the teenagers found that talking about sexual and reproductive health may be done so without feeling embarrassed. Based on the study, the research showed that Facebook helped promote sexual and reproductive health education in a fun, engaging, and useful way that made it less embarrassing for teenagers to discuss sensitive topics and drew them closer to the health industry.

According to Wanjiku (2021), this study was about revenge pornography on the internet which was the case of social media in Kenya. This study was conducted in Kenya and 200 cases of revenge pornography were used as a sample. This study was conducted to know the motivation of non-consensual pornography, the reasons perpetrators conduct the

sexual behaviour as well as required legal actions to combat the sexual behaviours. The findings show that social media will act as entertainment or fun function and it will lead to sexual behaviours. The loose rules and regulations on social media will cause the users to be influenced by others easily. For instance, a YouTube channel named Team Mafisi shared that if you are a man but no women send you nude photos online, your club membership will be stopped. This kind of statement on YouTube channels will cause the users to have conflict and misunderstanding thus leading to engagement in sexual behaviours to suit the expectation. Social media giants need to control the social media policy and become gatekeepers like pre-checking every statement posted online. Initially, people only use social media for entertainment purposes but end up involved in sexual activity due to the pressure and threat by the creator on social media.

According to the study by Asyraaf & Badayai (2022), the study was to explore the relationship between technology, social media, and sexual behaviours among university students. This study defined virtual sexual behaviour like sexting, phone sex, video call sex, and live stream sex which physical sexual behaviour included kissing, couple sleep, masturbation, dating, touching partner, and the worst impact is sexual intercourse. This study was conducted among 250 students of The National University of Malaysia within the age range of 19 to 25 years old. The objective of this study was to find out the relationship between the utilization of technology and social media exposure to sexual behaviour. This study also tried to find out the differences between different genders toward sexual behaviour. The findings of the study found that there was a relationship between social media exposure with sexual behaviour, while utilization of technology did not have a relationship with sexual behaviour. This study also studied that gender differences did not have a relationship with sexual behaviour. Besides from that, the result also indicated that sexual behaviour was developed due to social media exposure. In the discussion part, it mentioned that the

investigation of the utilization of technology was based on the usage of smartphones, for instance, the behaviour of receiving or disseminating sexual information among people. Most of the respondents were female, hence the close-minded attitude toward sexual issues caused difficulties in getting ideas and analyzing the result accurately. This was because many female respondents will feel uncomfortable and sensitive toward sexual topics thus avoiding discussing and giving opinions to avoid embarrassment. In terms of social media exposure, it mentioned that there were three main social media platforms which were Facebook, Instagram, and Twitter. More social media applications were not included in the study as they were newly launched and not being mentioned by other researchers. The core of the relationship between social media exposure to sexual behaviour was that exposure did not happen on an accidental basis but was on purpose. While gender differences did not have any relationship with sexual behaviour, most of the respondents were sensitive and had a closed attitude to sexual issues. Through the result, it could identify that social media exposure could influence sexual behaviour more significantly than technology usage. Students' utilization of social media could be fostering their curiosity about sexual issues.

According to Nwaoboli et al. (2022), this study was about social media's influence on indulgence in promiscuity among students in Benin City. This study was conducted in Benin and there are 362 respondents which are the students of the National Open University of Nigeria participating in the research. The objectives of this study were to discover the extent to which tertiary students indulge in promiscuity through the usage of social media and to ascertain the factors that lead to sexual promiscuity among tertiary students on social media. Based on the findings, 42.8% and 30.7% of students agreed that the extent to which tertiary students indulge in promiscuity through the usage of social media was high and very high. This implies that tertiary students use social media for promiscuous purposes much more frequently than the general population. Besides, the findings indicate that indiscriminate

access to social media, together with external pressure, poverty, and lax regulation of sexual content on social media, was the main driver of sexual promiscuity on social media among university students.

According to Hernández et al. (2021), this research was on the risk of sexual-erotic online behaviour in adolescents and to know which factors predict sexting and grooming victimization. This study was conducted in a Basque country in which 1763 participants in secondary education were selected from aged 12 to 16 years old. The objective of the study was to find out the extent to which positive associations exist between all personality traits which are extraversion, narcissism, lack of empathy, and disinhibition studies concerning sexual-erotic online behaviour especially sexting and grooming victimization. The finding confirmed that personality factors including extraversion, disinhibition, narcissism, and lack of empathy were positive predictors of sexual behaviour especially sexting and online grooming. For extraversion, they need to constantly interact with others to ensure their self-concept is protected and develop a positive self-image like posting selfies on social media which will lead them to be associated with the sexualization of self-presentation online. Besides, narcissistic individuals seek approval from others and like to show their physical attractiveness which causes an increase in sexting activity. These findings may suggest that the lack of empathy's emotional indifference is transferred to the internet-shared pornographic images' emotional indifference. Lastly, online sexual disinhibition may occur due to the reason which makes them feel good about it (Hernandez et al., 2021).

According to Arikewuyo et al. (2019), the research was about the erotic use of social media pornography in gratifying romantic relationship desires. This study was about social media pornography because there was a literature study on internet pornography but this study will discuss only social media platforms which were Instagram, Facebook, Twitter, and

Snapchat. The study was conducted in Turkey among 379 university students aged 18 to 35 who currently have a romantic relationship and have seen pornography at least 5 times in their relationship. The objective of the study was to investigate whether pornography consumption on social media will facilitate gratification in a romantic relationship. The finding of the study showed that social media has a direct effect on sexual partners in achieving gratification in a romantic relationship. This means that when they watch pornography, they know how to satisfy their partner which will result in satisfying their desires and sexual needs. For instance, when they learn different sex styles through watching pornography, they will increase their sense of belief in themselves and be more sexually satisfied in the relationship. Hence, they will be happier and more satisfied with their partner and beneficial for the relationship.

According to Lewis et al. (2018), the research was about examining experiences of young kids exposed to sexual content on social media, the ways that young people are exposed to sexual content, the types of sexual content they are exposed to, and their opinions on this exposure. 68 teenage volunteers, ages 14 to 18 participated in the research, which was conducted in Sydney, New South Wales, Australia's religious and private schools. The objective of the research was to learn more about how young people interact on social media. They were exposed to it through sponsored advertisements on the website or app they were using and user-generated content on their social network. The finding of the research showed that young people typically came across unintentional sexual content. The more friends or followers a young person has, the more social opportunities they have. They might be exposed to this content more frequently if online social networks contain even a few friends or followers who are interested in and share sexual content with their network.

According to Kumar et al. (2021), this research was about prevalence of problematic pornography use and attitude toward pornography among the undergraduate medical students. This research was conducted in India within 1050 undergraduate medical students. The objective of finding was found the prevalence of problematic pornography use and attitude toward pornography. Among the participants, the finding showed that 12.5% of pornography use among the undergraduate medical students. There was a high possibility for the students to be exposed and react negatively toward the pornography sexual content online. The results showed that male students will have a high tendency to be involved in social behaviour if compared to female students. Some of the male students will think they can get new ideas or inspiration through pornography but female students might think the sexual content will bring uncertainty. Female students might react annoyingly to the pornography content while male students will get sexual satisfaction from the online pornography content.

According to Sudin & Loganathan (2022), this study was about the association between knowledge on sexual and reproductive health and attitude towards pornography among youth in the technical and vocational training (TVET) centres in Malaysia. This study was conducted in Malaysia involving 344 students from eight Technical and Vocational Education Training (TVET) Centres. The study objective was to determine differences of sexual and reproductive health (SRH) knowledge and pornography attitudes among youth in TVET Centres in Malaysia. The finding showed that male students have a higher negative impact of pornography usage which will lead them to be involved in different sexual activities like premarital sexual intercourse including uncommitted sexual exploration and casual sex behaviour. Higher knowledge will lead them to be more difficult to involve in online sexual activity since they can differentiate the content easily. Besides, when they have enough SRH knowledge, they will have a low chance to be involved in sexually risky

behaviour since they have clear awareness and correct perception towards online sexual content.

According to Gil-Llario et al. (2020), this study was about the prevalence, attitudes, motivations and explanatory variables of sexting among Spanish teenagers. This study was conducted in Spanish and there were 784 respondents studying at three educational centres in the provinces of Valencia and Castellón, Spain. The objective of this study was to evaluate participants' sexting behaviour in response to their attitudes toward sexting. Based on the findings, 24.4% of the respondents have engaged in sexting. Of those who admitted to sexting, 56.3% did it with partners they had a stable relationship with, 24.4% of them found attractive with their acquaintances, 12.6% with partners they were dating, and 6.7% with strangers. When it comes to respondents who sent generically sexually explicit photographs or videos, 78% of them did so extremely sporadically, 5.1% said they did it regularly, and 2.5% said they did it all the time. Based on the findings, boys were shown to have more favourable opinions toward sexting than girls. Besides, 26.11% of respondents believe that sexting will improve their relationship or possible relationship in their life.

According to Muhamad et al. (2021), this study was about the gender differences in attitude towards pornography among youth in Kelantan. This study was conducted in Kelantan, Malaysia and there were 858 respondents from colleges in Kelantan with an average age of 19 years old. The objective of this study was to examine the views of teenagers in Kelantan about pornography across genders. Based on the findings, females are more unwilling to tolerate pornography compared to male. After viewing or reading pornographic content, they become more timid, dejected, and guilty. However, men believed that reading or viewing pornography was significant, and that pornographic knowledge was simpler to learn than sex education offered in the classroom. Additionally, they asserted that

reading or viewing pornographic materials had improved their understanding, might help them relax, and gave them the impression that it was preferable to engaging in sexual activity. In conclusion, men appeared to be more accepting of pornographic behaviour and less aware of its effects and contributing causes.

According to Ali et al. (2021), this study was about Internet pornography exposure among young people in Malaysia. This study was conducted in Penang and there are 986 respondents aged 18 to 25 years old from seven colleges that are located in Penang. The objective of this study is to examine the incidence of the exposure of pornographic, elucidate gender disparities and highlight risk variables, such as perceived realism among university students. In this survey, 74.5% of youths reported having seen pornography in their lifetime with more male than female participants. Besides, the majority of the pornographic users in this survey had free internet access to the pornographic items but only 12.2% of the respondents had spent money to watch the pornography item. Based on the findings, male respondents had a 20 times higher chance than females of being exposed to pornography. Lastly, male gender is an independent risk factor for lifelong online exposure, and many of them started watching pornography regularly at around 14 years old and watched it even more than one time a month on the average.

According to Senadjki et al. (2019), this research was the influence of technology on youth sexual prevalence with evidence from Malaysia. This study was conducted in Malaysia which involved 1150 youth aged 15 to 35 years old. The research objective was to investigate the impact of technology on youth sexual prevalence. Based on the finding, new technology will positively influence the youth to engage in sexual activities. Besides, the creative work will influence and persuade the youth to be involved in sexual activities. This was because the illegal file sharing sites like Kazaa encouraged youth to create their own creative work

but unrestricted access and sex content on social media will lead to sexual behaviours like pornography. For instance, WhatsApp became one of the platforms for peer interaction and sharing their pornographic images. Youth being more accepted to transmit explicit and implicit material on the Internet like sharing nude photos of himself or herself without concern and spreading it for sexual purposes.

According to Armstrong & Mahone (2021), the research was about to examine the roles of social media, views of rape culture, and bystander interventions in predicting one's willingness to engage in collective action against sexual violence. The study was conducted at the United States southern university among 229 general education undergraduate class participants. The objective of the study was to know whether the attitudes and behaviours of participants have changed or not after the level of attention provided to the #Metoo movement. It gained the attention of sexual misconduct and changed the way young adults perceive online and in-person interactions. The discussion pointed out the awareness of the importance of sexual violence prevention that links the concepts, not gender. Young adults now are more aware of anti-sexual misconduct and willing to engage more in protests, and campaigns to stop sexual violence. The study also noted that digital media engagement did not play a role in predicting one's willingness to engage in collective action. The current findings prove that the more aware of the movement that individuals have, the more willing they are to be involved in the action. The young adults were more aware and supportive of anti-sexual misconduct which leads them to be more active and join the protests or campaigns to stop sexual violence (Armstrong & Mahone, 2021).

According to Nova et al. (2019), this study was about online sexual harassment over anonymous social media in Bangladesh. This study was conducted in Bengali and there were 291 respondents which were anonymous respondents on social media. The objective of this

study was to find out how these anonymous social media users react to such sexual harassment and continue to use those anonymous social media. Based on the findings, 29 respondents responded to an optional question about the type of such disturbing messages, they found that the messages were sexual and rude. 9 out of 29 respondents said that they just ignore those offensive messages. One of the 29 respondents shared that she received threats from the harasser that she would be raped and engage in unethical behavior. Some of the respondents chose to reply with angry messages and 23 respondents will also block those users that keep sending annoying messages to them. The study proved that the public might react negatively toward sexual content on social media.

According to Bakar et al. (2022), this was a study on the effect of social media and religiosity on sexual behaviours among adolescents. The objectives of the study were to identify the level of use of social media, to examine the effect of social media and religiosity toward sexual behaviours, and to determine the gender-specific differences in sexual behaviours among secondary school students in Malaysia's northern area. There were 191 Malay secondary students aged 16 participating in the research. Based on the findings, 51% of respondents spent more than 5 hours on social media per day. In addition, the researchers also found that females show that sexual behaviour among female adolescence is much lower than among males. Based on the findings of the researchers, they also found that the stronger the religiosity, the lower the sexual behaviour will happen. Moreover, based on the result of social media usage, 51% of respondents spent 5 hours and above on social media, and teenagers' emotional, intellectual, and social development is considered to be hampered by spending too much time online socializing. According to the findings in this study, researchers found that most of the respondents involved in this study were involved in the activity of using social media to watch pornographic. Based on the study's findings, the researchers discovered that teenagers do not just talk about pornographic topics and that some

of them are also adamant about sharing pornographic images, films, and even live performances with their online buddies. Teenagers who engage in sexual behaviour are influenced by the parental instillation of religion and its reinforcement in family structures (Bakar et al., 2022).

According to Tan et al. (2018), the research was to investigate the connections between the consumption of sexually explicit media, sexual intent, and sexual behaviour in Malaysia. The aim of the study was to identify how sexual intention affects how sexual behaviour and the use of sexually explicit internet media (SEIM) was related. This study was conducted in Malaysia by using a sample of 189 Malaysian teenagers aged 16-17 with sexual experience. Additionally, the findings show that greater SEIM exposure encourages sexual intention, which in turn boosts engagement in sexually associated behaviour. Prevention and intervention programs that deal with sexuality should take into account the function of Internet media and the growth of healthy cognitive processes in their efforts to reduce sexual desire in adolescents (Tan et al., 2018).

According to Telem & Hayat (2022), the study analyzed the impact of sexual content on social media on partners' feelings for one another and their pleasure in relationships. The study was conducted by using 428 respondents between the ages of 18 and 30 with the criteria of high-functioning autism, whether or not they are in a romantic relationship. The study's objective was to discover the effect of sexual content on social media on relationship satisfaction. Based on the findings, without the right direction and understanding of the social media playbook, one might struggle to comprehend his part in any kind of relationship, especially one that is romantic or sexual. Combining those factors with the world of social media could cause the understanding gap between sexuality and relationships to widen even

further. The way women are portrayed online has a significant impact on how we see them, and when individuals have trouble comprehending even the most fundamental.

ROL Conclusion

In conclusion, the research gap on recognition of other learning was many researchers focused on associating gender and religion with sexual behaviour, but there was a small number of studies that looked at awareness and the effect of social media on sexual content which would lead to sexual behaviours. Besides, many scholars mentioned the perception of sexual content which focused more on images and content but our study would need to confirm and look at functions on social media as well as the reaction of Generation Z toward online sexual content. In addition, there were only a few studies that intended to find out the sexual behaviours in Malaysia which can give insight to future researchers on the perception of Generation Z on sexual content and media influence. There were many studies that focused on sexual behaviours like sexting, sending nude photos and videos and sexual calls but there was not any in-depth research on how social media will influence Generation Z behaviours and mindset indirectly. The literature review above would support our study objectives which were mainly related to how people spread sexual content via social media, sexual needs on social media as well as reactions of people when exposed to sexual content online. After a thorough study of the literature by other scholars, we discovered a few limitations in the dissemination of sexual content which would lead to sexual behaviour aspects. Hence, we proposed a research study that focused on awareness of sexual content among Generation Z which would lead to sexual behaviours.

Theoretical Framework

Media dependency theory proposed that the relationship between the media system and political, cultural, and social were at a macro level and media with individuals was at a

micro level. People were dependent on the media and the media would influence people's actions when they needed to achieve a certain goal (Rokeach & Defleur, 1976, as cited in Zhang & Zhong, 2020). Furthermore, media effects would be stronger when people relied on the media uncertainty and ambiguously (Groshek, 2009, as cited in Zhang & Zhong, 2020). Media dependency theory was a methodical approach to researching how audiences were affected by media and how media, audiences, and social systems interact. This theory stated the more demand people met, the more people relied on the media. Hence, the media would influence the people. The theory suggested people used media to fulfil the 3 main needs which were to understand the world, act meaningfully, and escape. The media would affect the behaviour and cognition of people (Rokeach & Defleur, 1976, as cited in Yang et al., 2015). The dependency relationship had been categorized into three main dependencies. Firstly, intensity dependency which meant strength of dependency relationship. Secondly, referent dependency was the diversity of using media features or activities. Thirdly, goal dependency was whether the user's goals had been achieved or not (Rokeach, 1998, as cited in Yang et al., 2015).

