THE INFLUENCE OF CELEBRITY POLITICIAN'S TIKTOK TOWARDS YOUNG

VOTERS' VOTING BEHAVIOUR

BY

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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.

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This research paper attached hereto, entitled "THE INFLUENCE OF CELEBRITY

POLITICIAN'S TIKTOK TOWARDS YOUNG VOTERS' VOTING BEHAVIOUR"

prepared and submitted by Shelby Gui Chin Fung in partial fulfillment of the requirements

for the Bachelor of Corporate Communication (HONS) is hereby accepted.

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Abstract

TikTok is one of the well-established short-form contents apps that enables users to create various types of contents. However, users are not only access TikTok for entertaining, but also accessing political information on TikTok. During the 15th General Election (GE15), the voting age for Malaysia citizens has been lowered down from 21 to 18, thereby allowing the young generation to participate in the electoral process. In order to build relationship with young voters, politicians started to transform their marketing strategies to online media, including TikTok. Many politicians are utilizing TikTok to create contents in innovative ways to promote their political ideologies or show support to a particular political party, resulting in a new definition of "celebrity politicians", which represents politicians who are actively on social media and have many followers. This study aimed to examine the effects of celebrity politicians on young voters' voting behaviour, as well as to discover the advantages of celebrity politicians' influence in politics. This study employed quantitative method to achieve the research objectives, using survey distribution to 100 respondents, with 42 male and 58 female respondents. The results indicates that most respondents believe that celebrity politicians have the ability to influence young voters' voting behaviour and affect voters' decision-making in election. The results also shows that celebrity politicians make politics topics that are more accessible. However, most respondents do not prefer to receive political information on TikTok. This study consists of few limitations and provides some recommendations for future study.

Chapter 1

Introduction

The research examines the effects of celebrity politicians using TikTok to influence young voters' voting behaviour during elections. This chapter explains the background of study, research problems, research questions, research objectives, the significance of study, as well as keywords including celebrity politicians, voting behaviours and elections.

Background of study

In today's media-dominated environment, the popularity of short-form video is significantly increasing. The short-form video refers to any video under 60 seconds or fewer. Short-form videos are more welcoming by many people, especially younger generations because users can select from a number of filters and editing tools, "stitch" content made by other users, and add various sounds and music (Montenegro, 2021). Short-form video content is now available on major social media sites. One of the most popular short-form content apps is TikTok (Potrel, 2022). TikTok is a short-form video sharing app that allows users to make, view and share videos on any topic. According to Kemp (2022), TikTok has 14.59 million users who were 18 or above at the beginning of 2022. Users can view various types of content including humorous, informational, entertainment, sports, politics and more.

Nowadays, TikTok is more than just a platform for entertaining and relaxing. It has become a platform for the young generation to obtain news information as well as a platform for politicians to reach young audiences in Malaysia. Politicians including Muhyiddin Yassin, Khairy Jamaluddin, and Syed Saddiq are active in using TikTok to grab the attention of the younger generation. Since many politicians are active on TikTok, users can observe political news on TikTok. During GE15, different parties' politician candidates employed TikTok to gain support from voters, particularly young people. Syed Saddiq, president of Malaysia United Democratic Alliance (MUDA) has almost a million followers on TikTok. He is a frequent user

of TikTok, employing the platform to break down recent affairs and policies, as well as to reveal what life is like behind the scenes as a minister. He usually uploads videos of himself speaking at rallies and discussing political topics. During the election period, Syed Saddiq uploaded videos on TikTok to promote his election campaign while also motivating Malaysians to vote (Tan, 2022).

The phenomenon of young voters relying on TikTok to obtain political news and information commonly occurs now as they prefer to watch short-form videos of celebrity politicians explaining the parties' manifestos. However, this phenomenon has raised concerns that it may "brainwash" young voters or sway young voters' opinions. Therefore, the purpose of the research is to understand the effects of celebrity politicians' use of TikTok to influence young voters' voting behaviour in elections.

Research Problem

A bill to lower the voting age for general elections from 21 to 18 years old was approved by the Malaysian parliament in July 2019 (Tirtayana, 2021). The number of voters entitled to vote in the 15th general elections (GE15), which will be conducted on November 19, has increased by 6.23 million due to the adjustment to the voting age. 1.4 million of the 6.23 million new voters are between the ages of 18 to 20 (Azhar, 2022). However, many young voters are unaware that they have been automatically registered to vote, and many lack understanding and interest in politics. Youngsters nowadays rely on social media since it has become a part of their daily life. They mainly obtain information from Facebook, Instagram, and TikTok. Meanwhile, celebrity politicians in Malaysia utilise social media to gain visibility and influence people's perceptions. Strategic usage of cybertroopers has been significant in Southeast Asian countries, particularly during the election periods. Political actors have attempted to affect public opinion through social media platforms such as Facebook, YouTube, and Twitter to promote a political narrative and gain more supporters in the country. TikTok, one of the most

downloaded apps in Southeast Asia, has now become a new strategic instrument for propagandists to advance their political narrative during election season (Jalli, 2022). For instance, Syed Saddiq, a Malaysian politician, owns millions of followers and views on TikTok. He often posts political content on TikTok to influence his audience, and these contents may sway audiences' voting behaviour, especially young people aged 18 to 29. In European countries, studies about the influence of celebrity politicians are prevalent, but there are insufficient studies that focus on Malaysia. There hasn't been much discussion of TikTok's effects on political participation in Malaysia. Since there is limited research on the effects of celebrity politicians' use of TikTok to influence young voters' voting behaviour in Malaysia, this study is being conducted to investigate it.

Research Questions

RQ1: What are the effects of celebrity politicians on young voters' voting behaviour

RQ2: What are the advantages of celebrity politicians' influence in politics?

Research Objectives

The main objectives of this research proposal are:

RO1: To examine the effects of celebrity politicians on young voters' voting behaviour

RO2: To discover the advantages of celebrity politicians' influence in politics

Significance of Study

Practical Significance

The research can be a learning paradigm for political areas when there is an election in the future. If there is a positive impact on celebrity politicians using TikTok to gain supporters during the elections, it might become a tool to gain supporters or voters by uploading content on TikTok. Political candidates can employ TikTok to reach wider age groups, particularly young voters aged between 18 to 29. The research is valuable in determining the interaction between the politician and voters because users are able to like, comment, share and subscribe

on TikTok. When there is a lack of interaction between the politicians and users, it indicates that the audiences are not receptive to the politician or TikTok might not be appropriate for their target audience. In contrast, if the politician receives greater demand for likes and comments, this implies that he or she has a positive impact on using TikTok to influence the public. The research benefits society because it can raise awareness about the use of TikTok and the way it affects the young generation's decision-making or attitude. Hence content creators should be more careful against uploading misunderstanding or ambiguous content.

 Theoretical Significance

The two-step flow theory provides a crucial insight to develop the ability of opinion leader influences the mass media field. The two-step flow theory contributes to a better understanding of how the media influences people's decision-making by improving the capacity to forecast how messages will affect audiences and why particular campaigns are successful in changing audience perceptions. These actions are carried out by influential opinion leaders and their effects on audiences' mental processes. One of the most essential components of this theory that directly affects the flow of the message and its impact is the thoughts and ideas. Furthermore, this theory explains that audiences are more likely to be affected by those who are similar to themselves, which changes where and how they get information (Dinsdale, n.d.).

Methodology Significance

The use of quantitative research in the study will benefit society by allowing it to understand the young generation's perspective and attitude toward elections. The research findings will help society to understand the level of political knowledge that young people have. For instance, the findings could examine the types of content young people view on TikTok or whether they follow celebrity politicians on TikTok. The research findings will be utilised to provide insights into the ways to gain supporters in politics so that politicians could apply it in future elections by other parties or countries. In addition, political candidates could develop a more effective

social media platform to influence young voter's voting behaviour through the research findings.

Keywords

<u>Celebrity Politicians Endorsement</u>

Celebrity endorsement, also known as celebrity branding, is an advertising campaign in which a famous person's social status is used to increase awareness of a brand or product in exchange for money and other agreements. Employing celebrity endorsements to promote a brand or product aims to increase visibility, public trust, or awareness. Those who use their names or photos to promote a product or service are known as brand ambassadors (Watts & Lombardo, 2022). Celebrity endorsement is a common marketing strategy in today's media-dominated environment as the use of media has grown rapidly. Celebrity endorsement in social media can reach a wider audience(Selkie, 2022).

Some politicians are characterized as "celebrity politicians" because they have a large number of social media followers and the capability to influence audiences. These celebrity politicians are always hot topics in the news industry especially on social media like Instagram and Twitter. Although they are not celebrities, they still have the power to promote a brand or company. One of the examples of a celebrity politician is Najib Razak, Malaysia's former Prime Minister. When Mahathir Mohamad and four other MPs were about to be fired from Parti Pribumi Bersatu Malaysia, Najib Razak shared a photo of himself enjoying a pack of Super Ring snacks on Facebook (Tan, 2020). Super Ring rapidly became a trending topic on social media. Some users posted photos of themselves enjoying Super Ring on Twitter, and Tesco, now renamed "Lotus", discounted Super Ring to keep up with the trend. In this situation, celebrity politicians have the same or even greater impact than celebrities.

Conclusion

This chapter discusses the background of TikTok's short-term video, the trend of politician candidates using TikTok to reach the young audience. Furthermore, this chapter addresses problem of research, research objectives and research questions, the significance of study (practical, theoretical, methodology), as well as definitions of key term-celebrity politicians endorsement.

Chapter 2

Introduction

This chapter explains the Two-Step Flow Theory of Communication and how it is applied in various fields. This chapter revealed previous studies in the areas of advertising, celebrities and opinion leaders, and politics.

Theoretical Framework

Two-Step Flow Theory

The Two-Step Flow theory was first proposed by Paul Lazarsfeld, Bernard Berelson, and Hazel Gaudet. The Two-Step Flow theory of communications describes the two stages in which media information moves (Dinsdale, n.d.). This theory consists of two basic steps. The first step involves the flow of information from the mass media to opinion leaders. Mass media refers to any form of communication that reaches a large number of audience, such as television, newspaper, radio, magazines, internet and other forms of media. It is the source of information for opinion leaders, so it is crucial in this model of communication (Mahr & Kuchta, 2022).