The habit of engaging in excessive media consumption, particularly in terms of time use, was commonly referred to as media dependence or the dependent variable. It was a cognitive process that weighed possible outcomes and took into account the psychology of the audience in the course of their interactions with the two sides of the debate which were people and the media. Social media's reliance on its material could in some ways (Nawi et al., 2020).

The main tenets of this theory are as follows:

1. The interaction between media, audience, and society should be used to explain how mass communication affected society, and how the media system played a significant role in the

modern social order (Andrews, n.d.). The system interacted with people, groups, organizations, and other social systems, and it was dependent on these interactions in most cases (Zhang & Zhong, 2020). As the media dependency theory was focused on how people were highly reliant on the media to gratify their needs, it applied to this study. It could find out when people were dependent on social media, and how they would be seeing sexual content and social problem issues since they were long-term users through the usage of this theory. It could help in finding how Generation Z users thought about the exposure of sexual content on social media. Thus in this situation, media dependency theory was useful in studying the perception of Generation Z towards sexual content on social media. Besides, this theory could help in examining the effect of social media on sexual content that led to social problems among Generation Z. Since Generation Z were having a high usage rate of social media, this theory could help in relating the situation that Generation Z faced when they were utilizing social media to it. This theory could help understand in the shoes of Generation Z, and find out how exactly social media was influencing Generation Z in conducting sexual behaviour. In short, media dependency theory could be utilized in this study since it could fulfill the research objective which was the perception of Generation Z towards sexual content and the effect of social media on sexual behaviour.

2. Target and Resource Dependency were the two fundamental components of Media System Dependency (Andrews, n.d.). It was a connection that involved conflict in addition to functional interdependence. In other words, all "interest groups" caused mutual conflicts for their interests as well as cooperated based on dependency, and the conflict itself was one of the key factors influencing changes in media system reliance (Ball-Rokeach & DeFleur, 1976). According to Ball-Rokeach & DeFleur (1976), two broad categories of behavioral consequences were defined. The "activation" effect, which was the first significant category, referred to a circumstance in which a media viewer performed something they would not

have otherwise done. Most people agreed that behavioral factors had an impact on how we thought and felt. The second category of behavioral effects was referred to as "deactivation". It described a situation in which a media advertisement caused a listener to refrain from acting on something they would have otherwise done. For instance, the government was limiting access to the sexual page on social media for Generation Z, but they might be curious about the banning act from the government. Thus, the curiosity of Generation Z would be leading them to reach out to the sexual page on social media to fulfill their desire for sexual content. This would lead them to reach sexual content on social media rather than entertainment content.

3. Not only should the dependent relationship of the media system be taken into consideration at the social system and group levels, but it should also be taken into consideration at the personal level. An individual depended on the media system, just like a social system did (Andrews, n.d.). The individual developed three goals: knowing (self and society), deciding (action and interaction) direction, and obtaining (social and solo) entertainment, driven by the two fundamental motives of survival and progress (Zhang & Zhong, 2020). For instance, one of the most liked communication theories among academics was the media dependence theory, which was still relevant, particularly in the area of social media research to comprehend problems there. The agenda-setting theory and theories of usability and satisfaction were frequently linked to dependence theory in this media. This was due to the important connections that the media dependence theory made between people, the media, and larger social systems. According to this theory, social media must have a cognitive impact, be effective, and exhibit various behaviours depending on the audience. This theory also assumed that a person used a medium to fulfil needs and accomplish goals, but they did not heavily rely on media (Andrews, n.d.). This implied that people used social media for various reasons and purposes, including entertainment,

information, knowledge, and other also including sexual content. As a result, when one depended more on a medium to satisfy these needs, that medium gained significance and relevance to the individual. For instance, when Generation Z used social media to find friends or partners, they would have a high risk of being involved in sexual cases or social problems because they might be cheated and tricked by fake information like photos or videos online.

4. People were motivated by a variety of goals and interests, they combined several media systems, and they developed various sorts of dependence (“Media Dependency Theory”, n.d.). While at the same time, media dependency theory could answer the research questions of this study. As media dependency theory could show people’s high dependency on media, it could help in finding out whether Generation Z was aware of the sexual content on social media and led to sexual behaviour indirectly since they were highly dependent on social media and had high usage of social media. Furthermore, as media dependency theory was also able to portray the usage of social media by the users, it could help in finding out how exactly Generation Z used social media to fulfill their sexual needs. Also, this theory could help in finding out the usage of users since this theory was applicable in finding out how those users depended on media and how they utilized the media. With the assistance of this theory, could also help in relating to the situation that social media users were facing. Hence, this theory could help in answering how social media caused Generation Z to conduct sexual behaviour while exposed to sexual content. At the same time, figure out the function of social media that led to the happening of sexual behaviour, and the effects of social media on sexual content.

Relationship between Media Dependency Theory and Behavior Aspects (Sexual Behaviour)

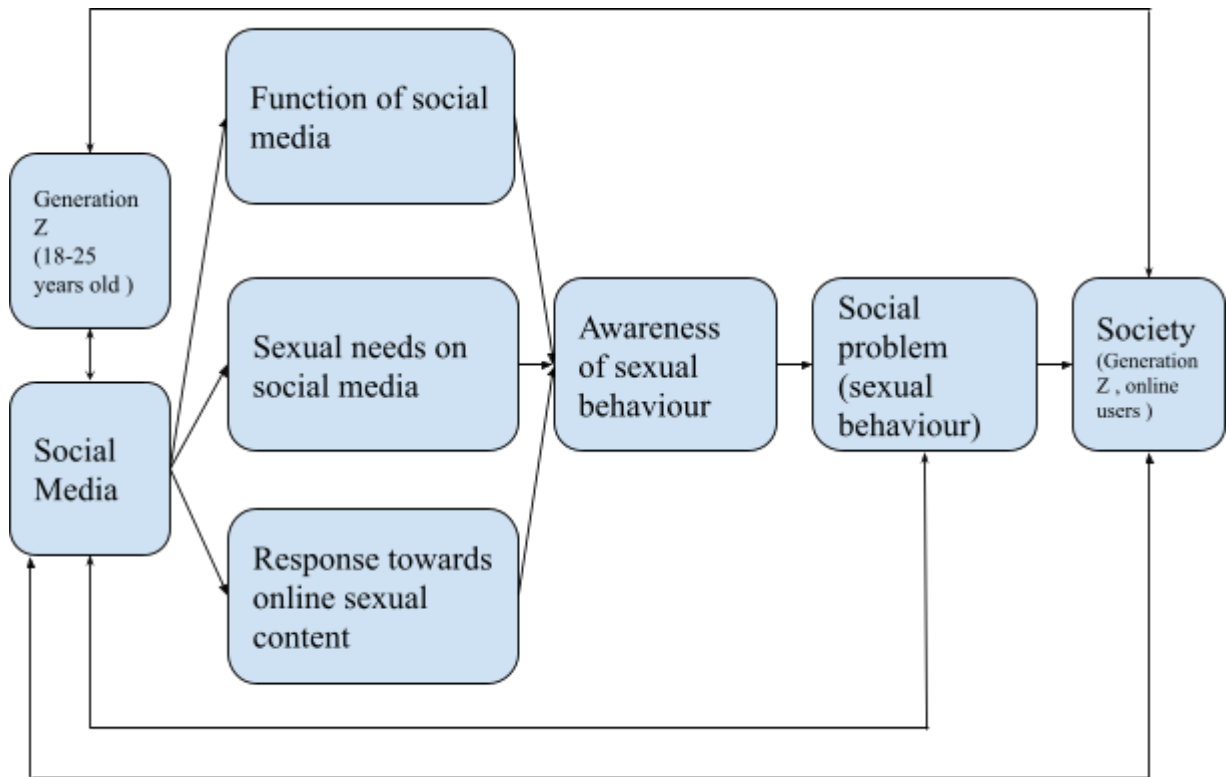


Table 1

According to *Table 1*, it was explaining about the relationship of the media dependency theory with sexual behaviour among Generation Z. Generation Z who were aged 18 to 25 years old relied on using social media. Generation Z were exploring the function of social media in their circle. For example, they posted sexual content through the story function to find relationships with others. At the same time, there would be sexual needs on social media as they could seek sexual content on social media. Generation Z might have a response toward online sexual content after viewing sexual content on social media. Exposure to sexual content on social media might affect the awareness of Generation Z toward sexual behaviour. Once they have low awareness of sexual behaviour, they might imitate it from sexual content on social media. This might lead to social problems in society. In society, social media was playing the role of a huge platform for Generation Z to reach and

react to sexual content. As sexual content was getting explored on social media, sexual behaviour happened among Generation Z. As a result, it led to the happening of social problems among Generation Z and brought negative impacts toward society as sexual behaviour might become one of the norms and negative practices.

The application of media dependency theory in the research was showing that the Generation Z (audience) has a relationship with society. Society plays the role of influencing the perspective of the audience in using social media. Moreover, the relationship between society and social media was social media availability and access are seen as significant predictors of a person's experience with social media in this relationship. Social media was a platform for spreading norms and influencing the perspective of the audience in using social media. The relationship between social media and the audience was the essential factor in this idea since it influences how people may use social media sites. Lastly, social media will directly influence the behaviour of audiences which was Generation Z and lead them to have sexual behaviour like sexting and pornography. This was because social media consists of lots of sexual content which may arouse the excitement of Generation Z and make them curious to try sexual behaviour.

The activation effect was playing the role of influencing Generation Z to have sexual behaviour through the influences of social media. As the activation effect was referring to the impact brought by the media, social media was influencing Generation Z to have sexual behaviour. For instance, exposure to sexual content on social media, and the spread of sexual content among the social media community would be an arousing factor that caused Generation Z users to have sexual behaviour. From this example, it could show that social media had activated the sexual behaviour that was hidden in Generation Z's deep bottom. Apart from that, the widespread sexual content on social media would desensitize Generation

Z's negative feelings towards sexual behaviour, in a result led to the action of sexual behaviour. It could be interpreted as social media had activated the acceptance of Generation Z towards sexual content, in a result leading to the conduct of sexual behaviour and causing social problems. (Zhang & Zhong, 2020).

CHAPTER 3: METHODOLOGY

3.1 Research Design

This study employed quantitative research. As we were aiming to study people's perception toward this topic, quantitative research could portray the perception of people easily with the result since the percentage of results could describe the outcome and show a summary of variables that we intended to find out (Bhandari, 2020). Furthermore, the analysis of the data that was collected was an easy and short consumption of time due to the convenience that was provided by the usage of the IBM Statistical Package for the Social Sciences (SPSS) Version 29 (Rahman, 2017). Next, the finding that was brought up by the employment of quantitative research could be generalized to the whole population as it involved samples that were selected randomly (Rahman, 2017). Hence, quantitative research was chosen for our research. An online survey questionnaire with an analytical survey nature would be utilized to collect data, and the results of this study would be recapitulated to the whole respondents. An online survey questionnaire was chosen as the method to achieve the objective of studying the perception of Generation Z towards sexual behaviours on social media, at the same time, examining the effect of social media on sexual behaviours among Generation Z. The method of survey was chosen because we were having a huge population of Generation Z in Malaysia (Khan et al., 2020), thus a large number of respondents should be utilized to conduct the study thus we could know the perception in general (Evans & Mathur, 2005). Besides from that, the costs of conducting online surveys would be lesser compared with other kinds of methods (Evans & Mathur, 2005). In the meantime, due to the wide coverage that the method of survey questionnaire could achieve, survey questionnaires could collect data based on the representative samples of the population, and generalize it to the whole population (Brown et al., 2003). However, the data that were collected might lack

details and in-depth investigation since it only referred to the respondents' perspective (Brown et al., 2003). Since survey questionnaires would be the method of respondents answering what we had asked, hence it might lack more detailed information from other's perspectives. Besides, conducting survey questionnaires might be having low response rate compared to other types of research methods (Brown et al., 2003). However, the survey questionnaire would still be our first choice of method since it could know the overall perception and be generalized to the population. Hence, the survey questionnaire was chosen as the method of collecting responses. While due to the sensitivity of questions in survey questionnaires, online methods would be applied. According to the study of Arikewuyo et al. (2019), authors applied online methods due to the sensitivity of their survey questionnaire and to build the confidence of respondents. The survey was distributed in two weeks using social media platforms namely Facebook, WhatsApp, Little Red Book and Instagram. After they had completed the survey, a token of appreciation would be given to the respondents.

3.2 Sample and Sampling

As the main objective of this study was to study the perception of Generation Z towards sexual content on social media and to examine the effect of sexual content in social media on sexual behaviours among Generation Z, every respondent that was born between 1997 to 2004, aged 18 to 25 years old, which were also Malaysians undergraduates students were suitable sample for this study. This study was studying the perception of how social media influenced Generation Z in terms of sexual content, hence the social media users in the age range would be the best respondents. Besides, as they were Generation Z, they could relate to the questions or situations that had been mentioned in the survey. However, the sample of Generation Z between the age of 10 to 17 years old would not be considered. Based on the literature review segment, we found that most studies on the sexual topic would

not target primary school students. According to the study that was conducted by Bakar et al. (2022), their study was to study the effect of social media and religiosity on the conduct of sexual misconduct among adolescents. They had recruited secondary school students in North Peninsular Malaysia. However, they did not include adolescents which were in the age range of 10 to 12 years old (Bakar et al., 2022). According to the World Health Organization (n.d.), adolescents were aged between 10 to 19 years old. Hence, we were not taking the age range of primary school students into consideration due to the sensitivity of the survey as other studies. Besides, according to the research by Pew Research Center (2016), parents of students aged 13 to 17 years old would have different steps in monitoring their children's actions on social media. Hence, we would not be considering students aged 13 to 17 years old. Students without parental monitoring of social media usage would caused lack of people to control their social media world, along with the liberal and unrestrained environment of the universities, and the high usage of social media during the universities' educational studies would cause students within 18 to 25 years old to be the best respondents as they might be having high possibilities of being exposed to sexual contents (Onasoga et al., 2020). According to Onasoga et al. (2020), the research was about the influence of the usage of social media on sexual behaviours among undergraduate students in Ilorin, Kware state, Nigeria. The study was conducted in Nigeria by using a sample of 315 samples which were undergraduate students. The objective of this study was to find out the influences of social media usage on sexual behaviours among students. Based on the findings from the samples, it could be found that 32.9% of respondents had high exposure to sexual content on social media. At the same time, the findings also showed that there was a relationship between exposure to sexual content on social media with sexual behaviours. As more respondents usage on social media in viewing sexual content, the higher their sexual activities would be affected negatively. Also, those who were highly exposed to sexual content on social media

would be more likely to view sexual content for sexual arousal compared with those with low exposure. Hence, this literature was a great reference and support for us to select 18 to 25 years old undergraduate students as our respondents. Apart from that, there were studies mentioned that students between 12 to 24 years old were the users that were mostly connected to the digital world, but parental guidance and monitoring were proven to avoid sexual behaviours among secondary school students, which were in the age range of 13 to 17 years old, we would only be targeting 18 to 24 years old (Onasoga et al., 2020). However, we would include 25 years old respondents in Generation Z, while at the same time, there might be students who were facing delays in their studies. Also, according to Suraya and Mulyana (2020), the majority of internet users in Indonesia were in the age range of 18 to 25 years old, and they were also selected as the sample of their study. Hence, this study could be a support and reference for the reason for choosing the age range of 18 to 25 years old as our study's sample. As a result, we would be targeting Malaysian undergraduate students who were aged from 18 to 25 years old.

Overall, the population of Malaysia in 2022 was 32.7 million (Department of Statistics Malaysia, 2022), and Generation Z represented 29% of the overall population (Khan et al., 2020), the population of Generation Z was around 948,300. While the population of 18 to 20 years old in Malaysia was around 452,559, which was the figure of 38% of 1.2 million university students in Malaysia (Ruwaida, 2022). As we also included the population of 21 to 25 years old, the total population would be higher than 452,559. Hence, the sample size of this study was 384 based on the table of Krejcie and Morgan (1970).

The samples for this study would be chosen through a non-probability sampling technique, while convenience sampling would be the best method to be utilized. As convenience sampling was suitable to grab ideas about respondents' attitudes and opinions,

and there was no sampling frame to find out the needed respondents. Hence convenience sampling was utilized (Nikolopoulou, 2022).

3.3 Instruments

The survey questionnaire would be divided into several sections to measure the variables of the study. Items of this study were based on adaptation from studies of other researchers and self-structured questions, and the questions were to measure one dependent variable, awareness of sexual behaviours, and three independent variables, which were functions of social media, sexual needs on social media, and response towards online sexual content.

To measure the dependent variable which was the awareness of sexual behaviours, a total of 6 items would be applied. The 6 items were designed by us. The 6 questions (Questions 1-6: Section 2: Awareness of sexual behaviours) were focused on finding whether respondents were aware of what sexual behaviour was. Thus, it was tallied with our survey and met the research objective which was to study the perception of Generation Z towards sexual behaviours on social media. Hence these instruments would also help in solving the research questions at the same time.

To measure the independent variable which was the functions of social media, a total of 11 items would be applied. 5 items were adapted from the study of Euajarusphan (2021), and 6 items were designed by us. According to the study of Euajarusphan (2021), this research was to study the usage behaviour of online social media, the attitudes, satisfaction, and online social media literacy of three generations which are Generation X, Y, and Z. The study was conducted in Thailand with a total of 1200 respondents from three different generations equally. The research objective of this study was to study the online social media usage behaviour of three generations and to investigate the factors that affect online social

media usage behaviour, attitude, and satisfaction, while at the same time finding out the level of online social media literacy among the three generations. Thus, the 5 items (Questions 1-5: Section 3: Functions of social media) that were used to study the experience while utilizing social media platforms were selected as our instruments in measuring the independent variable, which was the functions of social media due to the same investigation aspect of this study with our independent variable. Hence, it could meet our research objective which was to examine the effect of social media on sexual behaviours among Generation Z. While 6 more items (Questions 6-11: Section 3: Functions of social media) would be designed by ourselves to help in analyzing more aspects of the functions of social media. As social media had a variety of functions being developed from time to time, we needed more questions to investigate different aspects on how social media would cause the happening of sexual behaviours. Thus, these instruments could help in solving the research question which was to find out how the functions of social media would help in fulfilling the sexual needs of Generation Z.

To measure the independent variable which was the sexual needs on social media, a total of 7 items would be applied. 3 items were adapted from the study of Omozusi & Opadeji (2015), and 4 items are designed by us. According to the study of Omozusi & Opadeji (2015), this research was to study social media content and the sexual attitudinal characteristics among in-school adolescents. The study was conducted in Ikenne Local government among the chosen students of Babcock University High School and Mayflower Secondary School. The research objective of this study was to investigate the relationship between social media content and sexual attitudinal characters. Thus, the 3 items (Questions 1-3: Section 4: Sexual needs on social media) that were discussing the sexual contents in the study were chosen as the instruments of our study in measuring the independent variable which was the sexual needs on social media as the questions were mentioning about the

usage of social media in fulfilling the sexual needs. While 4 more items (Questions 4-7: Section 4: Sexual needs on social media) would be designed by ourselves to help provide more angles of discussion on the sexual needs of Generation Z that had not been discussed by other researchers. Hence, the usage of all these instruments not only could help in meeting our research objective which was to examine the effect of social media on sexual behaviours among Generation Z, it could also help in answering the research question regarding how Generation Z fulfill their sexual needs, and how social media would cause Generation Z to conduct sexual behaviours.

To measure the independent variable which was the response toward online sexual content, 12 items were designed by us. The 12 items (Questions 1-12: Section 5: Response towards online sexual content) were designed by us to find out how Generation Z would be reacting to online sexual content whenever they encountered it. These instruments designed would help in achieving the research objective of examining the effect of social media on sexual behaviours among Generation Z by knowing how they react to the contents. Apart from that, these instruments could also help in answering the research question of trying to find out how the users would respond to sexual content.

The 5-point Likert scale with 1 (Strongly disagree), 2 (Disagree), 3 (Neither agree nor disagree), 4 (Agree), and 5 (Strongly agree) was used to measure these variables in the second section to the fifth section. Every question would be set to have a score with a minimum of 1, and a maximum of 5.

The survey questionnaire would be differentiated into five sections. Firstly, was to collect the demographic information of respondents. Secondly, was to study the dependent variable which was the awareness of sexual behaviours. The third section would be studying the first independent variable which was the functions of social media. The fourth section

would be studying the second independent variable which was the sexual needs on social media. And the fifth section, which was the last part, would be the questions for the last independent variable, which was the response towards online sexual content.

3.4 Data Collection

Data collection proceeded immediately after the pilot study of analyzing the reliability of variables was conducted. Since we were only targeting Generation Z respondents, we included a demographic section to ensure that our respondents were within our targeted age range. Our data was collected within a two-week duration. A Google Form online survey questionnaire had been created and shared in various ways, for instance, posted on social media stories and on our own biography. Besides, we sought respondents by sharing with targeted respondents via private messages on social media. The social media that we had been using were Facebook community groups, for instance, survey sharing groups, WhatsApp, Little Red Book, and Instagram, while the social media accounts that we had used to distribute the survey were our own accounts. Due to the unstable situation of the Covid-19 pandemic, the physical form of filling out survey questionnaires was avoided for everyone's safety. The duration of filling out the survey was approximately 5 to 10 minutes, and those who had filled in the survey would be given RM1.00 Touch n' Go credit as a token of appreciation.

At last, we collected a total of 404 responses, excluding the response of pilot tests. After we had filtered the responses that were not valid, we found that there were 384 responses that were valid and could be used to proceed with our data analysis section. There were 20 responses that were invalid due to them choosing not to allow us to process their personal data, and some of them were not suitable for our sample as they were still secondary

school students. Hence after filtering all the invalid responses, we did have a total of 384 responses to proceed with our data analysis.

3.5 Data Analysis

Before conducting data analysis, a pilot test and reliability test would be conducted to check the reliability of every variable. Every instrument would be ensured that they had achieved the Cronbach's Alpha value which was at least 0.7 to make sure it was reliable since if the value was at least 0.7 showed that the internal consistency was acceptable (Glen, n.d.). Pearson correlation would be conducted to check on the validity of variables. Every data that had been collected would be analysed by using the IBM Statistical Package for the Social Sciences (SPSS) Version 29. Apart from that, various descriptive statistics such as means, percentages, and frequencies would be used to analyse the data that had been collected in the survey.

According to Julious (2005), we had recruited a total of 12 respondents to participate in our pilot test according to the rule of thumb. All the 12 respondents comprised foundation to degree students to make sure that students from the three education levels are able to understand and complete our survey. After they had completed the survey, we had conducted the reliability tests for every variable. For the dependent variable which was the awareness of sexual behaviours, the Cronbach's Alpha value was 0.974, which showed that it was reliable. For the three independent variables which were functions of social media, sexual needs on social media, and response towards online sexual content, their Cronbach's Alpha values were 0.957, 0.903, and 0.894, which showed that all the independent variables were reliable enough.

3.6 Ethical Consideration

Before this study is initiated, ethical approval for this study would be obtained from the UTAR Scientific and Ethical Review Committee (SERC). Before filling in the survey, consent would be shown to respondents to make sure that their participation was on a voluntary basis. Apart from that, every data that had been received would be kept highly confidential and would not be made public, and the information was for academic purposes only. The data collected would be protected under the Personal Data Protection Act 2010. After filling in the survey, we would be giving a token of appreciation, which was RM1.00 Touch n' Go credit to the participants. Since this study might include sensitive information, any biased viewpoints or misleading questions would be filtered and excluded to ensure the fairness and accuracy of the survey outcome.

CHAPTER 4: FINDINGS & ANALYSIS

Variable	Response	Frequency	Percentage
Age	18	11	2.9
	19	39	10.2
	20	47	12.2
	21	70	18.2
	22	114	29.7
	23	43	11.2
	24	29	7.6
	25	31	8.1
Gender	Male	130	33.9
	Female	254	66.1
Race	Chinese	355	92.4
	Malay	21	5.5
	Indian	5	1.3
	Others	3	0.8
Religion	Buddhism	304	79.2
	Islam	21	5.5
	Hinduism	5	1.3
	Christian	42	10.9
	Others	12	3.1
Education Level	Foundation / Matriculation	48	12.5
	Diploma	68	17.7
	Bachelor Degree	268	69.8

Table 2: Overview of Demographic Information.

Table 2 showed the overview of frequency and percentage of the demographic information of 364 respondents from Generation Z. Table 2 showed that most of the respondents 254 (66.1%) were females and 114 (29.7%) of them were 22 years of age. Majority of the respondents 355 (92.4%) were Chinese and 304 (79.2%) practised Buddhism. Majority of them 268 (69.8%) educational level was on Bachelor Degree.

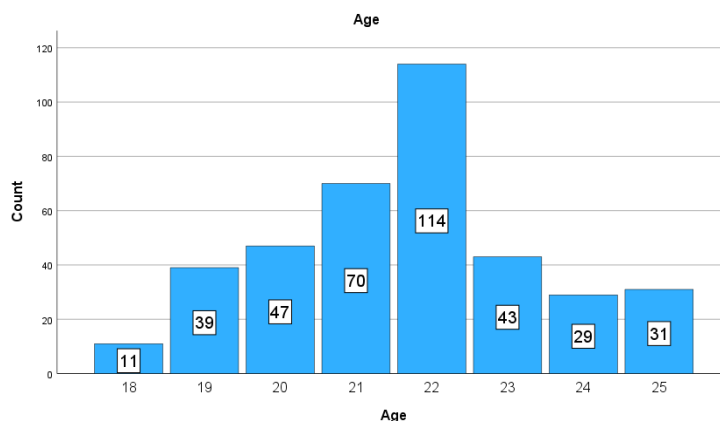


Figure 1: Age

The first question was asking the age of respondents (**Figure 1**). In results, 11 respondents (2.9%) were aged 18, 39 respondents (10.2%) were aged 19, 47 respondents (12.2%) were aged 20, 70 respondents (18.2%) were aged 21, 114 respondents (29.7%) were age 22, 43 respondents (11.2%) were aged 23, 29 respondents (7.6%) were aged 24, and 31 respondents (8.1%) were aged 25.

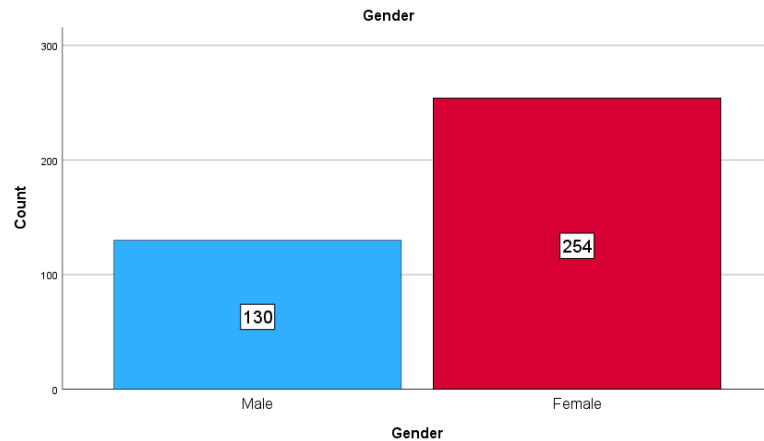


Figure 2: Gender

The second question was asking the gender of respondents (**Figure 2**). In results, 254 respondents (66.1%) were female and 130 respondents (33.9%) were male.

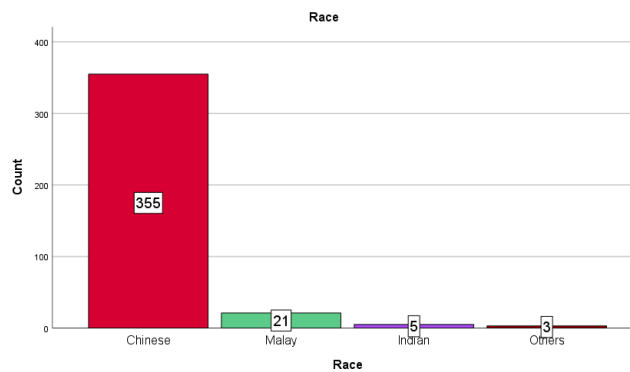


Figure 3: Race

The third question was asking the race of respondents (**Figure 3**). In results, 355 respondents (92.4%) were Chinese, 21 respondents (5.5%) were Malay, 5 respondents (1.3%) were Indian, and 3 respondents (0.8%) were Others.

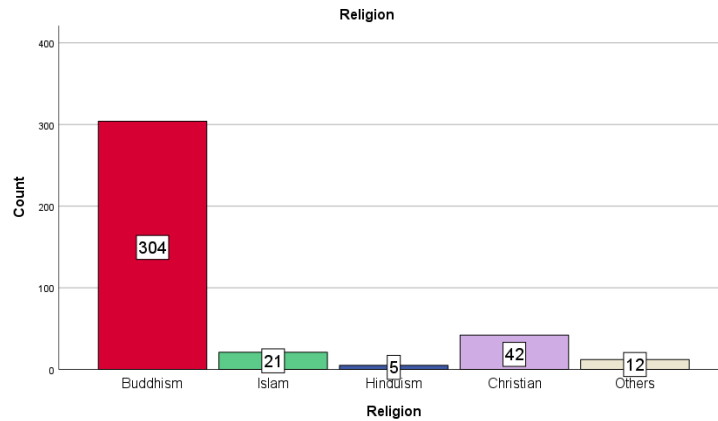


Figure 4: Religion

The fourth question was asking the religion of respondents (**Figure 4**). In results, 304 respondents (79.2%) practised Buddhism, 21 respondents (5.5%) practised Islam, 5 respondents (1.3%) practised Hinduism, 42 respondents (10.9%) practised Christian and 12 respondents (3.1%) practised Others.

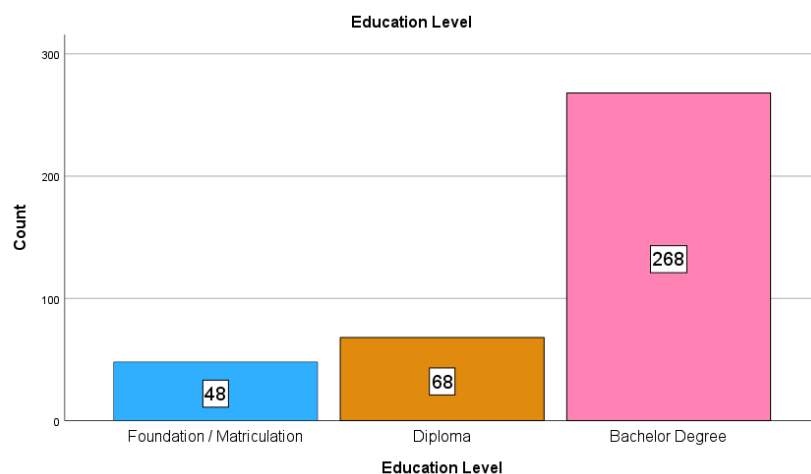


Figure 5: Education Level

The fifth question was asking the education level of respondents (**Figure 5**). In results, 48 respondents (12.5%) were Foundation/ Matriculation, 68 respondents (17.7%) were Diploma, and 268 respondents (69.8%) were on Bachelor Degree.

Dependent Variable: Awareness of Sexual Behaviours

Item	Response	Frequency	Percentage
Rate: Sharing nude photo and video	Strongly disagree	78	20.30%
	Disagree	28	7.30%
	Neither agree nor disagree	42	10.90%
	Agree	92	24.00%
Rate: Engage in sexting	Strongly agree	144	37.50%
	Strongly disagree	66	17.20%
	Disagree	40	10.40%
	Neither agree nor disagree	50	13.00%
	Agree	106	27.60%
Rate: Engage in unprotected intercourse	Strongly agree	122	31.80%
	Strongly disagree	71	18.50%
	Disagree	20	5.20%
	Neither agree nor disagree	35	9.10%
	Agree	75	19.50%
Rate: Having a promiscuous relationship	Strongly agree	183	47.70%
	Strongly disagree	82	21.40%
	Disagree	14	3.60%
	Neither agree nor disagree	29	7.60%
	Agree	83	21.60%
Rate: Having a non-consensual intercourse	Strongly agree	176	45.80%
	Strongly disagree	87	22.70%
	Disagree	14	3.60%
	Neither agree nor disagree	41	10.70%
	Agree	64	16.70%
Rate: Sending a sexually provocative content to someone	Strongly agree	178	46.40%
	Strongly disagree	68	17.70%
	Disagree	36	9.40%
	Neither agree nor disagree	61	15.90%
	Agree	96	25.00%
	Strongly agree	123	32.00%

Table 3: Overview of Awareness of Sexual Behaviours.

The participants’ awareness of sexual behaviours was measured on a 1-5 Likert scale, in which participants’ responses to statement items were scored as: “Strongly disagree” = 1, “Disagree” = 2, “Neither agree nor disagree” = 3, “Agree” = 4, “Strongly agree” = 5. Table 3 showed the overview of the frequency and percentage of the awareness of respondents toward sexual behaviours.

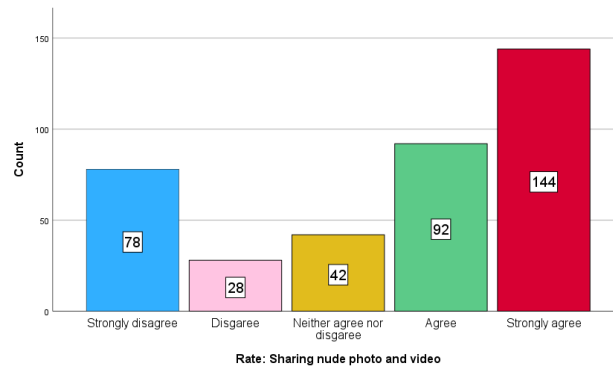


Figure 6: Sharing nude photo and video.

The first question was asking respondents to rate whether sharing nude photos and videos were considered as sexual behaviours (**Figure 6**). In results, 78 respondents (20.3%) strongly disagree, 28 respondents (7.3%) disagree, 42 respondents neither agree nor disagree (10.9%), 92 respondents (24%) agree, and 144 respondents (37.5%) strongly agree.

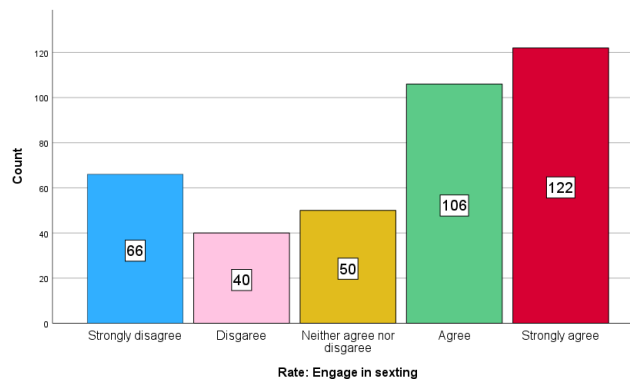


Figure 7: Engage in sexting.

The second question was asking respondents to rate whether engage in sexting was considered as sexual behaviours (**Figure 7**). In results, 66 respondents (17.2%) strongly disagree, 40 respondents (10.4%) disagree, 50 respondents neither agree nor disagree (13%), 106 respondents (27.6%) agree, and 122 respondents (31.8%) strongly agree.