The second step entails opinion leaders adding their own perspectives or interpretations of the issue at hand, and then sharing with others in their social network. Opinion leaders are typically people with a large social following and have the ability to influence others. They are frequently regarded as knowledgeable and skilled. These opinion leaders act as information conduits, shaping public opinion. Social media has provided opinion leaders with a much larger platform to share their views in the modern area. This has a significant impact on public opinion. From political campaigns to product recommendations, it can be seen everywhere. As an example, using social media influencers has grown in popularity as a marketing tactic because of its success in reaching a large audience through reliable opinion leaders (Mahr & Kuchta, 2022).

The Two-Step Flow theory of communications contributes to the knowledge of how mass media influences decision-making by improving the ability to predict how messages will affect audiences and why certain campaigns are successful in changing audience opinions (Dinsdale, n.d.). According to this theory, opinion leaders mediate mass media as they are more exposed to mass media than those they influence, and opinion leaders can change communication messages. These actions are carried out by influential opinion leaders and their effects on their audiences' thought processes (Lewis, 2014).

Two-step flow model

Mass media

O = Opinion leader

o = Individuals in social contact with an opinion leader
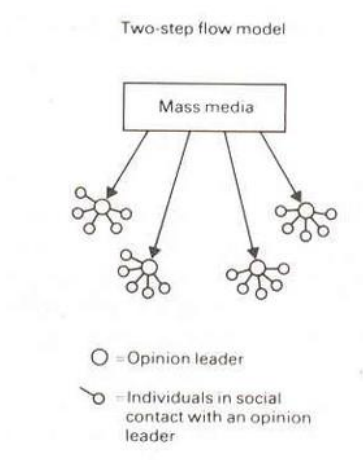
The diagram above shows how this Two-Step Flow theory works. During the process of information dissemination, an influential person or opinion leader has access to more information than the audience. These influential people and opinion leaders have the power to interpret and disseminate the message, and influence the opinions of the intended audience or those socially close to them (Dinsdale, n.d.).

Based on the Two-Step Flow Theory, the information delivered by the opinion leader is influenced by personal beliefs and research. They digest the information received from the mass media by adding their own beliefs and knowledge, thus the original message is different as it began in the media. Another crucial aspect of the theory to comprehend is that audiences are more inclined to be persuaded by people who are similar to themselves, which changes where and how they receive information. Because of their similarity, the audience assumes that

the opinion leader and their personal influences are reliable, adaptable, and unintentional. For instance, religious people should seek counsel from their pastors because they are of equal status and hold many of the same values (Dinsdale, n.d.).

All words in one, the Two-Step Flow model of communication broadens the understanding of how opinion leaders are influenced by mass media in decision-making, how messages will affect their audiences, and why some campaigns are successful in influencing audience opinion.

Two-Step Flow Theory in Advertising

The Two-Step Flow model is frequently used in examples of marketing and advertising. Businesses target opinion leaders this situation in an effort to promote their products or services. This is accomplished using a variety of marketing strategies, including product placement, sponsorship and endorsements. The objective is to influence opinion leaders to share the product or service positively. As a result, more consumers will purchase the product or use the service (Mahr & Kuchta, 2022).

With the progress of the time, especially due to the expansion of the information network, social media marketing has largely replaced traditional marketing and is now even more effective at reaching and influencing consumers. In the marketing industry, opinion leaders have sway over consumers and can influence attitudes and purchase decisions through personal appeal (expertise, attractiveness and prestige) and interpersonal connetions. The Two-Step Flow theory was invented for traditional mass media, but recent research has shown that it can also be used for social media marketing (Cheung et al., 2022).

The Two-Step Flow Theory can be used to explain that opinion leaders or influencers can use creative marketing to catch consumers' attention, which encourages favourable attitudes toward the advertisement and results in the establishment of a desire to purchase the advertised product. By weaving together and connecting seemingly unrelated objects with

product features and communicating product detail through the use of humour, opinion leaders can establish a connection with consumers (Cheung et al., 2022).

In addition, Word of Mouth (WOM) is generally known as a factor in consumer decision-making so some studies have used WOM in the research regarding the Two-Step Flow model and advertising. Some evidences indicate that some of the WOM about brands involves someone in the conversation referring to something they saw or heard in paid-media advertising (Keller & Fay, 2009). For instance, majority of brands or products develop social media advertising as a part of marketing influence to increase awareness of the brands or products. Some companies, including Oppo, Vivo, ASUS and others, collaborate with social media influencers to publish photos, captions, reels or hashtags that are directed at their audiences. When the social media influencers talk about their experiences of using the products, they are transmitting the information to their audiences. The theory holds that messages transmitted by opinion leaders have an impact on the general public. As information is transmitted from opinion leaders to the general public and influences the general public, it may increase the likelihood of consumers purchasing products.

Two-Step Flow Theory in Celebrity/Opinion Leader

The Two-Step Flow of Information theory proposes that media might initially have little impact since it is limited to only a few prominent individuals, known as opinion leaders who in turn influence others through interpersonal communication. The Two-Step Flow theory was reexamined in 2011 when the researchers presented their findings and claimed that "...news finds its way to people through a number of prominent and influential opinion leaders- who include celebrities, journalists, and bloggers. As a result of their research, they discovered a considerable amount of support for a Two-Step Flow of information in which almost half of the information originating from the media is transmitted indirectly through a diffuse layer of opinion leaders (Anne D, 2020).

One of the examples of opinion leaders is celebrity journalists. The definition of "celebrity journalist" is someone who reports about well-known celebrities. "Celebrity journalism" is known as a relatively new phenomenon. Famous journalists frequently draw crowds because many people prefer to experience a "personal" connection with news, particularly when it comes from someone they admire and/or who is a popular "media personality". The research used the Two-Step Flow theory to examine celebrity journalists' posts that most engage their audiences on Twitter and Facebook. The act of tweeting can be related to this theory because these celebrity journalists serve as opinion-makers and influencers. Many of these famous journalists had a recurring theme in which they criticized ISIS because they believed it was their duty to inform and perhaps even educate their audiences. For instance, Al Dakhil, a journalist, frequently tweets about articles he publishes in his column called "The heart's ink". The majority of these articles are concerned with the threat of ISIS and how to combat it. He also often employs Arabic hashtags such as "#nototerrorism" and "#notoradicalism" to encourage extremists to abandon their ideology. He frequently receives many responses from his followers. In the preceding example, these journalists appear to function as reformers due to their perceived role in enlightening citizens (Al-Rawi, 2020).

Due to the popularity of social media, some studies have contributed to this theory by exploring how Two-Step Flow is still valid in the sense that opinion leaders can generate interest and communication flow among ordinary people. As an example, the researcher employed this theory to explain the influence of opinion makers in South Korea who are more effective than online content creators. At the same time, the researchers discovered that celebrity status or offline fame is important in making content such as YouTube videos go viral. Several other studies have confirmed that celebrities have a significant impact on the popularity of some online media content (Al-Rawi, 2020).

Nowadays bloggers can be defined as modern opinion leaders as they make social advertising's message clear and more accessible (Terskikh, 2018). The previous study has applied the Two-Step Flow Theory to investigate the impact of blogger-organization affiliations on the blogger's perceived credibility and eWOM. eWOM is known as consumers exchanging information about a brand or business through websites, social media, and mobile communication (Chu, 2021). When it is simple for customers to start conversations online, eWOM has been shown to increase retransmission intentions. Bloggers' perceived credibility is one of reasons they have been so effective ininfluencing public perceptions and buying behaviour. Some evidences suggested that the trustworthiness of a message source had a greater impact on participants'attitudes and behaviours than the message's actual content. It is easy to understand why a blog's or blogger's credibility has a huge impact on readers opinions because, in contrast to corporate blogs, personal blogs are believed to be impartial, leading to more attitude change, reinforcement, and action on the part of potential customers (Carr & Hayes, 2014).

eWOM has evolved into a potent marketing and branding platform for attempting to influence the attitudes and beliefs of recipients about a product or brand. Individuals are increasingly likely to seek out online opinion leaders, and online information can strongly influence their attitudes and ideas, particularly when it comes to purchasing decisions. For example, consumer will look at the blogger's review about the products or services before making a purchase, and this action will influence their buying decisions. As a result, the Two-Step Flow process in eWOM has been commonly implemented and researched (Carr & Hayes, 2014).

Moreover, previous study suggested that social media celebrities or influencers as brand influencers for promoting brands and products. Social media celebrities publish content in channels covering a wide range of subjects, including news and politics, comedy, and

entertainment, travel and outdoor activities, fashion and lifestyle, beauty and cosmetics and more (Kolo & Haumer, 2018). The Two-Step Flow Theory proposes that brands interact with consumers across opinion leaders, and that the perceive persuasiveness and reliability of these opinion leaders have an impact on the effectiveness of the communication. Social media influencers and brands collaborate to create brand-related information in the context of Social Media Influencers (SMI) marketing, and SMI endorsements serves as a conduit for the dissemination fo that information via social media content (Cheung et al., 2022).

Two-Step Flow Theory in Politics

Politics is one of the areas where the Two-Step Flow Theory is most commonly applied. Mass media organizations play a critical role in informing the public's knowledge of political issues. They used television, newspaper, radio and the internet to carry out this action. Political opinion leaders like political commentators, pundits and politicians are among the most influential people in society. These opinion leaders communicate their opinions on the subjects to people in their social network. Public opinion is significantly affected by this. For instance, during a presidential election, opinion leaders might offer their own interpretation of the news reported by mainstream media. This has the potential to have a significant impact on who people vote for (Mahr & Kuchta, 2022).

According to Norris & Curtice (2007), the Two-Step Flow of communication may have been sparked by the Internet during the Britain general election on May 5, 2005. The study clarified the classic argument that information channels should differ depending on whether they primarily influence communication through a one-step or a two-step process. Those who communicate primarily in one step are in direct communication with their audience. For instance, political messages are expected to directly reach the general public through

mainstream broadcasting channels that have a large audience, campaign coverage in the main evening newscasts, and political headlines on the front page of a national daily newspaper.

In contrast, information published in more specialized outlets, which includes statements made at local party rallies or on partisan email Weblogs, or messages released by parties and candidates on their websites, can only be anticipated to achieve a smaller niche audience made up disproportionately of party supporters and campaign workers. However, if those activists share the knowledge they have gained from these sources with a larger general public, it could disseminate to a wider audience in a two-step flow. Thus, information would trickle down from party managers through activists to the general electorate.

According to Norris & Curtice (2007), if opinion leaders are reached by party websites and related online resources, and if opinion leaders themselves are among those most eager to start political conversations with other people to engage in persuasion, then what appears in the Internet may reach the general public in two-steps flow. In fact, given the decline in newspaper and television news audiences, the significance of such processes during election campaigns may massively increase.

In line with the assumptions based on the Two-Step Flow Theory and associated research, opinion leader agents are more likely to be knowledgeable about politics, more likely to interact with other members of a communication network, access the news media, and perceive campaign news selectively, and to retain previous impressions of the political candidates. Political opinion leaders will have more stable voting preferences than regular voters because they have a "large storage of political lore". Since they are interested in political issues, they produce political information more quickly than general voters (Liu, 2006). As a result of this information building up, they become more motivated to discover more about politics, or at least to keep their level of interest high. As a result, they are more likely than

average voters to be biased, partisan and selective in their news consumption, as well as polarised on political issues.

Furthermore, there are some critical elements of the Two-Step Flow process in various political contexts. Citizens are more likely to discuss politics with those who have more political knowledge and to be swayed by those they perceive to be reliable political experts or information sources (Liu, 2006). A connection between media exposure and political discourse was demonstrated by Mondak in 1995 (Southwell, 2014). For instance, people had a tendency to converse more with knowledgeable peers during the 1996 US presidential election as opposed to those who were thought to be less knowledgeable (Southwell, 2014).

Many studies in political science have officially employed the Two-Step Flow and have concentrated on the fundamental task of forecasting opinion leadership. Researchers have evaluated individual differences models using factors like socioeconomic status, the use of media, level of political knowledge, and prior political involvement in an effort to account for opinion leadership. Besides, other studies have concentrated on reconsidering the basic bivariate relationship between political conversation and political knowledge. Some recent research has questioned whether the connection between conversations with opinion leaders and increases in political awareness is always direct and causal. For example, using data from the US election surveys revealed that the talk knowledge relationship was better explained as a function of people's anticipation of conversations and subsequent elaboration as a result of them rather than as a function of simple learning through exposure to the political discussion (Southwell, 2014).

In a study of the effects of media priming on voting decisions that are influenced by exposure to social interaction, the researcher found that instead of just creating main effects, exposure to interpersonal conversation played a reinforcing role. The research concluded that those people exhibited the greatest effects of media campaign exposure. Voters also mentioned

frequent pilitical conversations between friends. The Two-Step Flow theory indicates that conversations sometimes can enhance the effects of campaigns, which is essential, but with a different outcome from speaking with an opinion leader (Southwell, 2014).

Conclusion

This chapter discusses how the Two-Step Flow Theory can be applied to the fields of advertising, celebrity or opinion leaders, and politics. This chapter includes some relevant past studies as evidence to support the Two-Step Flow Theory.

Chapter 3

Introduction

This chapter explains the research methodology which contains research design, quantitative research, research instrument, questionnaire design, population and sampling, data collection method, as well as data analysis.

Research design

To examine the effects of celebrity politicians on young voters' voting behaviour and to discover the advantages of celebrity politicians' influence in politics, the study has employed quantitative research. Quantitative research is known as the procedure of gathering and interpreting numerical data. It can be used to identify patterns and averages, generate predictions, evaluate causal linkages, and generalize results to larger populations. Quantitative research involves gathering and analysing non-numerical data including text, video or audio (Bhandari, 2023). Quantitative research is frequently employed by researchers in various areas, such as social sciences, sociology, politics and dealing with societal issues as it enables to increase reliability. The outcomes of quantitative research are more accurate because they are based on statistics rather than subjective judgements. Furthermore, using quantitative research helps to minimize the number of potential variables by segmenting data into subsets based on demographics or other relevant qualifying elements. This method of restricting and regulating the research environment enables researchers to develop correlations among the most important variables included in the study (Indeed Editorial Team, 2022).

The purpose of implementing quantitative research is to gather general understanding and opinion from large population of young people. Experiments, observations recorded as numbers, and surveys with closed-ended questions are some common quantitative researches (Streefkerk, 2023). Therefore, this study utilizes surveys with closed-ended questions and

Likert scale questions to analyse respondents' data. The advantage of using closed-ended questions is that the research can collect specific information from participants by providing only a limited range of answers from which to choose. It is useful for collecting respond about respondent's preferences (Indeed Editorial Team, 2023). Besides, utilizing Likert Scale questions in this survey is because Likert Scale method is suitable for youngsters since it is easier to use and understand which the results are more accuracy (Yusof et al., 2019).

The survey is divided into three sections: Section A, B and C. It is disseminated in Google Form through social media to respondents. Respondent is required to complete demographic information, user behaviour and understanding of celebrity politicians, and the effects and advantages of celebrity politicians' uses of TikTok. When collecting data regarding the research objectives, closed-ended questions will be provided at least two options and no more than five options while Likert scale questions will be provided in five-point format (1 = Strong disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strong agree). The inclusion of a midpoint in Likert Scale allows respondents to express their true neutral or indifferent opinions without being forced to agree or disagree. According to previous political opinion research with younger generations, age also appears to influence the use of a midpoint as the younger respondents selected the "Don't know" option more frequently than older respondents (Chyung et al., 2017).

Questionnaire design

In this study, an online survey questionnaire is employed to collect appropriate data from the target population in order to examine the effects of celebrity politicians on young voters' voting behaviour and to discover the advantages of celebrity politicians' influence in politics. The online survey is created in Google form format and includes multiple choice questions and Likert scale questions. Implementing an online survey questionnaire allows the

researchers to receive data from a huge number of participants. The online survey questionnaire was distributed to 100 respondents between the ages of 18 to 27 and above from various states and races, including Malay, Chinese and Indian. Most statisticians agreed that 100 respondents are the minimum sample size that is required to provide any significant results ("How to choose a sample size (for the statistically challenged)", n.d.). Respondents are required to spend approximately 5 to 10 minutes to complete the survey. The online survey data will be kept strictly confidential and anonymous.

This survey questionnaire is designed to examine the influence of celebrity politician's TikTok towards young voters' voting behaviour. Sections A consists of six questions, aims to identify the demographic information from participants, including gender, age, race, state, education level, and whether they are first-time voters in election. Section A questions are presented in a multiple-choice format. Section B contains a total of 10 questions, which focuses on TikTok or social media user behaviours, as well as participants' perception of a celebrity politician. Section B questions are designed in multiple-choice format. There is a total of 12 Likert scale questions in Section C, which are designed to examine the effects and advantages of celebrity politicians' uses of TikTok.

Target population

This study focuses on young voters in Malaysia, especially those aged between 18 to 30. This population was chosen because around 70% of TikTok users in Malaysia are between the ages of 18 to 34 (New Straits Times, 2023). TikTok's popularity in Malaysian has experienced significant growth with its monthly user base, reaching 21.9 million compared with 16.7 million in January 2022 (New Straits Times, 2023). During the GE15, out of the 21.1 million eligible voters in the nation, 1.3 million were first time voters between the ages of 18 and 21. According to an analyst, the results of the GE 15 revealed the young voters' limited

understanding of both the election and government formation processes.(citation) According to Nurqalby (2022), over 95 percent of GE15's first time voters relied on social media as their primary source of election information. Due to the fact that young voters relied on social media information, those political parties adopted "strategic marketing" tactics, leveraging influencers to grab attention of the young generation. These parties employed various campaigned through TikTok, Twitter and Youtube. Thus, the candidates and parties successfully influencing the young voters through these strategic marketing tactics.

Sampling method

This study utilizes convenience sampling to collect response from the target population. Convenience sampling is a common type of non-probability sampling that used by the researchers, involves choosing units for the sample depending on their accessibility to the researchers. Geographic closeness, availability at a given time period, or willingness to participate in the research might all influence this choice. There are various benefits of using convenience sampling. Firstly, convenience sampling is usually cost-effectiveness and easy to implement as participants are easily accessible. Moreover, convenience sampling allows researchers to gather data that would otherwise be difficult to obtain. Convenience sampling is suitable for researcher to understand people's attitudes and personal opinions. Therefore, this study employed convenience sampling to disseminate survey to respondents (Nikolopoulou, 2023).

Ethical consideration

Respondents in this survey were given an explanation about the research's objectives, which is to examine the effects of celebrity politicians on young voters' voting behaviour and to discover the advantages of celebrity politicians' influence in politics. All respondents agreed

to participate in the survey and got informed about it for academic purposes. The survey answers will be kept strictly confidential and will not be disclosed with anyone.

Data analysis

Data analyses are performed when successful collected responses from 100 respondents among the target populations. Data will be presented in descriptive analytics. Descriptive analysis, often known as descriptive analytics or descriptive statistics, is the use of statistical tools to represent or encapsulate a dataset. As a significant type of data analysis, descriptive analysis is well-known for its ability to elicit understandable insights from data that would otherwise go uninterpreted (Bush, 2020). Unlike other forms of data analysis, descriptive analysis does not make predictions about the future. Instead, it derives all of its ideas from previous data, manipulating it to make it more crucial. There are various benefits of using descriptive analysis. Although it cannot predict the future, descriptive analysis is extremely useful in business contexts. This is primarily due to its potential to improve data comprehension, resulting in more actionable insights for analysts. In addition, descriptive analysis has the capability to sift through less important data. This is because the statistical approaches used in this type of study often focus on data trends rather than outliers (Bush, 2020). The findings from the survey questionnaire will be presented in Pie-Chart forms through Pivot tables, and will be elaborated in next chapter.