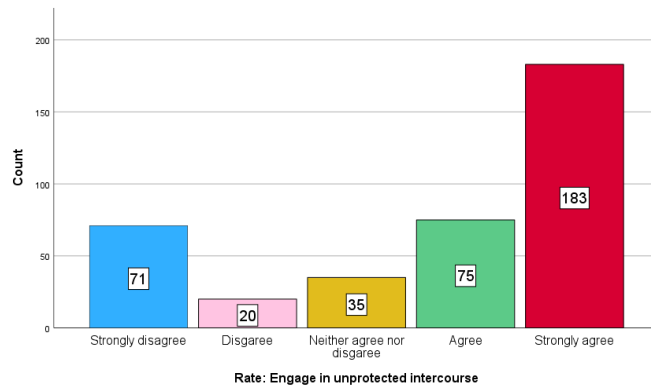


Figure 8: Engage in unprotected intercourse.

The third question was asking respondents to rate whether engage in unprotected intercourse was considered as sexual behaviours (**Figure 8**). In results, 71 respondents (18.5%) strongly disagree, 20 respondents (5.2%) disagree, 35 respondents neither agree nor disagree (9.1%), 75 respondents (19.5%) agree, and 183 respondents (47.7%) strongly agree.

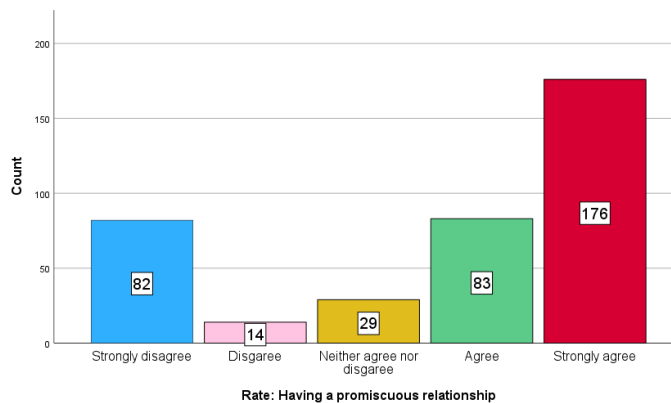


Figure 9: Having a promiscuous relationship.

The fourth question was asking respondents to rate whether having a promiscuous relationship was considered as sexual behaviours (**Figure 9**). In results, 82 respondents (21.4%) strongly disagree, 14 respondents (3.6%) disagree, 29 respondents neither agree nor disagree (7.6%), 83 respondents (21.6%) agree, and 176 respondents (45.8%) strongly agree.

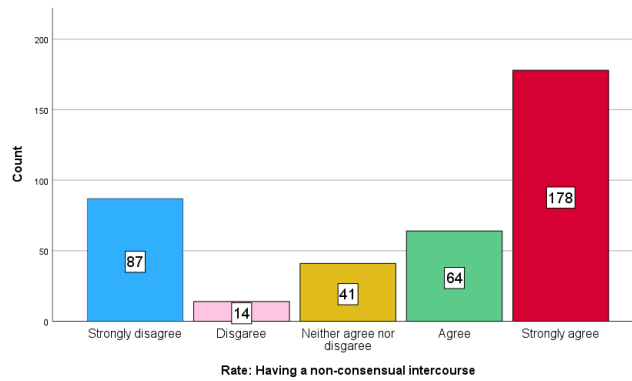


Figure 10: Having a non-consensual intercourse.

The fifth question was asking respondents to rate whether having non-consensual intercourse was considered as sexual behaviours (**Figure 10**). In results, 87 respondents (22.7%) strongly disagree, 14 respondents (3.6%) disagree, 41 respondents neither agree nor disagree (10.7%), 64 respondents (16.7%) agree, and 178 respondents (46.4%) strongly agree.

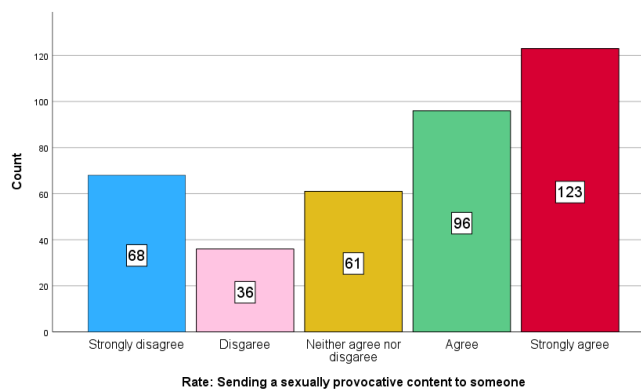


Figure 11: Sending a sexually provocative content to someone.

The sixth question was asking respondents to rate whether sending a sexually provocative content to someone was considered as sexual behaviours (**Figure 11**). In results, 68 respondents (17.7%) strongly disagree, 36 respondents (9.4%) disagree, 61 respondents

neither agree nor disagree (15.9%), 96 respondents (25%) agree, and 123 respondents (32%) strongly agree.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Rate: Sharing nude photo and video	384	1	5	3.51	1.540
Rate: Engage in sexting	384	1	5	3.46	1.459
Rate: Engage in unprotected intercourse	384	1	5	3.73	1.540
Rate: Having a promiscuous relationship	384	1	5	3.67	1.581
Rate: Having a non-consensual intercourse	384	1	5	3.60	1.614
Rate: Sending a sexually provocative content to someone	384	1	5	3.44	1.464
Valid N (listwise)	384				

Table 4: Conclusion for Awareness of Sexual Behaviours.

The cumulative score of each respondent was computed. Based on Table 4, the mean of overall items in the dependent variable, awareness of sexual behaviours was in the range of 3 to 4 which was on average level. Therefore, the understanding of respondents towards sexual behaviours was not clear and strong enough. This was because many respondents still rated agreeing to having non-consensual intercourse and sending sexually provocative content to someone as sexual behaviours. However, these behaviours were considered as sexual misconduct instead of sexual behaviours. Hence, this showed that Generation Z didn't have a clear idea on identifying sexual behaviours and they would confuse the terms of sexual behaviours and sexual misconduct regularly.

Independent Variable: Functions of Social Media

Item	Response	Frequency	Percentage
1. Generation Z has the ability to use all types of online social media such as Facebook, Line, Instagram, Twitter, and YouTube.	Strongly disagree	5	1.30%
	Disagree	12	3.10%
	Neither agree nor disagree	40	10.40%
	Agree	104	27.10%
	Strongly agree	223	58.10%
2. Generation Z has the experience to use online social media from friends, family, and acquaintances in living their daily lives.	Strongly disagree	3	0.80%
	Disagree	10	2.60%
	Neither agree nor disagree	47	12.20%
	Agree	110	28.60%
	Strongly agree	214	55.70%
3. Generation Z has good knowledge and understanding of online social media.	Strongly disagree	7	1.80%
	Disagree	17	4.40%
	Neither agree nor disagree	68	17.70%
	Agree	128	33.30%
	Strongly agree	164	42.70%
4. Generation Z has experience in using online social media for an extended period of time.	Strongly disagree	3	0.80%
	Disagree	14	3.60%
	Neither agree nor disagree	49	12.80%
	Agree	135	35.20%
	Strongly agree	183	47.70%
5. Generation Z has the ability to use new media quickly.	Strongly disagree	4	1.00%
	Disagree	11	2.90%
	Neither agree nor disagree	43	11.20%
	Agree	112	29.20%
	Strongly agree	214	55.70%
6. Generation Z will utilize social media or any dating app to seek a relationship with others.	Strongly disagree	9	2.30%
	Disagree	32	8.30%
	Neither agree nor disagree	111	28.90%
	Agree	130	33.90%
	Strongly agree	102	26.60%
7. Generation Z will join the online community (Facebook group, WhatsApp group, Telegram group, etc...) to watch sexual contents.	Strongly disagree	24	6.30%
	Disagree	60	15.60%
	Neither agree nor disagree	140	36.50%
	Agree	95	24.70%
	Strongly agree	65	16.90%
8. Generation Z will send sexually illicit contents to their surroundings.	Strongly disagree	42	10.90%
	Disagree	84	21.90%
	Neither agree nor disagree	144	37.50%
	Agree	65	16.90%
	Strongly agree	49	12.80%
9. Generation Z will seek for sexual content on social media for their own needs.	Strongly disagree	25	6.50%
	Disagree	54	14.10%
	Neither agree nor disagree	111	28.90%
	Agree	124	32.30%
	Strongly agree	70	18.20%
10. Generation Z will use social media to search for sexual contents to send for their friends.	Strongly disagree	43	11.20%
	Disagree	73	19.00%
	Neither agree nor disagree	122	31.80%
	Agree	98	25.50%
	Strongly agree	48	12.50%
11. Generation Z will click unknown links that will lead them to the sexual contents.	Strongly disagree	56	14.60%
	Disagree	72	18.80%
	Neither agree nor disagree	99	25.80%
	Agree	106	27.60%
	Strongly agree	51	13.30%

Table 5: Overview of Functions of Social Media.

The functions of social media was measured on a 1-5 Likert scale, in which participants' responses to statement items were scored as: "Strongly disagree" = 1, "Disagree" = 2, "Neither agree nor disagree" = 3, "Agree" = 4, "Strongly agree" = 5. Table 5 showed the overview of frequency and percentage of the functions of social media.

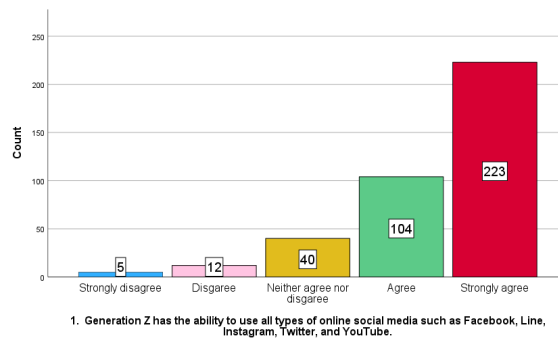


Figure 12: Generation Z has the ability to use all types of online social media such as Facebook, Line, Instagram, Twitter, and YouTube.

The first question was asking respondents to rate whether they were able to use all types of online social media such as Facebook, Line, Instagram, Twitter, and YouTube (Figure 12). In results, 5 respondents (1.3%) strongly disagree, 12 respondents (3.1%) disagree, 40 respondents neither agree nor disagree (10.4%), 104 respondents (27.1%) agree, and 223 respondents (58.1%) strongly agree.

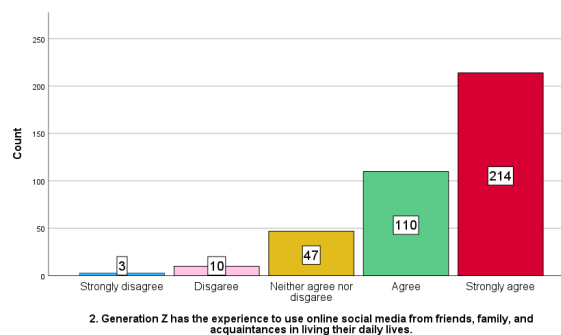


Figure 13: Generation Z has the experience to use online social media from friends, family, and acquaintances in living their daily lives.

The second question was asking respondents to rate on experience to use online social media from friends, family, and acquaintances in living their daily lives (Figure 13). In results, 3 respondents (0.8%) strongly disagree, 10 respondents (2.6%) disagree, 47 respondents neither agree nor disagree (12.2%), 110 respondents (28.6%) agree, and 214 respondents (55.7%) strongly agree.

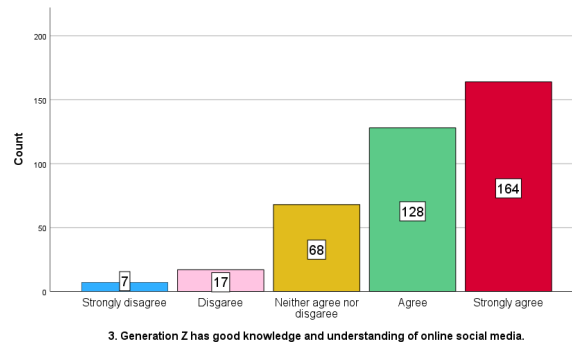


Figure 14: Generation Z has good knowledge and understanding of online social media.

The third question was asking respondents to rate whether they have good knowledge and understanding of online social media (**Figure 14**). In results, 7 respondents (1.8%) strongly disagree, 17 respondents (4.4%) disagree, 68 respondents neither agree nor disagree (17.7%), 128 respondents (33.3%) agree, and 164 respondents (42.7%) strongly agree.

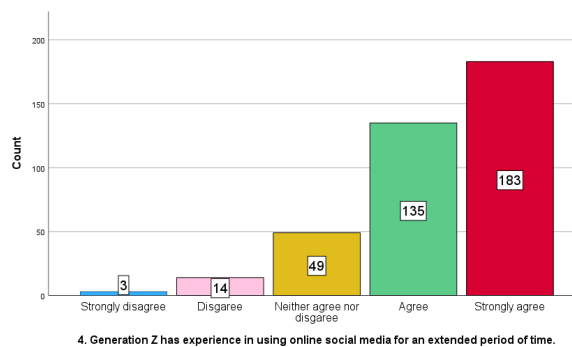


Figure 15: Generation Z has experience in using online social media for an extended period of time.

The fourth question was asking respondents to rate on experience in using online social media for an extended period of time (**Figure 15**). In results, 3 respondents (0.8%) strongly disagree, 14 respondents (3.6%) disagree, 49 respondents neither agree nor disagree (12.8%), 135 respondents (35.2%) agree, and 183 respondents (47.7%) strongly agree.

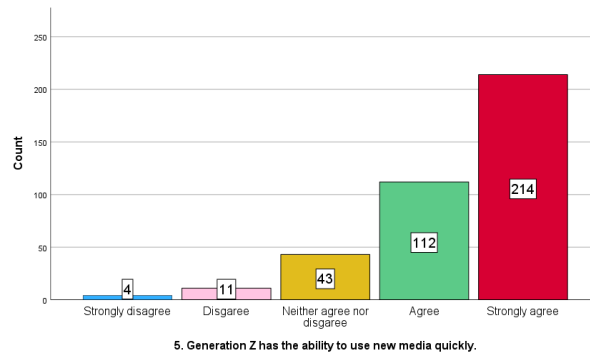


Figure 16: Generation Z has the ability to use new media quickly.

The fifth question was asking respondents to rate whether they have the ability to use new media quickly (**Figure 16**). In results, 4 respondents (1.0%) strongly disagree, 11 respondents (2.9%) disagree, 43 respondents neither agree nor disagree (11.2%), 112 respondents (29.2%) agree, and 214 respondents (55.7%) strongly agree.

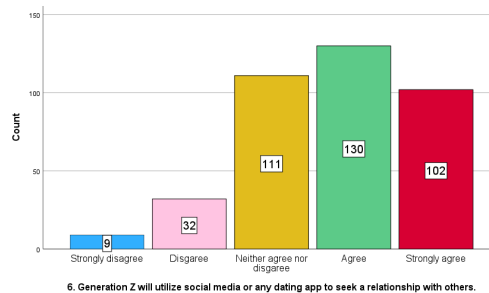


Figure 17: Generation Z will utilize social media or any dating app to seek a relationship with others.

The sixth question was asking respondents to rate whether the respondents utilize social media or any dating app to seek a relationship with others (**Figure 17**). In results, 9 respondents (2.3%) strongly disagree, 32 respondents (8.3%) disagree, 111 respondents neither agree nor disagree (28.9%), 130 respondents (33.9%) agree, and 102 respondents (26.6%) strongly agree.

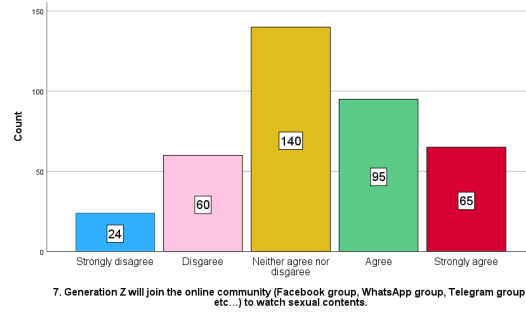


Figure 18: Generation Z will join the online community (Facebook group, WhatsApp group, Telegram group, etc...) to watch sexual contents.

The seventh question was asking respondents to rate whether they will join the online community (Facebook group, WhatsApp group, Telegram group, etc...) to watch sexual contents (**Figure 18**). In results, 24 respondents (6.3%) strongly disagree, 60 respondents (15.6%) disagree, 140 respondents neither agree nor disagree (36.5%), 95 respondents (24.7%) agree, and 65 respondents (16.9%) strongly agree.

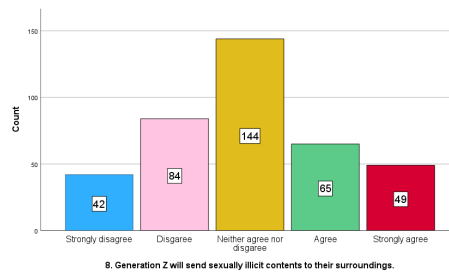


Figure 19: Generation Z will send sexually illicit contents to their surroundings.

The eighth question was asking respondents to rate whether they will send sexually illicit contents to their surroundings (**Figure 19**). In results, 42 respondents (10.9%) strongly disagree, 84 respondents (21.9%) disagree, 144 respondents neither agree nor disagree (37.5%), 65 respondents (16.9 %) agree, and 49 respondents (12.8%) strongly agree.

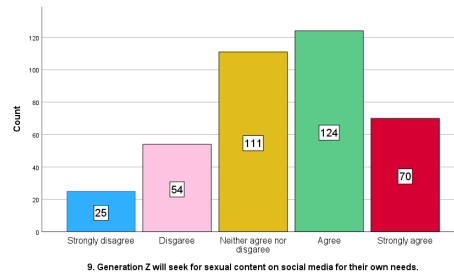


Figure 20: Generation Z will seek for sexual content on social media for their own needs.