Conclusion

This chapter explains research design of the study. The findings from the survey questionnaire will be elaborated in the next chapter.

Chapter 4

Introduction

This chapter analyses the findings of survey questionnaires from 100 respondents via Google Form. There are a total of 28 questions in the survey.

Descriptive Analysis

Section A: Demographic

1. What is your gender?
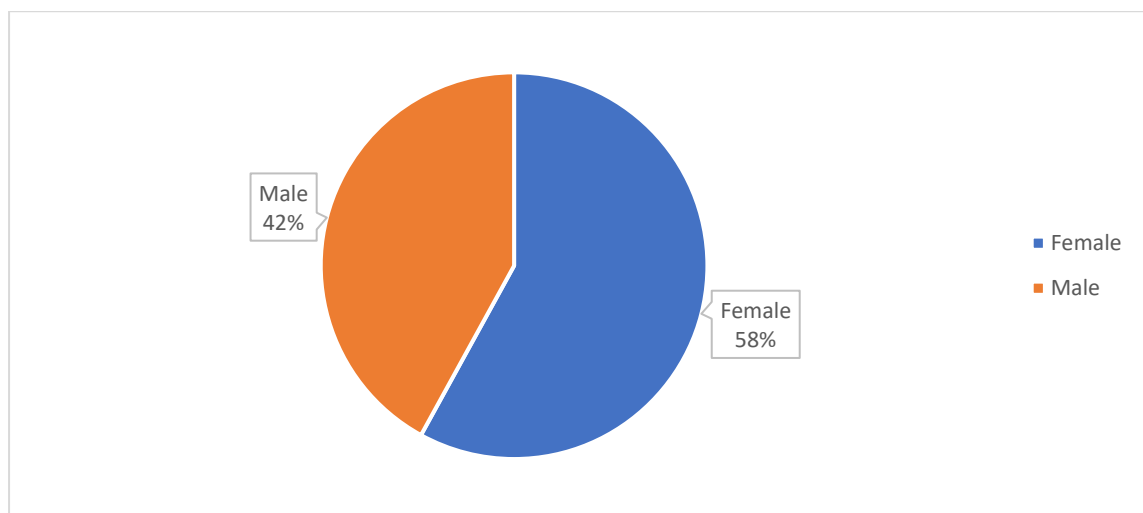
Figure 4.1

Out of the total of 100 respondents, 58% of respondents are female, while the remaining 42% are male.

2. What is your age?
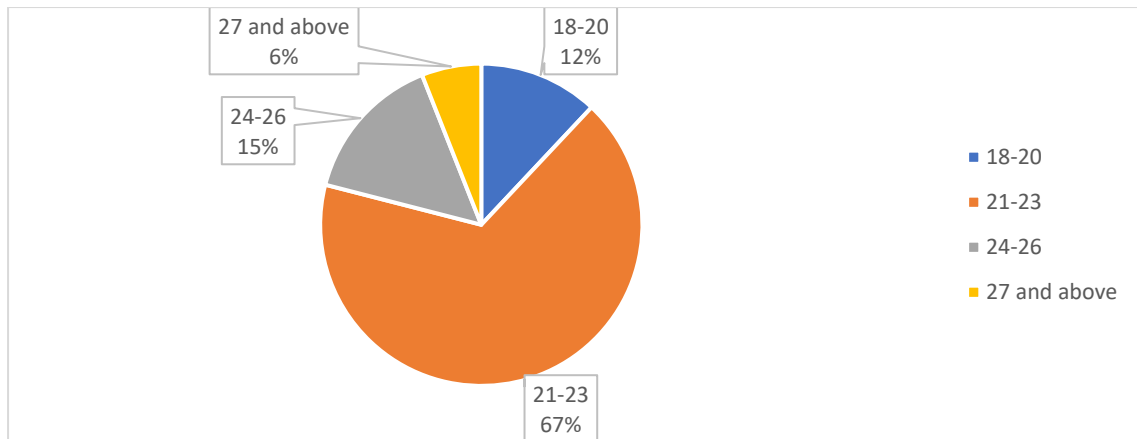
Figure 4.2

In order to identify young voters' perspective in politics, the survey was disseminated to 100 respondents between the age range of 18 to 27. The ages between 21 to 23 are the largest group, which comprising 67% of the population. The second larger group was the ages between 24 to 26, which consists of 15%. The following age groups are the ages between 18 to 20 at 12% and 27 and above at 6%.

3. What is your race?
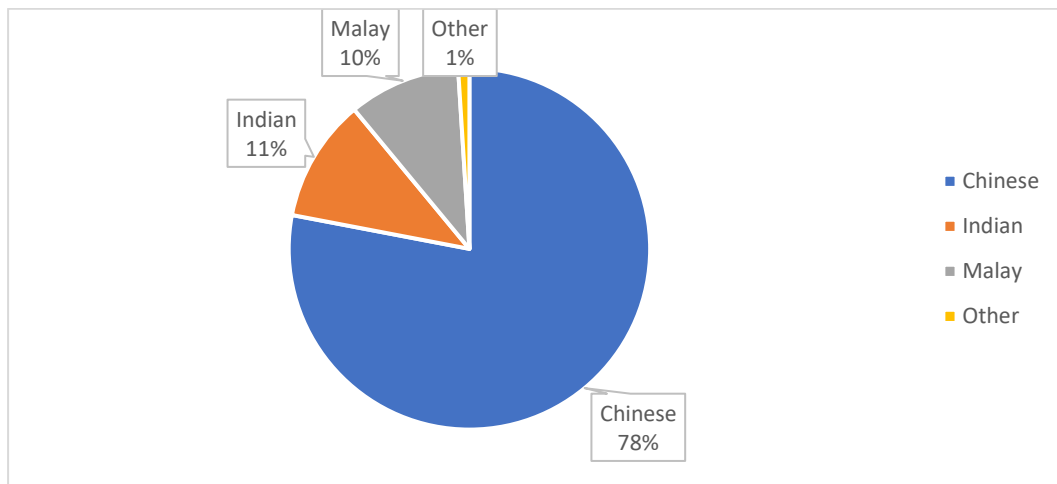
Figure 4.3

The majority of respondents are Chinese, which comprising 78% among the 100 respondents. Indians consist of 11% of the population, followed by Malay at 10% and Other at 1%.

4. Which state do you live in?
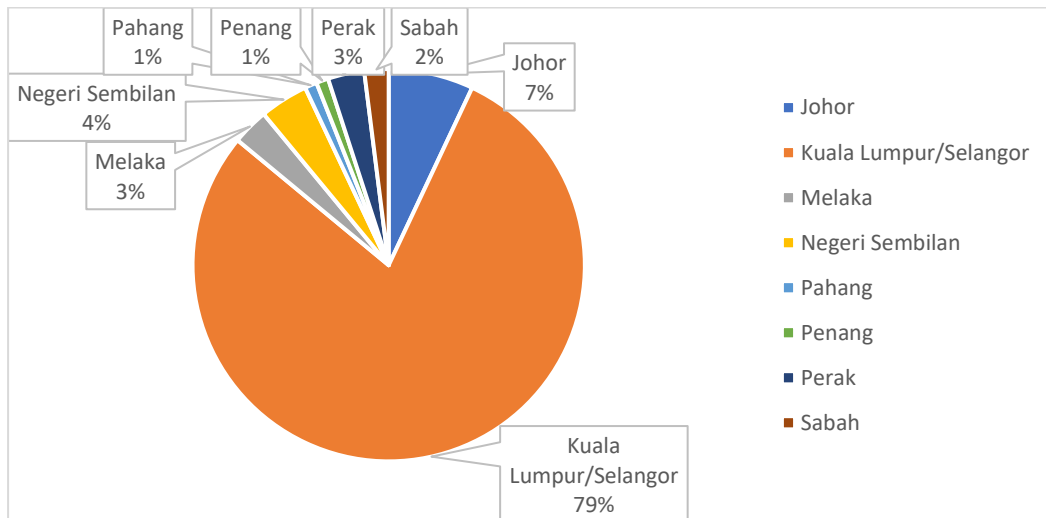
Figure 4.4

Among 13 states in Malaysia, 79% of respondents are in Kuala Lumpur & Selangor areas, which received the majority of responses from the central area. Johor has 7% of the respondents, while Negeri Sembilan has 4% of the respondents. Respondents from Melaka and Perak share the same percentage of 3%, while 2% of respondents are from Sabah. Pahang and Penang respondents have the same percentage of 1%. There is no respondent from Kedah, Kelantan, Perlis, Sarawak and Terengganu.

5. What is the highest level of education you have completed?
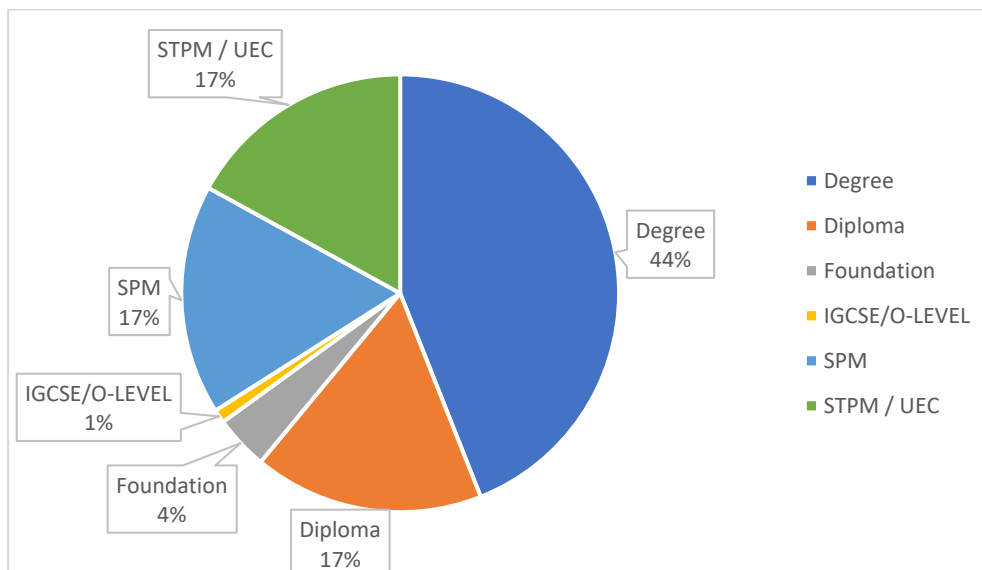
Figure 4.5

According to the findings, most respondents hold a bachelor's degree as their highest level of education, which comprising 44% of the population. Out of 100 respondents, respondents who completed Diploma, STPM/UEC and SPM share the same results at 17%. Only 4% of respondents have completed Foundation programme, while 1% respondents have completed International General Certificate of Secondary Education (IGCSE) and O-Level.