The ninth question was asking respondents to rate whether they will seek for sexual content on social media for their own needs (**Figure 20**). In results, 25 respondents (6.5%) strongly disagree, 54 respondents (14.1%) disagree, 111 respondents neither agree nor disagree (28.9%), 124 respondents (32.3 %) agree, and 70 respondents (18.2%) strongly agree.

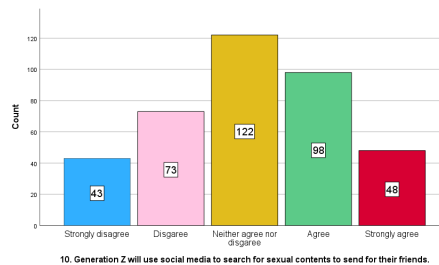


Figure 21: Generation Z will use social media to search for sexual contents to send for their friends.

The tenth question was asking respondents to rate whether Generation Z will use social media to search for sexual contents to send for their friends (**Figure 21**). In results, 43 respondents (11.2%) strongly disagree, 73 respondents (19.0%) disagree, 122 respondents neither agree nor disagree (31.8%), 98 respondents (25.5 %) agree, and 48 respondents (12.5%) strongly agree.

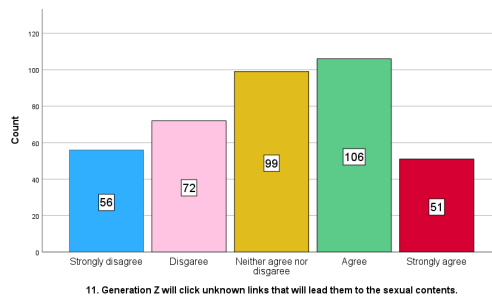


Figure 22: Generation Z will click unknown links that will lead them to the sexual contents.

The eleventh question was asking respondents to rate whether Generation Z will click unknown links that will lead them to the sexual contents (**Figure 22**). In results, 56 respondents (14.6%) strongly disagree, 72 respondents (18.8%) disagree, 99 respondents neither agree nor disagree (25.8%), 106 respondents (27.6 %) agree, and 51 respondents (13.3%) strongly agree.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
1. Generation Z has the ability to use all types of online social media such as Facebook, Line, Instagram, Twitter, and YouTube.	384	1	5	4.37	.888
2. Generation Z has the experience to use online social media from friends, family, and acquaintances in living their daily lives.	384	1	5	4.36	.853
3. Generation Z has good knowledge and understanding of online social media.	384	1	5	4.11	.968
4. Generation Z has experience in using online social media for an extended period of time.	384	1	5	4.25	.871
5. Generation Z has the ability to use new media quickly.	384	1	5	4.36	.867
6. Generation Z will utilize social media or any dating app to seek a relationship with others.	384	1	5	3.74	1.017
7. Generation Z will join the online community (Facebook group, WhatsApp group, Telegram group, etc. . .) to watch sexual contents.	384	1	5	3.30	1.114
8. Generation Z will send sexually illicit contents to their surroundings.	384	1	5	2.99	1.157
9. Generation Z will seek for sexual content on social media for their own needs.	384	1	5	3.42	1.133
10. Generation Z will use social media to search for sexual contents to send for their friends.	384	1	5	3.09	1.178
11. Generation Z will click unknown links that will lead them to the sexual contents.	384	1	5	3.06	1.256
Valid N (listwise)	384				

Table 6: Conclusion for Functions of Social Media.

The cumulative score of each respondent was computed. Based on Table 6, the mean of overall items in the independent variable, functions of social media was in the range of 3 to 4. Therefore, participants who scored below the mean (average) were classified as 'Low usage on functions of social media, while those who scored above 3 were classified as 'High usage on functions of social media. In conclusion, this showed that Generation Z was still at an average level in the usage of functions of social media. The results showed that Generation Z used social media mostly like Facebook and Instagram and they would also interact with their family, friends and acquaintances via social media regularly. Most of the respondents understood well about the features on social media and they had used social media for a long period of time. However, Generation Z was on a neutral level in using social media to view sexual content because the respondents would consider the privacy and security issues of social media. Besides, Generation Z was less likely to send illicit messages or content to their family or friends since many of them strongly disagree and disagree with the statement. Hence, it showed that Generation Z used social media to seek relationships and viewed sexual content but less likely to share it with others and mostly for personal sexual needs only. This might be due to the respondents viewing the sexual content to fulfil their sexual needs but they did not intend in letting others know about that. They just wanted to view the sexual content to make themselves satisfied throughout the process.

Independent Variable: Sexual Needs on Social Media

Item	Response	Frequency	Percentage
1. Generation Z is prone to learn sexual risky behaviors (promiscuity, pre-marital sex) on the social media.	Strongly disagree	25	6.50%
	Disagree	39	10.20%
	Neither agree nor disagree	107	27.90%
	Agree	148	38.50%
	Strongly agree	65	16.90%
2. Sexual attitudes are promoted via the use of pictures posted on social media to Generation Z.	Strongly disagree	25	6.50%
	Disagree	43	11.20%
	Neither agree nor disagree	134	34.90%
	Agree	126	32.80%
	Strongly agree	56	14.60%
3. Being able to share pictures and videos online instigates sexual attitude in Generation Z.	Strongly disagree	28	7.30%
	Disagree	56	14.60%
	Neither agree nor disagree	112	29.20%
	Agree	131	34.10%
	Strongly agree	57	14.80%
4. Generation Z will use the sexual stickers on social media and send it to friends.	Strongly disagree	41	10.70%
	Disagree	62	16.10%
	Neither agree nor disagree	124	32.30%
	Agree	93	24.20%
	Strongly agree	64	16.70%
5. Generation Z will seek to have sexting with others on social media.	Strongly disagree	42	10.90%
	Disagree	59	15.40%
	Neither agree nor disagree	143	37.20%
	Agree	88	22.90%
	Strongly agree	52	13.50%
6. Generation Z will be having sexual video call with others on social media.	Strongly disagree	50	13.00%
	Disagree	71	18.50%
	Neither agree nor disagree	137	35.70%
	Agree	85	22.10%
	Strongly agree	41	10.70%
7. Generation Z will seek for sexual relationship through social media.	Strongly disagree	39	10.20%
	Disagree	53	13.80%
	Neither agree nor disagree	115	29.90%
	Agree	120	31.30%
	Strongly agree	57	14.80%

Table 7: Overview of Sexual Needs on Social Media.

The participants' sexual needs on social media was measured on a 1-5 Likert scale, in which participants' responses to statement items were scored as: "Strongly disagree" = 1, "Disagree" = 2, "Neither agree nor disagree" = 3, "Agree" = 4, "Strongly agree" = 5. Table 7 showed the overview of frequency and percentage for sexual needs on social media.

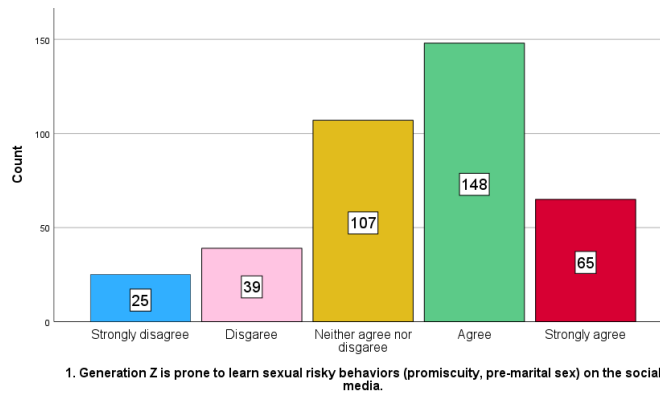


Figure 23: Generation Z is prone to learn sexual risky behaviours (promiscuity, pre-marital sex) on the social media.

The first question was asking respondents to rate whether Generation Z was prone to learn sexual risky behaviours (promiscuity, pre-marital sex) on the social media (**Figure 23**). In results, 25 respondents (6.5%) strongly disagree, 39 respondents (10.2%) disagree, 107 respondents neither agree nor disagree (27.9%), 148 respondents (38.5%) agree, and 65 respondents (16.9%) strongly agree.

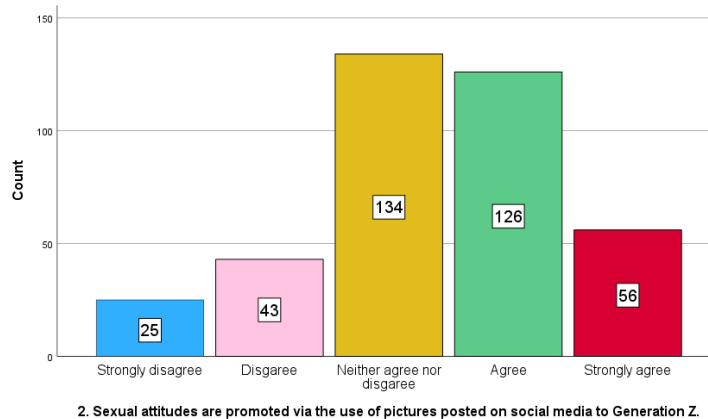


Figure 24: Sexual attitudes are promoted via the use of pictures posted on social media to Generation Z.

The second question was asking respondents to rate whether sexual attitudes were promoted via the use of pictures posted on social media to Generation Z (**Figure 24**). In

results, 25 respondents (6.5%) strongly disagree, 43 respondents (11.2%) disagree, 134 respondents neither agree nor disagree (34.9%), 126 respondents (32.8%) agree, and 56 respondents (14.6%) strongly agree.

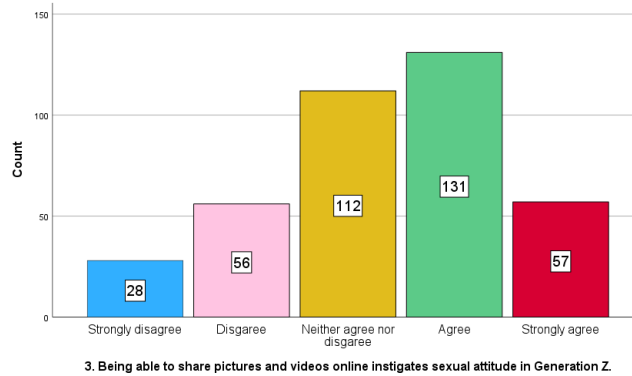


Figure 25: Being able to share pictures and videos online instigates sexual attitude in Generation Z.

The third question was asking respondents to rate whether being able to share pictures and videos online instigates sexual attitude in Generation Z (Figure 25). In results, 28 respondents (7.3%) strongly disagree, 56 respondents (14.6%) disagree, 112 respondents neither agree nor disagree (29.2%), 131 respondents (34.1%) agree, and 57 respondents (14.8%) strongly agree.

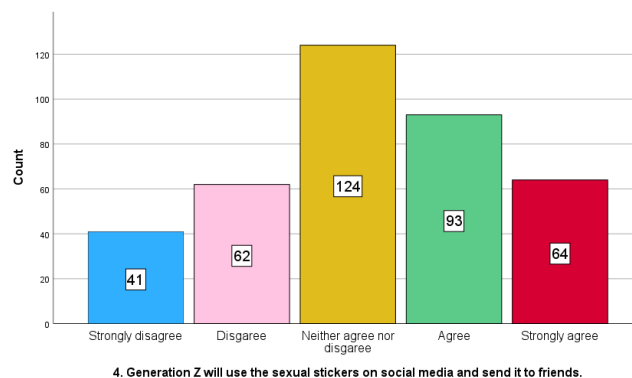


Figure 26: Generation Z will use the sexual stickers on social media and send it to friends.

The fourth question was asking respondents to rate whether Generation Z will use the sexual stickers on social media and send it to friends (**Figure 26**). In results, 41 respondents (10.7%) strongly disagree, 62 respondents (16.1%) disagree, 124 respondents neither agree nor disagree (32.3%), 93 respondents (24.2%) agree, and 64 respondents (16.7%) strongly agree.

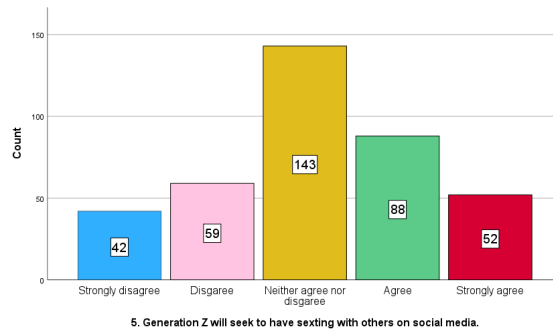


Figure 27: Generation Z will seek to have sexting with others on social media.

The fifth question was asking respondents to rate whether Generation Z will seek to have sexting with others on social media (**Figure 27**). In results, 42 respondents (10.9%) strongly disagree, 59 respondents (15.4%) disagree, 143 respondents neither agree nor disagree (37.2%), 88 respondents (22.9%) agree, and 52 respondents (13.5%) strongly agree.

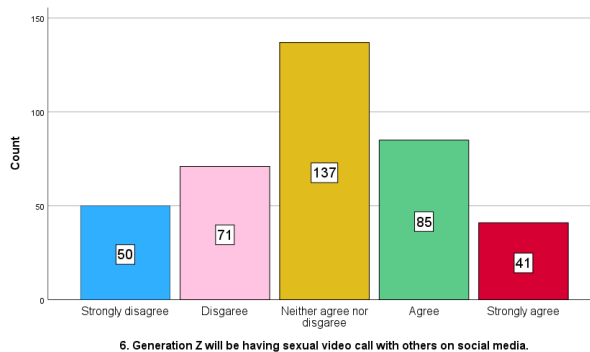


Figure 28: Generation Z will be having sexual video call with others on social media.

The sixth question was asking respondents to rate whether Generation Z will be having sexual video calls with others on social media (**Figure 28**). In results, 50 respondents (13%) strongly disagree, 71 respondents (18.5%) disagree, 137 respondents neither agree nor disagree (35.7%), 85 respondents (22.1%) agree, and 41 respondents (10.7%) strongly agree.

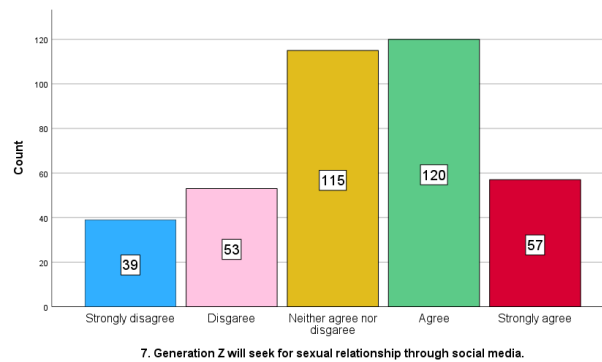


Figure 29: Generation Z will seek for sexual relationship through social media.

The seventh question was asking respondents to rate whether Generation Z will seek for sexual relationship through social media (**Figure 29**). In results, 39 respondents (10.2%) strongly disagree, 53 respondents (13.8%) disagree, 115 respondents neither agree nor disagree (29.9%), 120 respondents (31.3%) agree, and 57 respondents (14.8%) strongly agree.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
1. Generation Z is prone to learn sexual risky behaviors (promiscuity, pre-marital sex) on the social media.	384	1	5	3.49	1.089
2. Sexual attitudes are promoted via the use of pictures posted on social media to Generation Z.	384	1	5	3.38	1.070
3. Being able to share pictures and videos online instigates sexual attitude in Generation Z.	384	1	5	3.35	1.121
4. Generation Z will use the sexual stickers on social media and send it to friends.	384	1	5	3.20	1.209
5. Generation Z will seek to have sexting with others on social media.	384	1	5	3.13	1.162
6. Generation Z will be having sexual video call with others on social media.	384	1	5	2.99	1.165
7. Generation Z will seek for sexual relationship through social media.	384	1	5	3.27	1.176
Valid N (listwise)	384				

Table 8: Conclusion for Sexual Needs on Social Media.

The cumulative score of each respondent was computed. Based on Table 8, the mean score was between 2 to 4. Therefore, respondents who scored below the mean (average) were classified as ‘Low sexual needs on social media’, while those who scored above 3 were classified as ‘High sexual needs on social media’. In conclusion, Generation Z would highly learn sexual behaviours on social media because the features online enabled them to imitate sexual behaviours like having pre-marital sex easily. For instance, pictures and videos on social media which contained sexual content would be one of the examples for Generation Z to learn sexual behaviours easily. They would also use sexual stickers and some of them thought that it was fun and spread it to others. However, Generation Z was less likely to have sexual video calls with others to fulfill their sexual needs on social media because they might think that dissemination of sexual content through video calls was dangerous. They were also inclined to use social media to seek relationships among Generation Z because they might

think the virtual environment would ease them to start a relationship, especially for the introvert person.