6. Are you a first time voter in election?
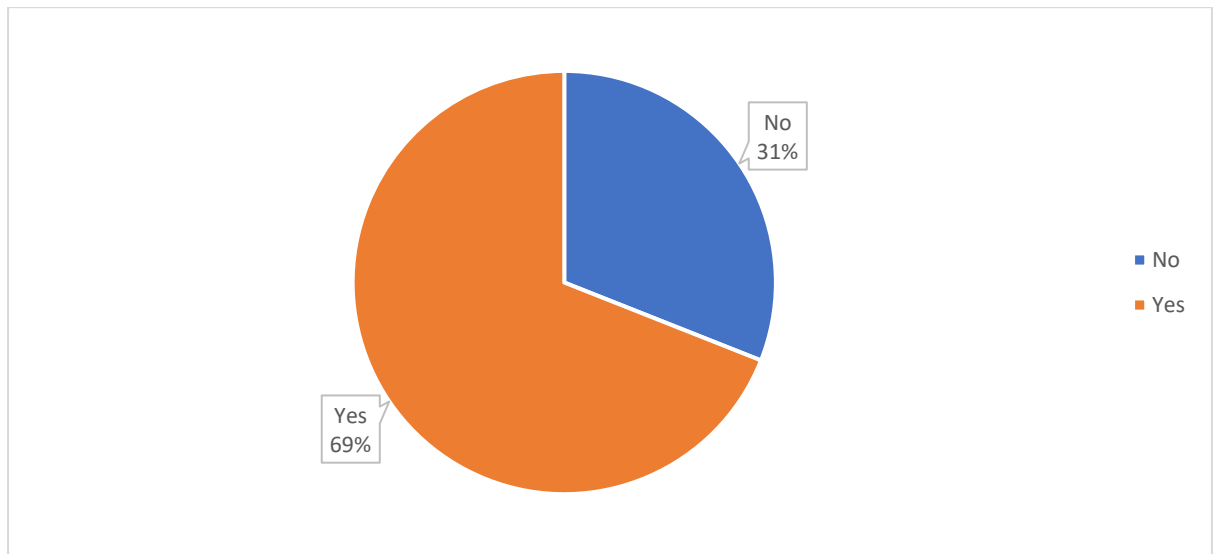
Figure 4.6

Due to the amendment of the voting age during GE-15, first time voters are higher than regular voters. Out of 100 respondents, 69% of them are first time voters while the remaining 31% are regular voters.

Section B: User Behaviour and Understanding of Celebrity Politicians

1. Are you a TikTok user?
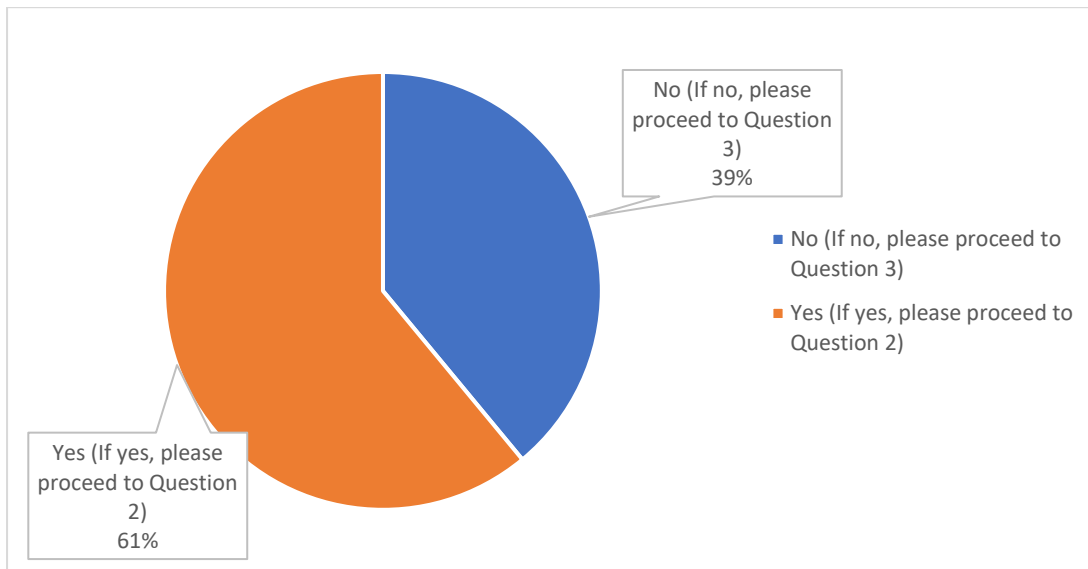
Figure 4.7

The findings indicate that 61% of respondents are using TikTok, followed by 39% of non-TikTok users.

2. If yes, how often do you use TikTok in a day?
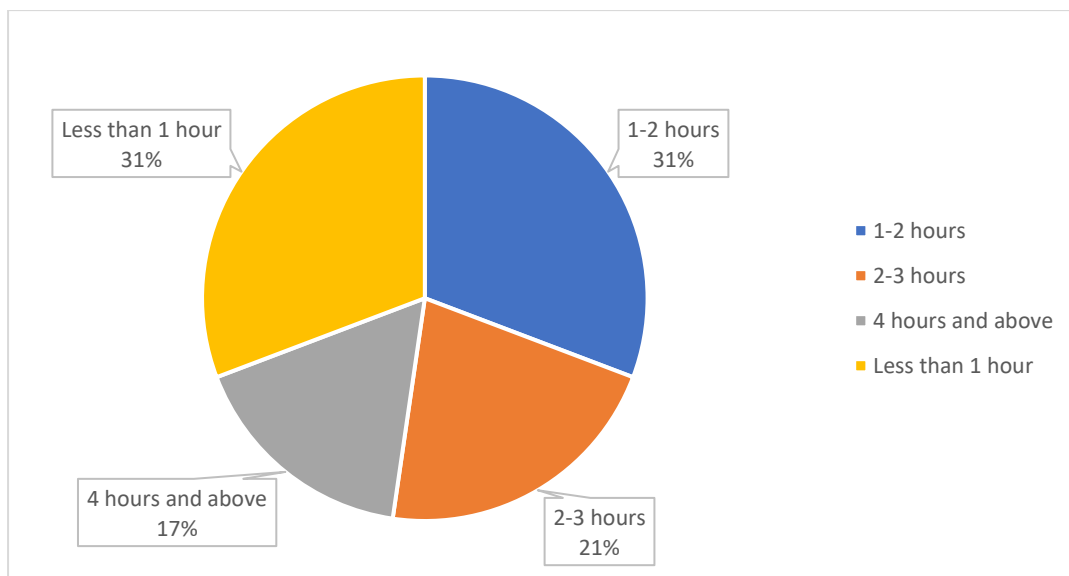
Figure 4.8

The chart above indicates how frequently TikTok is used by respondents in a day. Most respondents use TikTok less than an hour a day, or one to two hours a day, as both of the categories comprise 31% of respondents. Only 21% of users access TikTok two to three hours every day, while 17% of users spend more than four hours.

3. If no, are you a social media user? (Instagram, Facebook etc.)
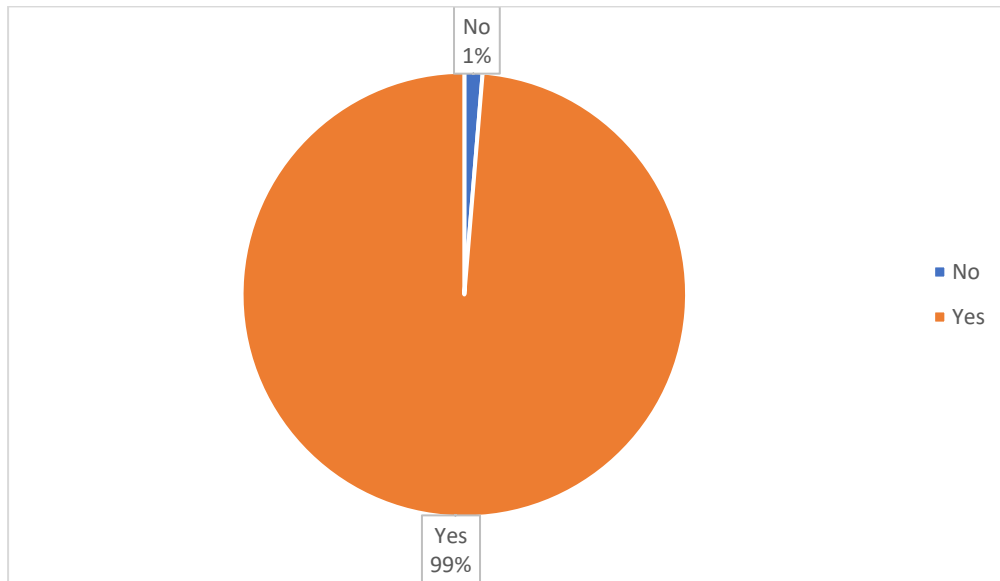
Figure 4.9

The chart above shows that most respondents who do not use TikTok but actively access other social media like Instagram, Facebook and other social media. Only 1% of respondent who do not use social media.

4. What is the main purpose of using TikTok/social media?
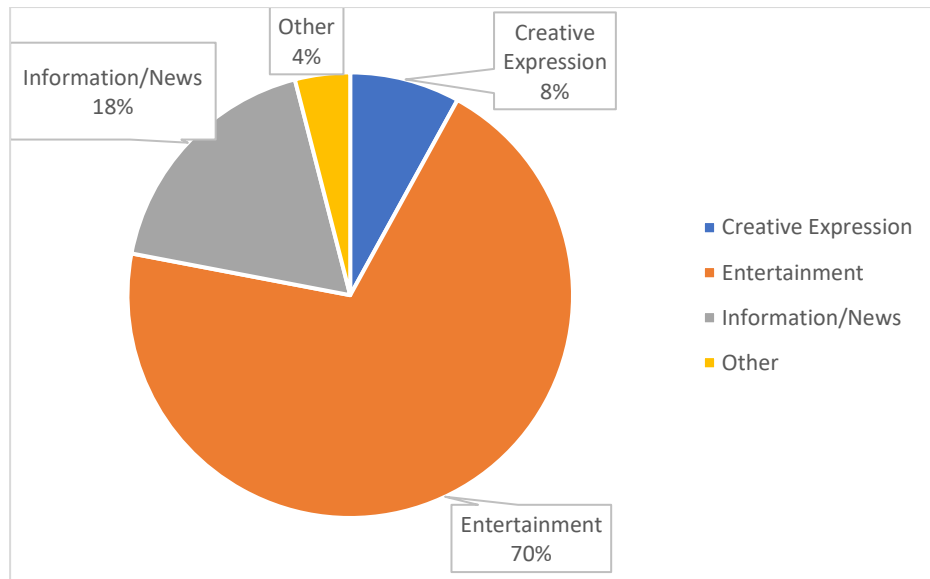
Figure 4.10

70% of respondents' main purpose of using TikTok/social media is entertainment, while 18% of them access information or news through TikTok/social media, 8% access creative expression, and the remaining 4% are reported to be for other reasons.

5. Are you aware of political contents (reels, videos) while using TikTok?
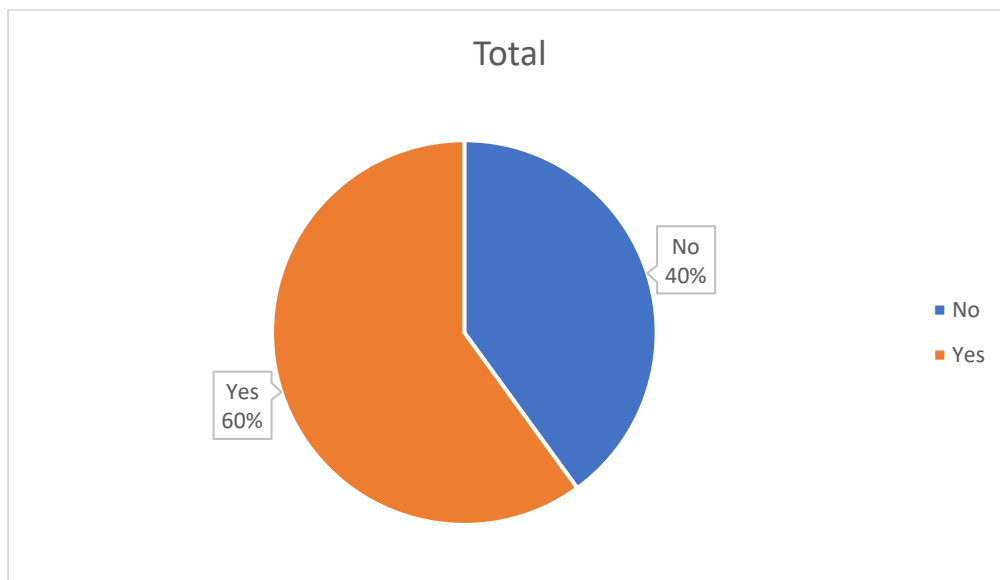
Figure 4.11

Due to the rise of the use of social media in modern society, social media has been implemented by politicians as a way to create exposure. The chart above shows that 60% of respondents are aware of political contents such as reels and videos while using TikTok. However, 40% of respondents are unaware of political contents while accessing TikTok.

6. What is your understanding of celebrity politicians?
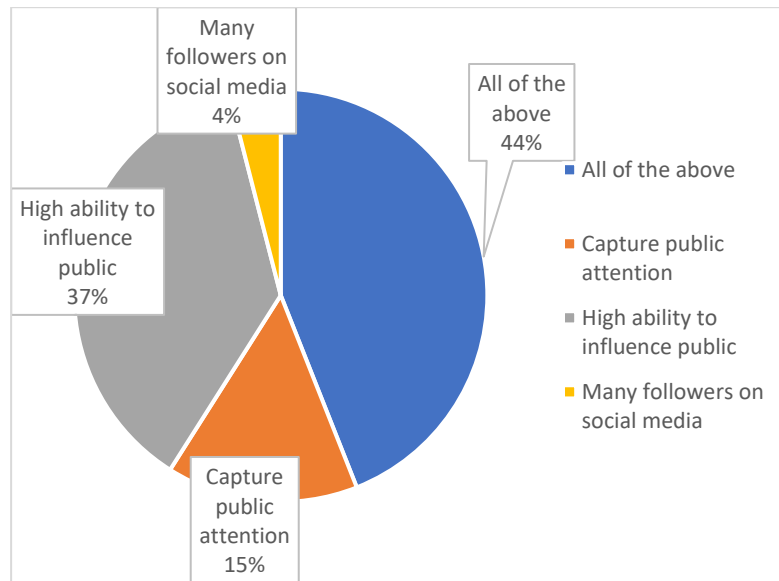
Figure 4.12

The chart above includes four definition of celebrity politicians: Many followers on social media, high ability to influence public, capture public attention, and all of the above. 44% of the respondents think that all answers can be accepted, while 37% of respondents said that celebrity politicians have a high ability to influence public; 15% said that a celebrity politician can easily capture public attention, and 4% said that politicians with a large number of social media followers can be considered as celebrity politicians.

7. Are you familiar with one of the celebrity politicians on TikTok-Syed Saddiq?
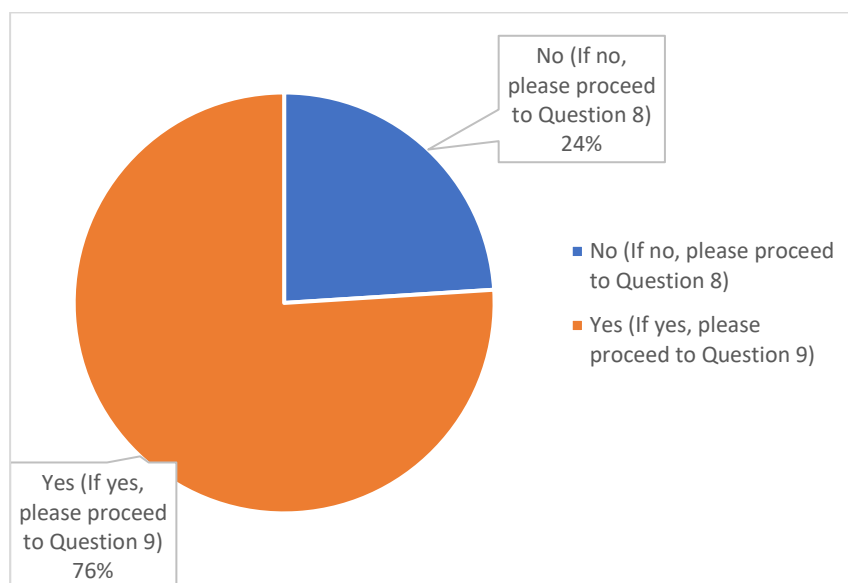
Figure 4.13

Obviously, majority of respondents are familiar with Syed Saddiq, which comprising 76% among the population. However, 24% of respondents are unfamiliar with him.

8. If no, are you familiar with any other celebrity politicians in Malaysia?
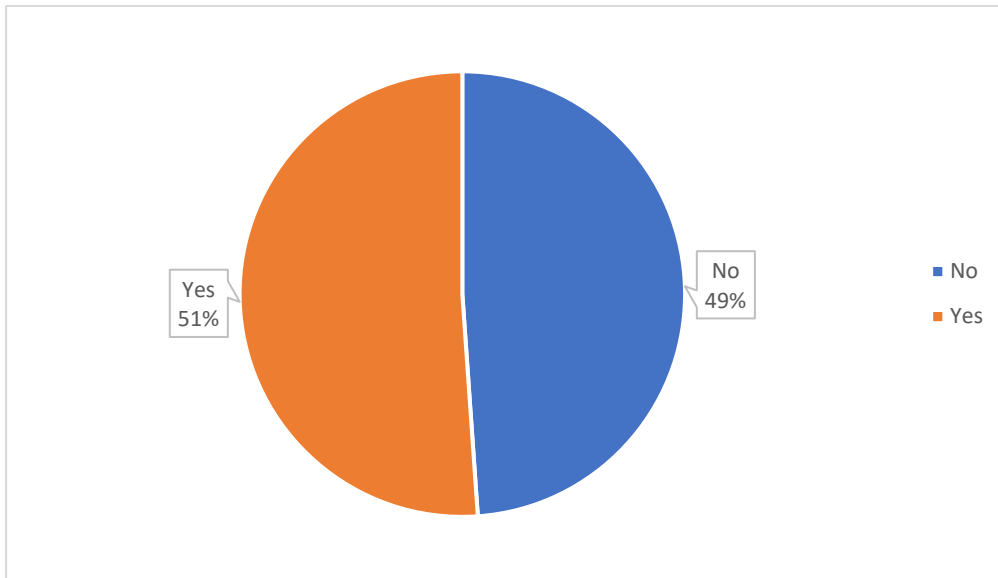
Figure 4.14

The chart above shows that 51% of respondents are familiar with any other Malaysia's celebrity politicians other than Syed Saddiq, whereas 49% them do not recognize other celebrity politicians in Malaysia.