Independent Variable: Response Towards Online Sexual Content

Item	Response	Frequency	Percentage
1. You have saw or encountered a lot of sexual contents on social media.	Strongly disagree	28	7.30%
	Disagree	83	21.60%
	Neither agree nor disagree	99	25.80%
	Agree	119	31.00%
	Strongly agree	55	14.30%
2. When you receive the sexual contents you will share it with others right away.	Strongly disagree	228	59.40%
	Disagree	70	18.20%
	Neither agree nor disagree	39	10.20%
	Agree	32	8.30%
	Strongly agree	15	3.90%
3. When you receive the sexual contents you will delete it and report to the authorities.	Strongly disagree	39	10.20%
	Disagree	39	10.20%
	Neither agree nor disagree	80	20.80%
	Agree	95	24.70%
	Strongly agree	131	34.10%
4. When you receive the sexual contents you will download it into your devices.	Strongly disagree	276	71.90%
	Disagree	48	12.50%
	Neither agree nor disagree	21	5.50%
	Agree	28	7.30%
	Strongly agree	11	2.90%
5. When you receive or encounter the sexual contents you will feel comfortable and full of joy.	Strongly disagree	198	51.60%
	Disagree	87	22.70%
	Neither agree nor disagree	59	15.40%
	Agree	25	6.50%
	Strongly agree	15	3.90%
6. When you receive the sexual contents you will choose to ignore it instead of reporting it to authorities.	Strongly disagree	61	15.90%
	Disagree	58	15.10%
	Neither agree nor disagree	88	22.90%
	Agree	84	21.90%
	Strongly agree	93	24.20%
7. Tempting sexual content will arouse the sexual behavior of Generation Z.	Strongly disagree	34	8.90%
	Disagree	33	8.60%
	Neither agree nor disagree	161	41.90%
	Agree	108	28.10%
	Strongly agree	48	12.50%
8. When you receive the sexual contents, you will feel bad and feel guilty.	Strongly disagree	46	12.00%
	Disagree	62	16.10%
	Neither agree nor disagree	91	23.70%
	Agree	80	20.80%
	Strongly agree	105	27.30%
9. The policy of social media cannot restrict the spread of sexual contents on social media.	Strongly disagree	33	8.60%
	Disagree	32	8.30%
	Neither agree nor disagree	95	24.70%
	Agree	128	33.30%
	Strongly agree	96	25.00%
10. The spread of sexual contents on social media is due to the lack of monitoring by the authorities.	Strongly disagree	12	3.10%
	Disagree	22	5.70%
	Neither agree nor disagree	90	23.40%
	Agree	129	33.60%
	Strongly agree	131	34.10%
11. The spread of sexual contents will be facilitated by the trending sexual topics of social media.	Strongly disagree	18	4.70%
	Disagree	22	5.70%
	Neither agree nor disagree	140	36.50%
	Agree	126	32.80%
	Strongly agree	78	20.30%
12. If majority of people on social media agreed the spread of sexual contents, those minorities who are not agreed with it will be overlapped and been ignored.	Strongly disagree	16	4.20%
	Disagree	23	6.00%
	Neither agree nor disagree	120	31.30%
	Agree	123	32.00%
	Strongly agree	102	26.60%

Table 9: Overview of Response Towards Online Sexual Content.

The participants' response towards online sexual content was measured on a 1-5 Likert scale, in which participants' responses to statement items were scored as: "Strongly disagree" = 1, "Disagree" = 2, "Neither agree nor disagree" = 3, "Agree" = 4, "Strongly agree" = 5. Table 9 showed the overview of frequency and percentage of the response towards online sexual content.

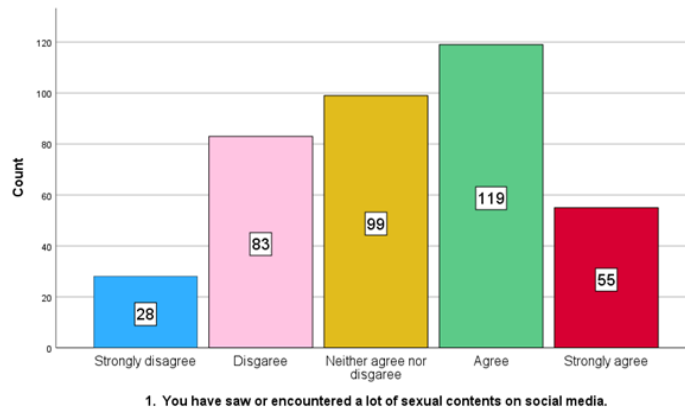


Figure 30: You have saw or encountered a lot of sexual contents on social media.

The first question was asking respondents to rate whether they saw or encountered a lot of sexual content on social media (**Figure 30**). In results, 28 respondents (7.3%) strongly disagree, 83 respondents (21.6%) disagree, 99 respondents neither agree nor disagree (25.8%), 119 respondents (31%) agree, and 55 respondents (14.3%) strongly agree.

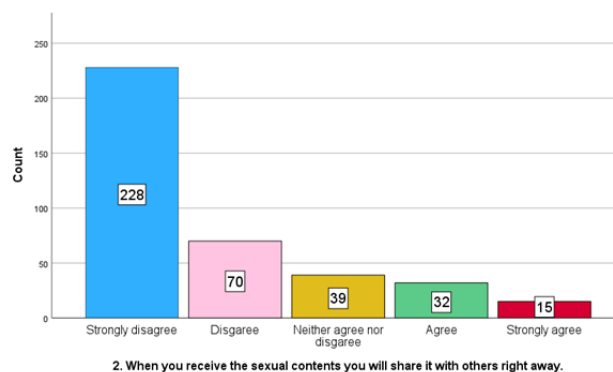


Figure 31: When you receive the sexual contents you will share it with others right away.

The second question was asking respondents to rate whether they will share it with others right away when they receiving the sexual contents (**Figure 31**). In results, 228 respondents (59.4%) strongly disagree, 70 respondents (18.2%) disagree, 39 respondents neither agree nor disagree (10.2%), 32 respondents (8.3%) agree, and 15 respondents (3.9%) strongly agree.

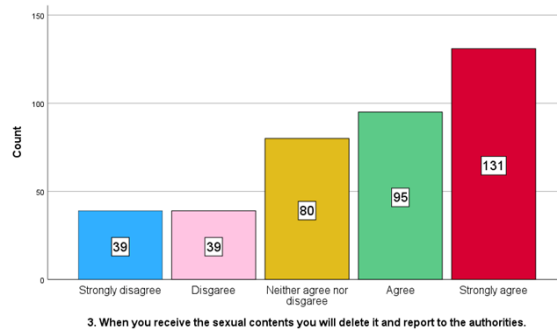


Figure 32: When you receive the sexual contents you will delete it and report to the authorities.

The third question was asking respondents to rate whether they will delete it and report to the authorities when they receive the sexual contents (**Figure 32**). In results, 39 respondents (10.2%) strongly disagree, 39 respondents (10.2%) disagree, 80 respondents neither agree nor disagree (20.8%), 95 respondents (24.7%) agree, and 131 respondents (34.1%) strongly agree.

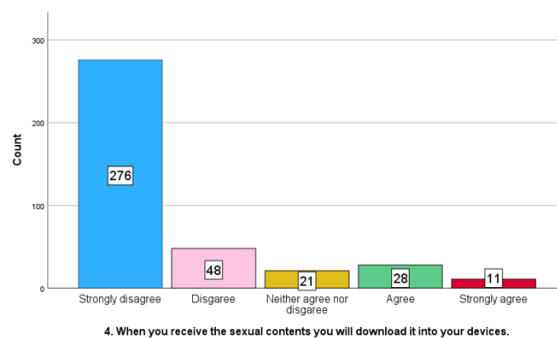


Figure 33: When you receive the sexual contents you will download it into your devices.

The fourth question was asking respondents to rate whether they will download it into their devices when they receive the sexual contents (**Figure 33**). In results, 276 respondents (71.9%) strongly disagree, 48 respondents (12.5%) disagree, 21 respondents neither agree nor disagree (5.5%), 28 respondents (7.3%) agree, and 11 respondents (2.9%) strongly agree.

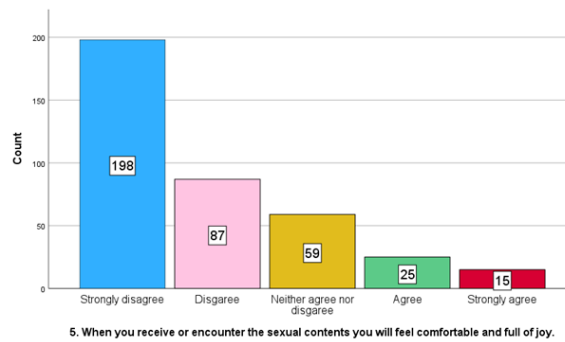


Figure 34: When you receive or encounter the sexual contents you will feel comfortable and full of joy.

The fifth question was asking respondents to rate whether they will feel comfortable and full of joy when receiving or encountering sexual contents (**Figure 34**). In results, 198 respondents (51.6%) strongly disagree, 87 respondents (22.7%) disagree, 59 respondents neither agree nor disagree (15.4%), 25 respondents (6.5%) agree, and 15 respondents (3.9%) strongly agree.

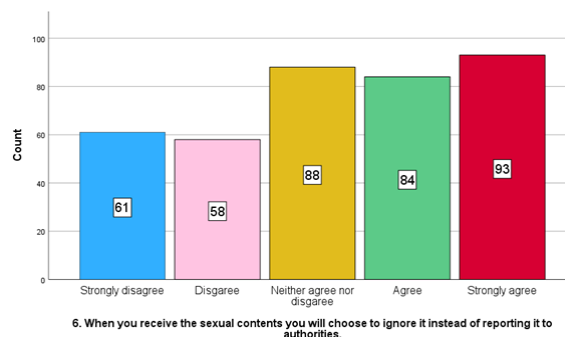


Figure 35: When you receive the sexual contents you will choose to ignore it instead of reporting to authorities.

The sixth question was asking respondents to rate whether they will ignore it instead of reporting to authorities when receiving the sexual contents (**Figure 35**). In results, 61 respondents (15.9%) strongly disagree, 58 respondents (15.1%) disagree, 88 respondents neither agree nor disagree (22.9%), 84 respondents (21.9%) agree, and 93 respondents (24.2%) strongly agree.

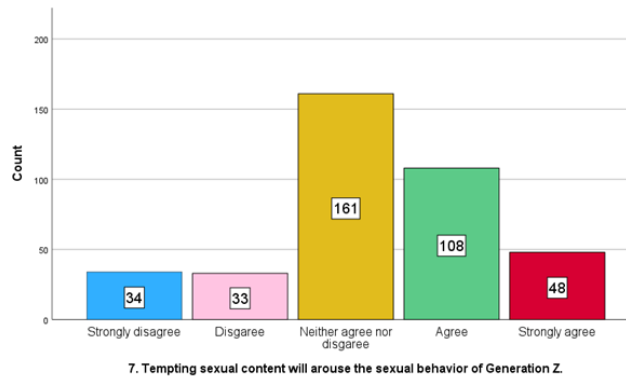


Figure 36: Tempting sexual content will arouse the sexual behaviour of Generation Z.

The seventh question was asking respondents to rate whether tempting sexual content will arouse the sexual behaviour of Generation Z (**Figure 36**). In results, 34 respondents (8.9%) strongly disagree, 33 respondents (8.6%) disagree, 161 respondents neither agree nor disagree (41.9%), 108 respondents (28.1%) agree, and 48 respondents (12.5%) strongly agree.

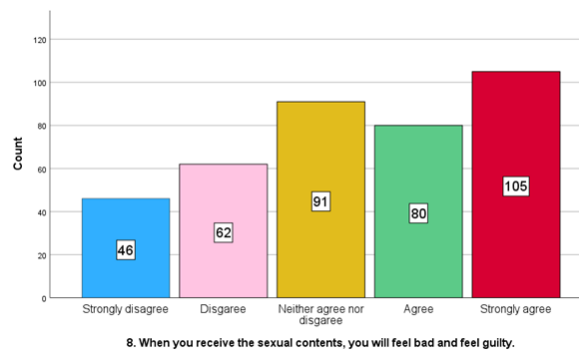


Figure 37: When you receive the sexual contents, you will feel bad and feel guilty.

The eighth question was asking respondents to rate whether they will feel bad and guilty when receiving the sexual content (**Figure 37**). In results, 46 respondents (12%) strongly disagree, 62 respondents (16.1%) disagree, 91 respondents neither agree nor disagree (23.7%), 80 respondents (20.8%) agree, and 105 respondents (27.3%) strongly agree.

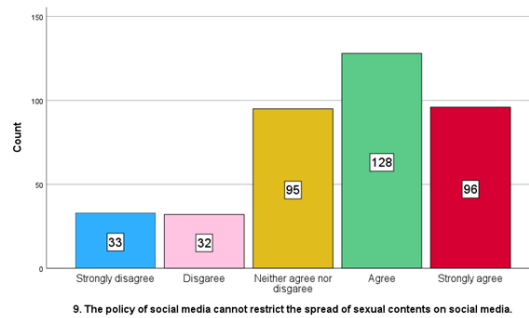


Figure 38: The policy of social media cannot restrict the spread of sexual contents on social media.

The ninth question was asking respondents to rate whether the policy of social media cannot restrict the spread of sexual contents on social media (**Figure 38**). In results, 33 respondents (8.6%) strongly disagree, 32 respondents (8.3%) disagree, 95 respondents neither agree nor disagree (24.7%), 128 respondents (33.3%) agree, and 96 respondents (25%) strongly agree.

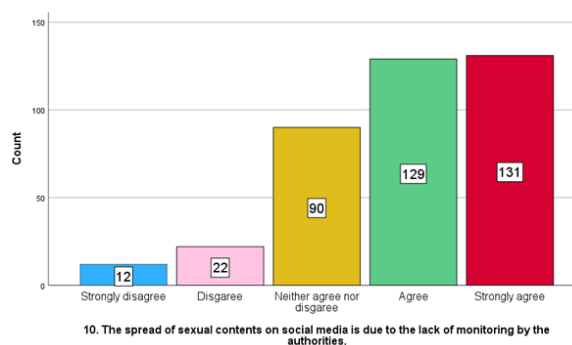


Figure 39: The spread of sexual contents on social media is due to the lack of monitoring by the authorities.

The tenth question was asking respondents to rate whether the spread of sexual contents on social media was due to the lack of monitoring by the authorities (**Figure 39**). In results, 12 respondents (3.1%) strongly disagree, 22 respondents (5.7%) disagree, 90 respondents neither agree nor disagree (23.4%), 129 respondents (33.6%) agree, and 131 respondents (34.1%) strongly agree.

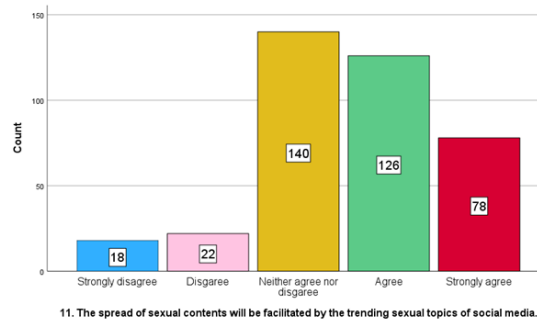


Figure 40: The spread of sexual contents will be facilitated by the trending sexual topics of social media.

The eleventh question was asking respondents to rate whether the spread of sexual contents will be facilitated by the trending sexual topics of social media (**Figure 40**). In results, 18 respondents (4.7%) strongly disagree, 22 respondents (5.7%) disagree, 140 respondents neither agree nor disagree (36.5%), 126 respondents (32.8%) agree, and 78 respondents (20.3%) strongly agree.

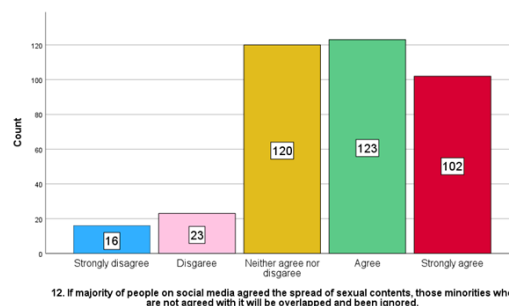


Figure 41: If majority of people on social media agreed the spread of sexual contents, those minorities who are not agreed with it will be overlapped and been ignored.

The twelfth question was asking respondents to rate if the majority of people on social media agreed with the spread of sexual contents, those minorities who do not agree with it will be overlapped and ignored (**Figure 41**). In results, 16 respondents (4.2%) strongly disagree, 23 respondents (6%) disagree, 120 respondents neither agree nor disagree (31.3%), 123 respondents (32%) agree, and 102 respondents (26.6%) strongly agree.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
1. You have saw or encountered a lot of sexual contents on social media.	384	1	5	3.23	1.157
2. When you receive the sexual contents you will share it with others right away.	384	1	5	1.79	1.158
3. When you receive the sexual contents you will delete it and report to the authorities.	384	1	5	3.62	1.317
4. When you receive the sexual contents you will download it into your devices.	384	1	5	1.57	1.067
5. When you receive or encounter the sexual contents you will feel comfortable and full of joy.	384	1	5	1.89	1.128
6. When you receive the sexual contents you will choose to ignore it instead of reporting it to authorities.	384	1	5	3.23	1.387
7. Tempting sexual content will arouse the sexual behavior of Generation Z.	384	1	5	3.27	1.074
8. When you receive the sexual contents, you will feel bad and feel guilty.	384	1	5	3.35	1.350
9. The policy of social media cannot restrict the spread of sexual contents on social media.	384	1	5	3.58	1.196
10. The spread of sexual contents on social media is due to the lack of monitoring by the authorities.	384	1	5	3.90	1.038
11. The spread of sexual contents will be facilitated by the trending sexual topics of social media.	384	1	5	3.58	1.024
12. If majority of people on social media agreed the spread of sexual contents, those minorities who are not agreed with it will be overlapped and been ignored.	384	1	5	3.71	1.054
Valid N (listwise)	384				

Table 10: Conclusion for Response Towards Online Sexual Content.