9. As a voter, do you consider yourself a loyal supporter of a specific political party?
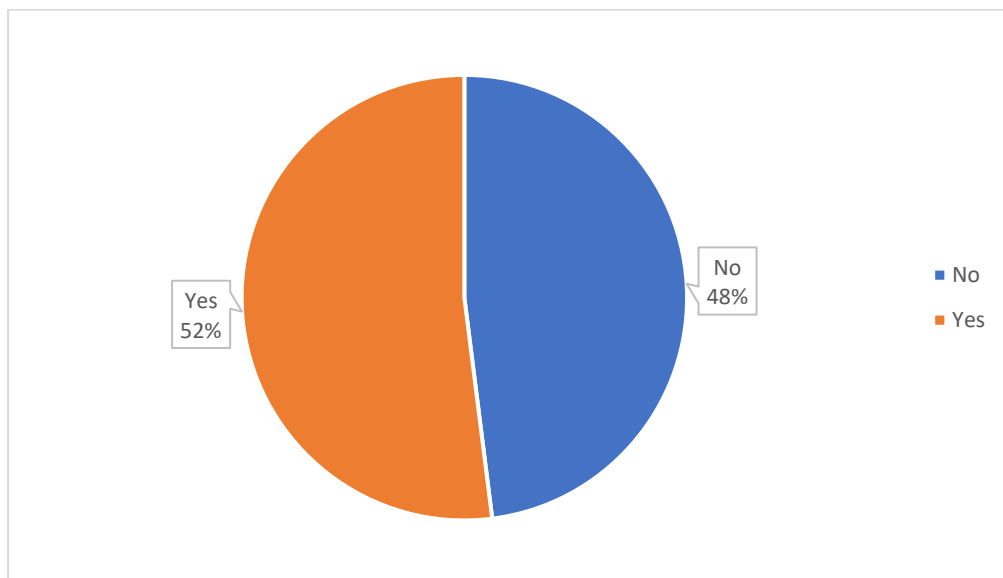
Figure 4.15

Out of 100 respondents, 52% of them identified as a loyal supporter of a specific political party. However, 42% of respondents disagreed.

10. What factor influences you to vote for a particular candidate or political party?
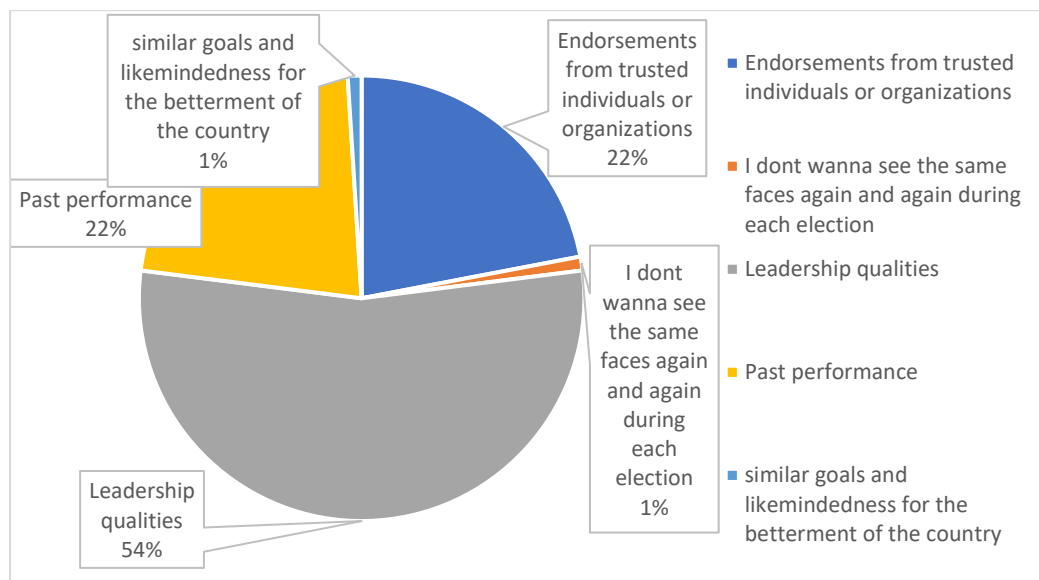
Figure 4.16

Majority of respondents (54%) think that leadership qualities are the most crucial factor in voting for a particular candidate or political party, whereas the options "past performance" and "endorsements from trusted individuals or organizations" have the equal percentage, which comprising 22%. Only 2% of respondents provided other reasons, 1% of the respondent proposed that he/she would vote for a particular candidate or party that have similar goals and like-mindedness for the betterment of the country, whereas another reason is that he/she would like to give a chance to new candidates during election.

Section C: The Effects and Advantages of Celebrity Politicians' Uses of TikTok

1. Celebrity politicians attract me to access political news.
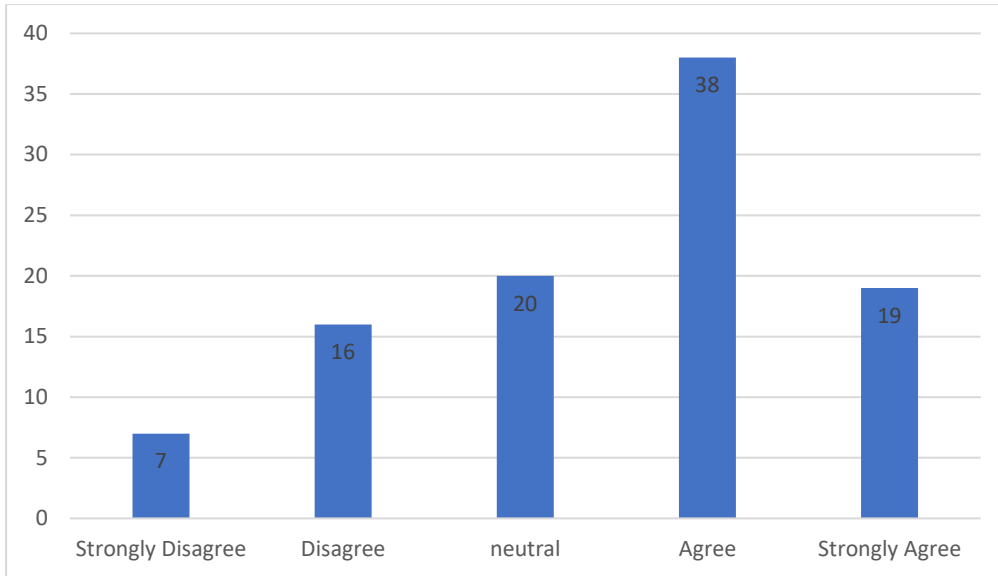
Figure 4.17

The bar chart above indicates that 38 respondents agree, and 19 respondents strongly agree that celebrity politicians attract themselves to access political news. Out of 100 respondents, 20 of them have no opinion on the statement. However, 16 respondents disagree and 7 of them strongly disagree on the statement.

2. Celebrity politicians can influence their followers through TikTok contents.
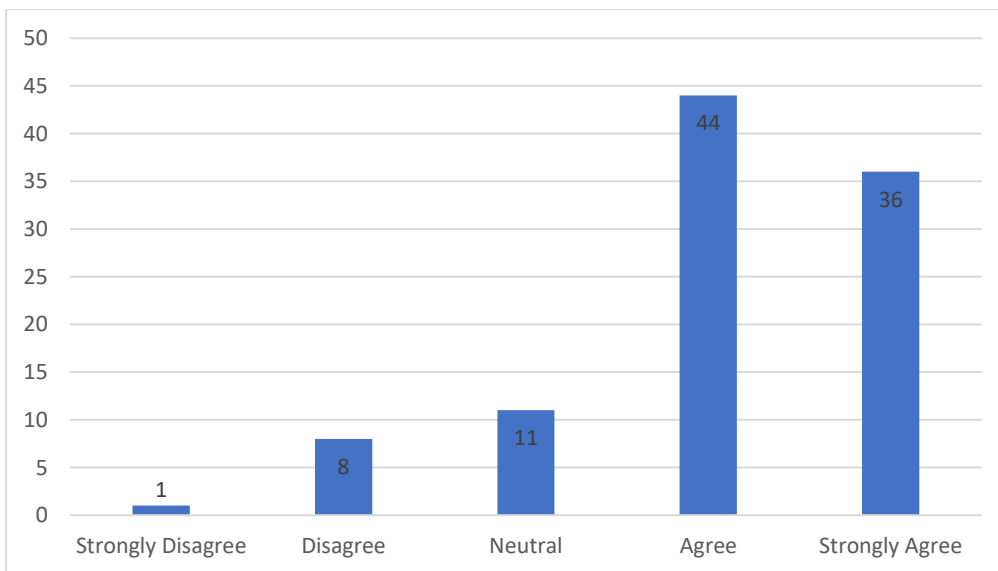
Figure 4.18

Majority of respondents agree celebrity politicians can influence their followers through TikTok contents, with 44 agree, and 36 strongly agree. 11 respondents have neutral reaction on

the statement, whereas 8 respondents disagree and only 1 respondent strongly disagree the statement.