The cumulative score of each respondent was computed. Based on Table 10, the mean of overall items in the independent variable which was response towards online sexual content was in the range of 1 to 4. Therefore, participants who scored below the average were classified as the participants who had a negative response towards action such as

downloading, sharing or feeling full of joy when receiving online sexual content. On the other hand, those respondents who scored above 3 were classified as having a positive response towards online sexual content such as they agreed that the spread of sexual content on social media was due to the lack of monitoring by the authorities and most of them would choose to report to the authorities when they encountered the online sexual content. In conclusion, this showed that Generation Z tended to avoid and felt disgusted toward the online sexual content when they received it.

Result of the Pearson Correlation Test on Four Variables

		Correlations			
		AwarenessofSexualBehaviors	FunctionsofSocialMedia	SexualNeedsonSocialMedia	ResponseTowardsOnlineSexualContent
AwarenessofSexualBehaviors	Pearson Correlation	1	.424**	.330**	.277**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	384	384	384	384
FunctionsofSocialMedia	Pearson Correlation	.424**	1	.669**	.391**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	384	384	384	384
SexualNeedsonSocialMedia	Pearson Correlation	.330**	.669**	1	.389**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	384	384	384	384
ResponseTowardsOnlineSexualContent	Pearson Correlation	.277**	.391**	.389**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	384	384	384	384

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

Table 11: Pearson Correlation Test Result on Four Variables

A Pearson Correlation coefficient was performed to evaluate the relationship between Awareness of Sexual Behaviours and Functions of Social Media. There was a significant weak positive relationship between Awareness of Sexual Behaviours and Functions of Social Media, $r([382]) = [.42]$, $p = [<.001]$.

A Pearson Correlation coefficient was performed to evaluate the relationship between Awareness of Sexual Behaviours and Sexual Needs on Social Media. There was a significant weak positive relationship between Awareness of Sexual Behaviours and Sexual Needs on Social Media, $r([382]) = [.33]$, $p = [< .001]$.

A Pearson Correlation coefficient was performed to evaluate the relationship between Awareness of Sexual Behaviours and Response Towards Online Sexual Content. There was a significant weak positive relationship between Awareness of Sexual Behaviours and Response Towards Online Sexual Content, $r([382]) = [.28]$, $p = [< .001]$.

A Pearson Correlation coefficient was performed to evaluate the relationship between Functions of Social Media and Sexual Needs on Social Media. There was a significant moderate positive relationship between Functions of Social Media and Sexual Needs on Social Media, $r([382]) = [.67]$, $p = [< .001]$.

A Pearson Correlation coefficient was performed to evaluate the relationship between Response Towards Online Sexual Content and Sexual Needs on Social Media. There was a significant weak positive relationship between Response Towards Online Sexual Content and Sexual Needs on Social Media, $r([382]) = [.39]$, $p = [< .001]$.

Conclusion of the Findings

In short, the results from the survey portrayed few results. Firstly, in terms of the dependent variable which was the Awareness of Sexual Behaviours, the result showed that respondents were not having great and sufficient knowledge of what was exactly sexual behaviour, and what was exactly sexual misconduct which was more on the crime aspect. Even though they had great awareness of both sexual behaviour and sexual misconduct, the important issue was that they could not differentiate between the two terms. Hence, this could

show that respondents did not have a clear idea of how to differentiate between sexual behaviours and sexual misconduct even though there was a clear-cut definition between the two different terms.

In terms of the independent variable which was the Functions of Social Media, the result of this survey had shown that respondents had utilized social media to interact with their surroundings, and had a great understanding of the features of social media. But in the sexual aspect of social media, which was to use social media to view sexual content, respondents' results had portrayed a neutral result, which showed that they were not likely to utilize social media in viewing sexual content, due to a variety of reasons. While in the aspect of utilizing the features of social media in sharing sexual content with surroundings, the result of high disagreements among the respondents portrayed that respondents would not take advantage of the conveniences brought by social media to share illicit information with their surroundings. The result of this section helped in answering the first research question (RQ1: How Generation Z is aware of social media content that leads to sexual behaviours?) as the result showed that they were not using social media in viewing sexual content and not sharing sexual content with their surroundings. This showed that they were clearly aware of what type of social media content could bring negative impact, for instance sexual behaviours, and they could clearly identify the illicit content, but not spread it to others.

For the next independent variable which was the Sexual Needs on Social Media, the result of this survey portrayed an important issue. Even though the result for every type of sexual need in this section was neutral, most of it had the inclination to the agree side. Even though they had awareness of sexual behaviours and sexual misconduct, they all remained neutral on utilizing social media to fulfill sexual needs, and even there was an inclination to the agree side, which agreed to the fulfillment of sexual needs by using social media. Hence, this could show that people were neutral about using social media to fulfill their sexual needs,

but they were still inclined in using social media to fulfill their sexual needs such as seeking sexual relationships. The result of this section could help in answering the second research question (RQ2: How Generation Z uses social media to fulfill their sexual needs?). The result showed how Generation Z had utilized social media in fulfilling their sexual needs, such as seeking sexual relationships or having sexual calls. In short, the result could show how Generation Z satisfies their sexual needs by using social media.

In terms of the last independent variable which was the Response Towards Online Sexual Content, the result showed that respondents would not be proceeding with negative actions, for instance, downloading the sexual content after they had received the sexual content, while they would also feel bad when they received it or being aroused by it. But in this section, their response showed that they knew that the widespread sexual contents were due to the lack of monitoring by the authorities and the vulnerability of policies, but the result showed that they chose to ignore it instead of reporting the issue to authorities. Also, the trends were also one of the reasons why sexual content was widely spread. The most important point that was portrayed in the result of this section was most of them agreed with the statement that the majority of people who agreed with the spread of sexual content would overlap those minorities who did not agree with it. This showed that even though there were people who were unsatisfied with the social media environment which was full of sexual content, they were not having enough authority and power in stopping the negative forces. The result from this section helped in answering the third and fourth research questions (RQ3: How has social media caused Generation Z to conduct sexual behaviours? & RQ4: What are the flaws of social media which lead to sexual behaviours?) as in this section, the result had shown that the ignorance of people, the lack of monitoring by authorities, and the vulnerable of policies were the flaws that led to the high spread of sexual content, and were also the main aspects that caused Generation Z to receive a huge amount of sexual content,

which might lead to sexual behaviours. Apart from this, the result from this section could help in answering the fifth research question (RQ5: What's the user's response towards online sexual content encountered?) because the result had clearly shown how people reacted to the sexual content and how they behaved when they received the sexual content.

The result of the Pearson Correlation showed that there were significant, but weak and positive relationships among the three independent variables with the one dependent variable. The results of them could support the first hypothesis (If Generation Z has a higher perception of sexual content on social media, then the lower engagement in sexual behaviours.) that had been presumed. This was because the high perception of sexual content was portrayed in the independent variables such as Functions of Social Media, Sexual Needs on Social Media, and Response Towards Online Sexual Content. These variables were the aspect that could show the respondents' perception of sexual content on social media. While engagement in sexual behaviours could be portrayed through the dependent variable which was Awareness of Sexual Behaviours. This was because when people were aware of sexual behaviours, they would find out the negative impacts which would in result lead to the low engagement in sexual behaviours. Hence, the results of the Pearson Correlation could show that when Generation Z had a high perception of sexual content on social media, there would be low engagement in sexual behaviour, which supported the first hypothesis.

While for the next hypothesis (The higher exposure to sexual content on social media will lead to the likeliness of Generation Z to succumb to sexual behaviours.) was also supported by the result of the Pearson Correlation. As the two independent variables which were the Functions of Social Media and the Response Towards Online Sexual Content could utilize in representing Generation Z's exposure to the sexual content on social media, while the one independent variable which was the Sexual Needs on Social Media could portray the likeliness of Generation Z in committing the sexual behaviours, the Pearson Correlation

result had shown that the Functions of Social Media and the Response Towards Online Sexual Content had a positive relationship with the Sexual Needs on Social Media, which could support the stand of the hypothesis. Hence, in short, the two hypotheses could be supported by the result of the Pearson Correlation analysis that had been conducted.

CHAPTER 5: DISCUSSION & CONCLUSION

Dependent Variable: Awareness of Sexual Behaviours

The findings showed that most of the respondents could not differentiate sexual behaviours and sexual misconduct accurately. For instance, having non-consensual intercourse will also be one of the sexual misconduct which will be punished in terms of penal code. Having a non-consensual relationship means having sexual penetration without consent or force from others (McDougall et al., 2019). Under Section 377C: Committing carnal intercourse against the order of nature without consent will have imprisonment for 5 to 20 years. Hence, this would be considered one of the sexual crimes instead of sexual behaviours which happened on both parties' consent. Additionally, it may be involving rape components which was under Section 376(1) Imprisonment 20 years maximum and whipping (Nasrijal & Samuel, 2022). In addition, sending sexually provocative content to someone was also not under sexual behaviours because the provocative content would arouse excitement among the receivers. Furthermore, the receivers might not be interested and disgusted when they received the sexually provocative content. They might be offended and felt uncomfortable when receiving those sexual messages from unknown senders. Based on the case happened on Aug 19, a well-known preacher was called to assist in the investigation of a sexual harassment case under Section 509 of the Penal Code, Section 14 of the Minor Offences Act 1955 and Section 233 of the Communications and Multimedia Act 1998. This was because he was suspected of spreading videos and sexually explicit messages on Telegram as stated by Hisamudin (2021).

Many of Generation Z rated having a promiscuous relationship as one of the components of sexual behaviours. The findings were proved by Nwaoboli et al. (2022) where the influence of social media with external pressure as well as lax regulation of controlling

the existence of sexual content on social media was the main driver of sexual promiscuity among university students. Hence, it proved that Generation Z intended to have sexually promiscuous relationships due to their personal satisfaction. It could show that having a promiscuous relationship was a form of sexual behaviours due to the both parties' consensus.

In fact, there was an average response which also agreed that sharing nude photos and videos were considered as sexual behaviours. This finding was supported by Gassó et al. (2019) who agreed that sexting was particularly focused on sending, receiving, or forwarding nude or partially nude images via text messages. It was compatible with the sexual behaviours definition as sexting was under one of the components under sexual behaviours which it happened under both parties' consensus. Asyraaf and Badayai (2022) reported that sexual behaviour of any act of intimacy that a person engaged in with another individual while feeling free to do so. Their findings indicated that sexual behaviour was the way people exhibit their sexuality, including age-appropriate partnerships or consenting sexual acts between adults.

Besides, many respondents rated sexting and engage in unprotected intercourse as sexual behaviours. This was because these sexual acts happened on both parties' acknowledgment and consent. This happened because the individual interested and willing to do the sexual acts instead of being forced. Furthermore, some of Generation Z thought sexting was one of the forms to maintain a romantic relationship. The finding was supported by Hamzah (2022) that Generation Z would feel comfortable with sexting with their partners like sending sexual photos or videos online. Furthermore, this finding was supported by Arikewuyo et al. (2019) who showed that university students watched pornography to learn different sex styles, thus resulted in the increasing of their sense of belief in themselves and being more sexually satisfied in the relationship.

Independent Variable: Functions of Social Media

The findings showed that most of Generation Z was familiar and more frequent in using the features on social media. Most of the respondents strongly agreed with the question about the ability to use social media and new media. Generation Z, who range in age from 18 to 25, were more likely to prefer online social networks for communication and interaction with people they knew than other generations. As proven by Yadav and Rai (2017), some Generation Z also felt happy and vital to provide feedback and comments actively about the brands, services, and issues in which they were either directly or indirectly involved, and they valued the opinions of others. One-third of the world's population now used social media on a daily basis, which was unimaginable less than a generation ago. This was a remarkable illustration of how fast and profoundly social practices could change among Generation Z as proved by Ortiz-Ospina (2023). For instance, Generation Z emphasised Facebook as being convenient and simple to use, which made it simpler for them to learn about sexual and reproductive health in the setting of adolescence. As proved by Aragão et al. (2018), Facebook was a well-known and widely used method of communication among them.

However, most of the respondents had neutral opinions when related to social media links to sexual content which means that Generation Z was indecisive in using social media as a platform for sexting. With the increase of neutral opinion, towards the issue of using social media to expose sexual content and behaviour, Generation Z faced a higher chance of participating in more sexual behaviours that could result in sexual contact on social media. One of the problems causing sexual behaviours as a result of using social media as sexual material exposure by others users. This behaviour started with a simple online message shared by members of Generation Z, then developed into sexting actions. The finding was supported by Pistoni et al. (2023) that sexual behaviour by online-like sexting would be a

possibility for adolescent sexual experimentation from now if Generation Z did not have a strong viewpoint toward the behaviour of sexting.

Besides, sending illicit contents to the surrounding and for their friends, they already know that sending of sexual contents was considered sexual behaviours. However, Generation Z was still in a neutral position instead of strongly disagreeing with sending these illicit contents behaviours. Besides, Generation Z also had a neutral position in seeking sexual contents for their own needs. This showed that social media had brought a huge impact and influenced Generation Z to desensitize to sexual contents on social media which they might think sending sexual contents was normal behaviour. This finding could be supported by Asyraaf and Badayai (2022) that social media exposure could influence sexual behaviour more significantly than technology usage which social media could also foster curiosity about sexual issues.

The findings showed that Generation Z agreed with clicking unknown links that would lead them to sexual content. Generation Z had a higher chance to see and browse unknown sexual links if their surroundings had shared to them on social media. The findings were supported by Lewis et al. (2018), stating that young individual has more social opportunities the more friends or followers they have. If even a handful of their friends or followers on online social networks were interested in and shared sexual content with their network, they may be exposed to this material more frequently.

Independent Variable: Sexual Needs on Social Media

The findings showed that most of the respondents claimed that Generation Z was prone to learn sexual risky behaviours (promiscuity, pre-marital sex) on social media. Words used in messaging and when updating status on social media platforms could potentially contain sexual content. As supported by Nwaoboli et al. (2022), it was found that the extent

to which tertiary students indulge in promiscuity through the usage of social media was high and very high. This implied that tertiary students used social media for promiscuous purposes much more frequently than the general population. Moving on, the result showed that sexual attitudes were promoted via the use of pictures posted on social media to Generation Z. The research findings were supported by Asyraaf and Badayai (2022) where it was found that social media exposure ignited sexual behaviour among Generation Z.

In addition, the finding showed sharing of pictures and videos online instigated and promoted sexual attitudes among Generation Z. As supported by Adegboyega (2019), the use of social media by students encouraged them to exchange erotic messages, view pornographic television and movies, and engage in riskier sexual behaviour. Some students shared naked images and watched pornographic movies anytime they were alone, and they probably put themselves at risk of getting explored by others on social media (Adegboyega, 2019).

Besides, the result also showed that Generation Z would use the sexual stickers on social media and send it to friends. As supported by Bayley (2020), the peach and eggplant emojis have been added to Facebook and Instagram lists of "sexually suggestive content," which, if used for "solicitation," could result in account suspension. As supported by Asyraaf and Badayai (2022), indicated that sexual behaviour was developed due to social media exposure. The finding showed that most of Generation Z were neutral if they would seek on sexting with others on social media. As supported by Hernández et al. (2021), they found that personality factors including extraversion, disinhibition, narcissism, and lack of empathy were positive predictors of sexual behaviour especially sexting and online grooming.

However, Generation Z was less likely to have sexual video calls with others to fulfill their sexual needs on social media because they thought that dissemination of sexual contents

through video call was dangerous. As supported by Abdullah et al. (2020), many people met diverse types of people through social media and technology advancements, had sexual relationships to seek pleasure, and did so without understanding each other's backgrounds. As a result, there was a high risk of being deceived in a relationship. As supported by Nova et al. (2019), it also proved that the public might react negatively toward sexual content on social media. On the other side, Generation Z still had a neutral opinion on seeking sexual relationships through social media. As supported by Tan et al. (2018), it showed that increased sexually explicit internet material exposure promotes sexual intention, which in turn increased involvement in behaviours related to sexuality. In order to lessen teenage sexual desire, prevention and intervention programs that dealt with sexuality on how Internet media functioned and the development of healthy cognitive processes had been implemented (Tan et al., 2018). However, Generation Z might not have a clear image or understanding of sexual relationships toward social media since not all the respondents had participated in the prevention and intervention programmes. Thus, Generation Z would have to consider or be confused about whether it was a good idea to seek sexual relationships through social media.

Independent Variable: Response Towards Online Sexual Content

The finding showed that most of Generation Z saw or encountered sexual content on their social media. 74.5% of young people said they had viewed pornography in their lifetime. As supported by Ali et al. (2021), the majority of those who used pornographic content in the study had free access to it online. Besides, the finding showed that most of the Generation Z strongly disagree that they would share the content with others or download the sexual content to their devices. This was supported by Hamza (2023) that Generation Z was currently more adept at using social media than millennials as their deep understanding of social media could lead them to determine the right and wrong action towards sexual content.

However, most of the empirical research showed that several students traded sexual photographs and watched them whenever they were alone as proven in research by Adegboyega (2019). Furthermore, as proven in research by Bakar et al. (2022), the researchers discovered that youths were adamant about sharing sexual photographs, videos, and even live performances with their online friends apart from the discussion about pornographic subjects. In spite of that, this finding also showed that Generation Z nowadays tended to delete it and report to the authorities when they received the sexual content. The response of the respondents showed that Generation Z would refrain from watching or downloading online sexual content. They would not simply share or download the sexual content to their friends. As supported by Sassover et al. (2021), the availability of sexual content online upsets people who were drawn to it and felt powerless to restrain their actions. Therefore, the findings of empirical research could not be applied in this research because Generation Z nowadays had a positive response and they were able to determine the right and wrong actions towards sexual content on social media.

Moreover, the result showed that the majority of Generation Z would feel bad and guilty when receiving sexual content instead of feeling comfortable and full of joy. Generation Z in this study had clear awareness on what was sexual behaviour and they understood they should not share the negative content with others. As supported by Muhamad et al. (2021), the respondents in the research became more timid, dejected, and guilty after viewing or reading pornographic content. The findings in this research also showed that the majority of the respondents agreed that the spread of sexual content on social media was due to the lack of monitoring by the authorities. As supported by Rahman et al. (2022), the huge number of pornographic images that could be easily and rapidly accessed online had motivated the perpetrators to act more overbearing. Due to the lack of monitoring by the authorities, there were lots of pornographic sites that could be accessed online by everyone

and thus led to the spread of sexual content on social media. If the authorities had monitored well, the spread of sexual content on social media would be under control.

Besides, the result also showed that Generation Z agreed that tempting sexual content would arouse the sexual behaviour of Generation Z. Moreover, the findings showed Generation Z thought that social media policy could not restrict the spread of sexual content on social media. In addition, if the majority of people on social media agreed with the spread of sexual content, those minorities who did not agree with it would be overlapped and ignored. This was due to long term exposure to sexual content and would let the people who did not agree with it slowly get used to it. This research finding was supported by Wanjiku (2021) where it was found that social media would serve as an amusement or fun function and encourage sexual conduct. Due to the lax policies on social media, individuals would be more susceptible to outside influences. They first merely used social media for entertainment, but because of the pressure and threat placed on users by its creators, they ended up engaging in sexual conduct. Over time, this phenomenon would no longer become immoral because it was seen everywhere. So that people who used to think watching sexual content was immoral before would try to accept sexual content. Besides that, the research finding was supported by Yau et al. (2020) where it was found that early exposure to pornographic media could lead to lenient sexual behaviours and standards mainly for boys.

Theoretical Framework Discussion

The awareness of sexual behaviours among Generation Z was still low. The finding showed that Generation Z might be exposed to sexual content frequently if online social networks contain friends or followers who were interested in and share sexual content with their network. On the other hand, it was important for them to recognise the sexual behaviours and knew the implications of those behaviours to stop spreading and imitation

among the society. This was supported by Adegboyega (2019) which mentioned that the use of social media by students encouraged them to exchange erotic messages, viewed pornographic television and movies, and engaged in riskier sexual behaviour including masturbation.

Most of the respondents had a high usage of social media. The respondents highly relied on the function of social media which had become a norm in the society. Despite the fact that there was a lot of sexual content on social media, many people still thought it was inappropriate or immoral, which could put people off from sharing their own content who might otherwise be interested in doing so. Most of the respondents in this study still had a high awareness towards sexual behaviour as most of them would not simply share or download the sexual content to their friends. Generation Z's awareness of sexual behaviour may be impacted by being exposed to sexual material distributed through social media. However, Generation Z had a positive response towards the sexual content where they would not simply share or download the sexual content and they would tend to delete it and report to the authorities. This meant the Generation Z in Malaysia nowadays knew to determine the right and wrong action towards the sexual content on social media. Also, Generation Z was aware that the policy of social media could not restrict the spread of sexual contents on social media thus they have the awareness to be self-disciplined and self-control to have a positive response towards sexual content on social media. Hence, it showed most of Generation Z has high awareness on sexual behaviours which would minimise the social problem related to sexual issues and it could create a positive atmosphere among the society.

Conclusion of Discussion

According to all of the findings that had been collected in this research, the main issue that could be found among all the respondents was their cognition of what sexual behaviours

were. The main difference between the two terms was the term “consensus”, which portrayed the main difference between sexual misconduct which was the unwelcomed sexual behaviors that would mostly lead to the legislation (D’Cruz, 2020), and the sexual behavior which was defined as sexual acts while having mutual consensus which would lead to social problem aspect (Asyraaf & Badayai, 2022). Without having great knowledge about these two terms, this might lead to misunderstanding which would in result cause the rise of sexual misconduct as people did not have the ability to differentiate right or wrong. Hence, this study could contribute to a better understanding of the sexual behaviours and sexual issues among Generation Z. When they had a thorough understanding of what it was, they could identify which action would bring legal issues, and which action would cause a serious societal issue, as a result, led to the enhancement of the improvement of sexual issues.

The development of social media had brought convenience for everyone with the features that it contained and provided, but it had turned out into becoming the tool or medium for spreading sexual content and led to the succumbing of sexual behaviours. The freedom of expression that was highly emphasized by social media did allow people to express what they liked, but this led to the rise of different harassment and assault using different features provided by social media (Mengü & Mengü, 2015). Even though the average result from the study showed that respondents would neither agree nor disagree on utilizing social media for their own sexual needs, there were still people who would engage in sexual behaviour, for instance, seeking relationships, finding sexual content to satisfy their own needs, or spreading to surroundings, and more. There was even an inclination of respondents from the study to conduct sexual behaviours or seek sexual information and content using social media. Hence, the study could help reach the first research objective which was to know the perception of Generation Z towards sexual content on social media.

This study served different functions that could contribute to society. Apart from allowing society to find out the seriousness of sexual issues among Generation Z, this study did also provide insights into the effect of sexual content that existed on social media on sexual behaviours among Generation Z. The research found that social media functioned for people to seek relationships, or even find sexual information which resulted in accepting distorted sexual knowledge. Generation Z was aware of the vulnerability of social media and the weakness of authorities in safeguarding a safe online environment from the sexual issues that would lead to the rising of sexual behaviours or even sexual misconduct issues, but some of them would choose to ignore it instead of raising the issues to authorities even they felt guilty when they received the sexual contents. Generation Z has neutral perception on the reaction towards online sexual contents. Some respondents would choose to ignore instead of reporting to the authorities for the better development of a safer social media environment. However, some of them would choose to report to authorities and delete the sexual content. Also, respondents remain neutral with the overlapping issue, which meant when there were larger groups who were accepting the existence of sexual content on social media, the minorities would be abandoned and ignored. Thus, the statement above could show that this research could achieve the second research objective to examine the effect of sexual content in social media on sexual behaviours among Generation Z as this study had provided a deep insight on how exactly Generation Z was being influenced in accepting the sexual content.

Limitations of the Study

Even though this study answered the hypotheses above, it might not be able to bring a huge impact on Malaysian society due to the lack of detailed result analysis since the research was focused more on the awareness component. Besides from that, this study did include huge amounts of research on studying sexual behaviours that would be succumbed by Generation

Z nowadays, but this study was lack of research on the social media vulnerability aspect. As this study was trying to seek the social media influence on sexual behaviours among Generation Z, but this study lacked the aspect of social media itself. The variables of the study were more on the function of social media, and how people reacted to and fulfilled their needs. Even though there were questions asking whether people were aware of the existence of social media vulnerability, it did not explain how exactly social media vulnerability caused the rise of sexual behaviours.

Recommendations of the Study

Therefore, the suggestion for future researchers was study related to this topic should have a section studying the elements and aspects of social media vulnerability, for instance, social media features, social media types, and more. By including this type of vulnerability section in the study, it could help the study to be more comprehensive, yet complete the study in a more consummate way by including comprehensive points. Besides, the study should involve an equal number of respondents in terms of gender to avoid biased perceptions. Hence, an equal number of respondents in terms of gender may help to get an accurate analysis instead of a general perception among Generation Z. In addition, the future study can involve different age ranges of respondents to have different perspectives since this study was focused mainly on Malaysian undergraduate students.

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Appendix (Survey Questionnaire)

Title: Social Media Influence and Sexual Content: A perception study on sexual behavior among Generation Z

Dear Respondents,

We are students from the University Tunku Abdul Rahman (UTAR). This survey is part of our research for the UAMP3023 Final Year Project 2 under the programme Bachelor of Communication (Honours) Public Relations. The purpose of this research is to know the perception of Generation Z the influence of social media and sexual content on sexual behavior.

The time of completing the survey questionnaire will be approximately 5-10 minutes. Please be informed that the survey will be differentiated into four different parts, and some of the questions might include sensitive keywords. There are no right and wrong answers to the questionnaire as the survey is on individual perceptions, and participation in this study is voluntary.

After filling in the survey questionnaire, a RM1.00 Touch n' Go credit will be given to the phone number that you have issued to us. If you have any enquiry, please do not hesitate to contact our group leader, Chua Zi Le: zilechua3@utar.my

PERSONAL DATA PROTECTION NOTICE

Please be informed that in accordance with Personal Data Protection Act 2010 (“PDPA”) which came into force on 15 November 2013, Universiti Tunku Abdul Rahman (“UTAR”) is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

1. Personal data refers to any information which may directly or indirectly identify a person

which could include sensitive personal data and expression of opinion.

2. The purposes for which your personal data may be used are inclusive but not limited to:

- a) For assessment of any application to UTAR
- b) For processing any benefits and services
- c) For communication purposes
- d) For advertorial and news
- e) For general administration and record purposes
- f) For enhancing the value of education
- g) For educational and related purposes consequential to UTAR
- h) For replying any responds to complaints and enquiries
- i) For the purpose of our corporate governance
- j) For the purposes of conducting research/ collaboration

3. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

4. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

5. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated.

UTAR would also ensure that your personal data shall not be used for political and

commercial purposes.

Consent:

6. By submitting or providing your personal data to UTAR, you had consented and agreed for your personal data to be used in accordance to the terms and conditions in the Notice and our relevant policy.

7. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

Acknowledgment of Notice

I have been notified and that I hereby understood, consented and agreed per UTAR above notice.

I disagree, my personal data will not be processed.

Your cooperation, kindness and effort are highly appreciated. Thank you for your time in completing the survey.

Section 1: Demographic Information

[This section will be collecting demographic information of respondents, including age, gender, phone number, race, religion, education level, and current institution. Please fill in according to current situation to avoid the collection on inaccurate information.]

Age

- 18 years old
- 19 years old
- 20 years old
- 21 years old
- 22 years old
- 23 years old
- 24 years old
- 25 years old

Gender

- Male
- Female

Phone number (Your phone number is required for survey organizer to send the Token of Appreciation.)

- Type their own phone number

Race

- Chinese
- Malay
- Indian
- Others

Religion

- Buddhism
- Islam
- Hinduism
- Christian
- Others

Education level

- Foundation/Matriculation
- Diploma
- Bachelor Degree

Institution (e.g. Universiti Tunku Abdul Rahman)

- Type their own institution

Section 1: Awareness of Sexual Behaviors

[This section is focusing on seeking respondents awareness and acknowledgement on the sexual behaviors that are happening in daily life. There are different sexual behaviors, and respondents are required to indicate whether does the behavior consider as sexual behavior. Please rate the statements according to your own understanding.]

1. Rate the following behavior that consider as sexual behavior

- Sharing nude photo and video
- Engage in sexting

[Sexting - Sending, receiving, or forwarding sexually explicit messages, photographs, or videos through digital platforms.]

- Engage in unprotected intercourse

[Intercourse - Physical sexual contact between individuals that involves at least one person.]

- Having a promiscuous relationship

[Promiscuous - Having a lot of different sexual partners or sexual relationships or (of sexual habits) involving a lot of different partners.]

- Having a non-consensual intercourse (sexual misconduct)

[Non-consensual intercourse - Any sexual penetration without consent and/or by force, or trying to do the same.]

- Sending a sexually provocative content to someone

[Provocative - Creating or arousing excitement.]

1: Strongly disagree

2: Disagree

3: Neither agree nor disagree

4: Agree

5: Strongly agree

Section 2: Functions of Social Media

[This section is focusing on seeking respondents perception on the functions of social media in everyone's life. Social media plays a variety of roles in satisfying the users. Respondents are required to indicate and rate the statements related to the functions of social media. Please rate the statements according to your own understanding.]

1. Generation Z has the ability to use all types of online social media such as Facebook, Line, Instagram, Twitter, and YouTube.

1: Strongly disagree

2: Disagree

3: Neither agree nor disagree

4: Agree

5: Strongly agree

2. Generation Z has the experience to use online social media from friends, family, and acquaintances in living their daily lives.

1: Strongly disagree

2: Disagree

3: Neither agree nor disagree

4: Agree

5: Strongly agree

3. Generation Z has good knowledge and understanding of online social media.

1: Strongly disagree

2: Disagree

3: Neither agree nor disagree

4: Agree

5: Strongly agree

4. Generation Z has experience in using online social media for an extended period of time.

1: Strongly disagree

2: Disagree

3: Neither agree nor disagree

4: Agree

5: Strongly agree

5. Generation Z has the ability to use new media quickly.

1: Strongly disagree

2: Disagree

3: Neither agree nor disagree

4: Agree

5: Strongly agree

6. Generation Z will utilize social media or any dating app to seek a relationship with others.

1: Strongly disagree

2: Disagree

3: Neither agree nor disagree

4: Agree

5: Strongly agree

7. Generation Z will join the online community (Facebook group, WhatsApp group, Telegram group, etc...) to watch sexual contents.

1: Strongly disagree

2: Disagree

3: Neither agree nor disagree

4: Agree

5: Strongly agree

8. Generation Z will send sexually illicit contents to their surroundings.

1: Strongly disagree

2: Disagree

3: Neither agree nor disagree

4: Agree

5: Strongly agree

9. Generation Z will seek for sexual content on social media for their own needs.

1: Strongly disagree

2: Disagree

3: Neither agree nor disagree

4: Agree

5: Strongly agree

10. Generation Z will use social media to search for sexual contents to send for their friends.

1: Strongly disagree

2: Disagree

3: Neither agree nor disagree

4: Agree

5: Strongly agree

11. Generation Z will click unknown links that will lead them to the sexual contents.

1: Strongly disagree

2: Disagree

3: Neither agree nor disagree

4: Agree

5: Strongly agree

Section 3: Sexual Needs On Social Media

[This section is focusing on seeking respondents perception on the sexual needs of users by using social media. Some of the social media users are using social media in fulfilling their sexual needs. Respondents are required to indicate and rate the statements related to the sexual needs on social media. Please rate the statements according to your own understanding.]

1. Generation Z is prone to learn sexual risky behaviors (promiscuity, pre-marital sex) on the social media.

- 1: Strongly disagree
- 2: Disagree
- 3: Neither agree nor disagree
- 4: Agree
- 5: Strongly agree

2. Sexual attitudes are promoted via the use of pictures posted on social media to Generation Z.

- 1: Strongly disagree
- 2: Disagree
- 3: Neither agree nor disagree
- 4: Agree
- 5: Strongly agree

3. Being able to share pictures and videos online instigates sexual attitude in Generation Z.

- 1: Strongly disagree
- 2: Disagree
- 3: Neither agree nor disagree
- 4: Agree
- 5: Strongly agree

4. Generation Z will use the sexual stickers on social media and send it to friends.

- 1: Strongly disagree
- 2: Disagree
- 3: Neither agree nor disagree
- 4: Agree
- 5: Strongly agree

5. Generation Z will seek to have sexting with others on social media.

- 1: Strongly disagree
- 2: Disagree
- 3: Neither agree nor disagree
- 4: Agree
- 5: Strongly agree

6. Generation Z will be having sexual video call with others on social media.

1: Strongly disagree

2: Disagree

3: Neither agree nor disagree

4: Agree

5: Strongly agree

7. Generation Z will seek for sexual relationship through social media.

1: Strongly disagree

2: Disagree

3: Neither agree nor disagree

4: Agree

5: Strongly agree

Section 4: Response Towards Online Sexual Content

[This section is focusing on seeking how respondents will react to the sexual contents that appeared online. People act different when facing online sexual contents. Respondents are required to indicate and rate the statements related to the response towards online sexual content. Please rate the statements according to your own understanding.]

1. You have saw or encountered a lot of sexual contents on social media.

1: Strongly disagree

2: Disagree

3: Neither agree nor disagree

4: Agree

5: Strongly agree

2. When you receive the sexual contents you will share it with others right away.

1: Strongly disagree

2: Disagree

3: Neither agree nor disagree

4: Agree

5: Strongly agree

3. When you receive the sexual contents you will delete it and report to the authorities.

1: Strongly disagree

2: Disagree

3: Neither agree nor disagree

4: Agree

5: Strongly agree

4. When you receive the sexual contents you will download it into your devices.

1: Strongly disagree

2: Disagree

3: Neither agree nor disagree

4: Agree

5: Strongly agree

5. When you receive or encounter the sexual contents you will feel comfortable and full of joy.

1: Strongly disagree

2: Disagree

3: Neither agree nor disagree

4: Agree

5: Strongly agree

6. When you receive the sexual contents you will choose to ignore it instead of reporting it to authorities.

1: Strongly disagree

2: Disagree

3: Neither agree nor disagree

4: Agree

5: Strongly agree

7. Tempting sexual content will arouse the sexual behavior of Generation Z.

1: Strongly disagree

2: Disagree

3: Neither agree nor disagree

4: Agree

5: Strongly agree

8. When you receive the sexual contents, you will feel bad and feel guilty.

1: Strongly disagree

2: Disagree

3: Neither agree nor disagree

4: Agree

5: Strongly agree

9. The policy of social media cannot restrict the spread of sexual contents on social media.

1: Strongly disagree

2: Disagree

3: Neither agree nor disagree

4: Agree

5: Strongly agree

10. The spread of sexual contents on social media is due to the lack of monitoring by the authorities.

1: Strongly disagree

2: Disagree

3: Neither agree nor disagree

4: Agree

5: Strongly agree

11. The spread of sexual contents will be facilitated by the trending sexual topics of social media.

1: Strongly disagree

2: Disagree

3: Neither agree nor disagree

4: Agree

5: Strongly agree

12. If majority of people on social media agreed the spread of sexual contents, those minorities who are not agreed with it will be overlapped and been ignored.

1: Strongly disagree

2: Disagree

3: Neither agree nor disagree

4: Agree

5: Strongly agree

Ending (Appreciation of Participation)

Thank you very much for your valuable responds on our study. We are very grateful and appreciate that you are so generous with your time and your commitment to participate in this study.