3. Celebrity politicians' postings on TikTok can gain supporters.
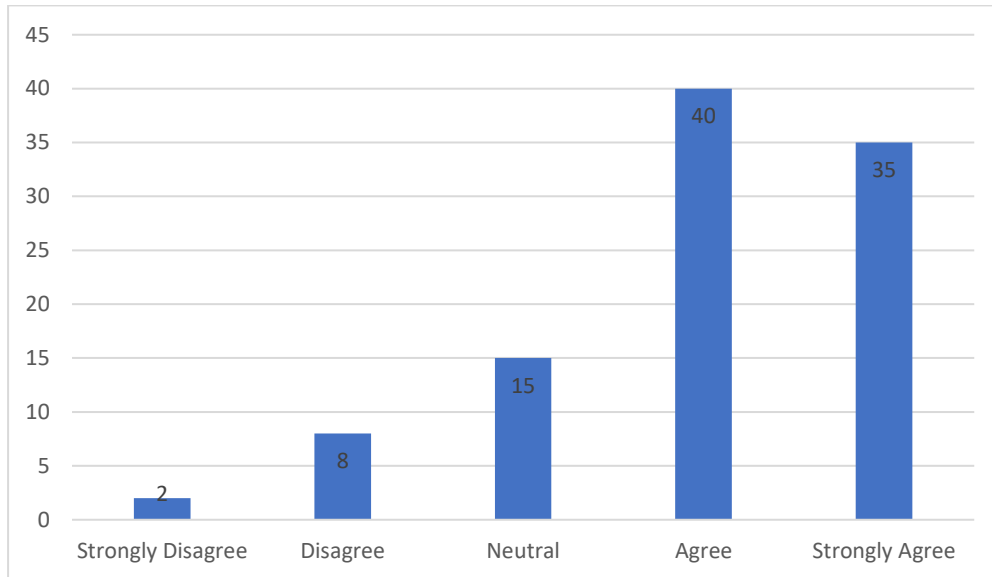
Figure 4.19

Out of 100 respondents, 40 of them agree and 35 strongly agree that celebrity politicians' postings on TikTok can gain supporters. 15 respondents have no opinion on the statement, whereas 8 respondents disagree, and 2 respondents strongly disagree on the statement.

4. Celebrity politicians will affect voter's decision-making in election.
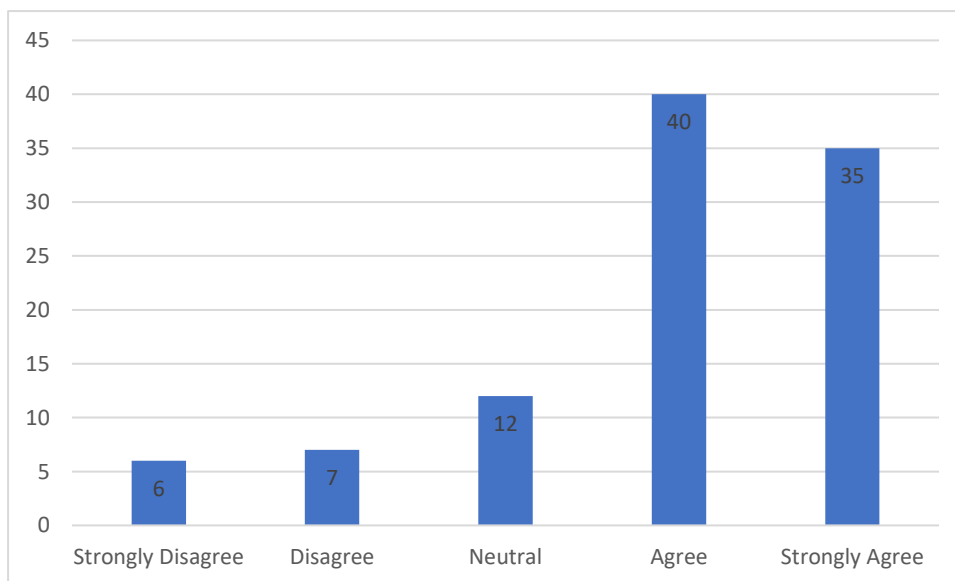
Figure 4.20

Majority of young voters believe that celebrity politicians will affect voter's decision-making in election, with 40 agree and 35 strongly agree. In opposite, minority of them think that celebrity politicians would not affect their decision-making, with 7 disagree and 6 strongly disagree. At the same time, 13 respondents have neutral opinion on the statement.

5. TikTok is a suitable platform to convey political ideologies.
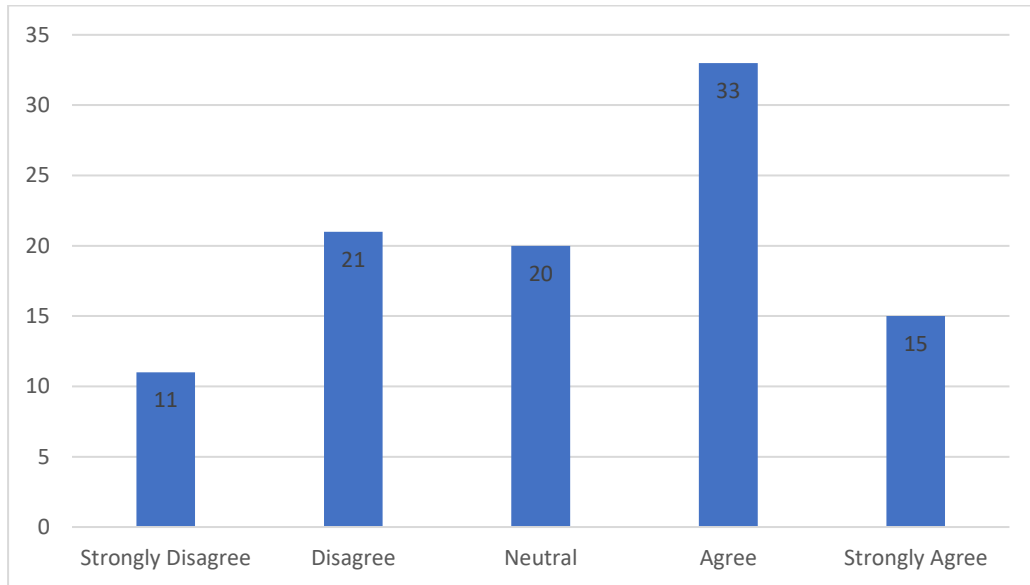
Figure 4.21

According to the bar chart above, most respondents agree that TikTok is a suitable platform to convey political ideologies, with 33 agree and 15 strongly agree. 20 respondents have no opinion on the statement. However, there are some disagreements, with 21 disagree and 11 strongly disagree.

6. I prefer to receiving political information/news on TikTok.
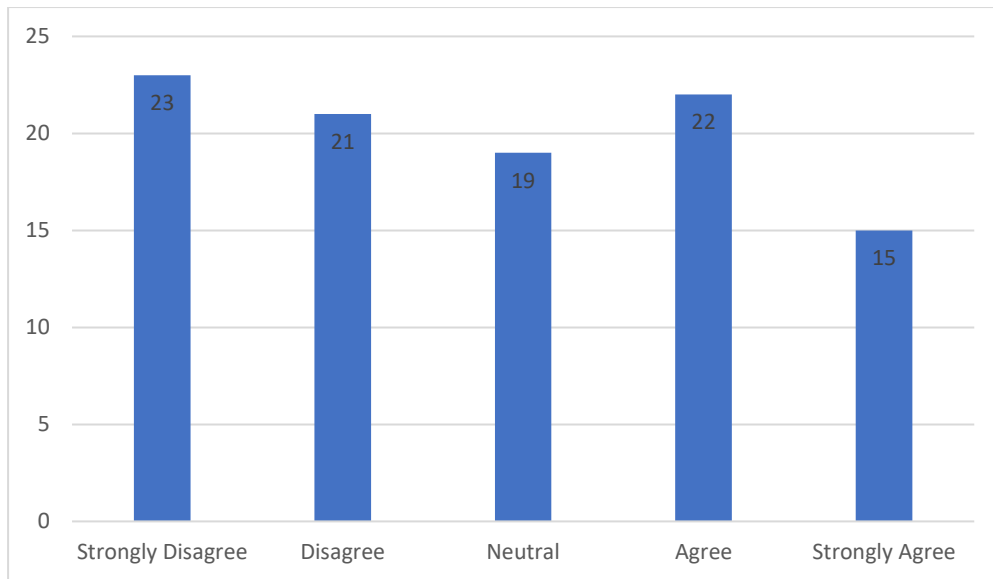
Figure 4.22

The statement received a higher disagreement than the agreements, with 23 strongly disagree and 21 disagree. Additionally, 19 respondents maintain a toward the statement. There are 22 agree and 15 strongly agree on the statement.

7. I usually share TikTok's reels/videos about politics to family and friends.
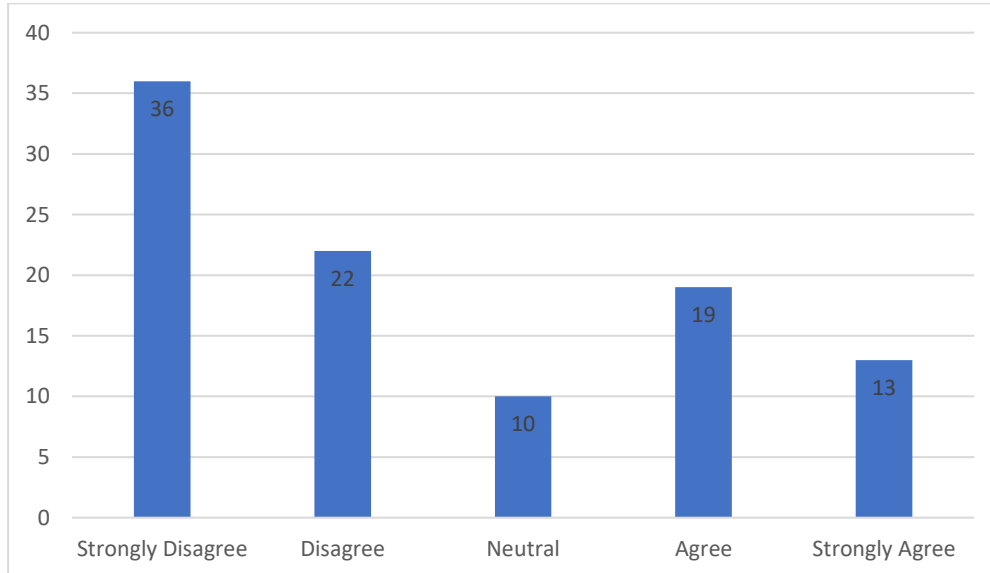
Figure 4.23

Majority respondents did not share TikTok's reels/videos about politics to family and friends, with 36 strongly disagreeing and 22 disagreeing. 10 respondents remain the neutral opinion on the statement, followed by 19 agree and 13 strongly agree.

8. Celebrity politicians make political topics that are easy for the public to discuss.
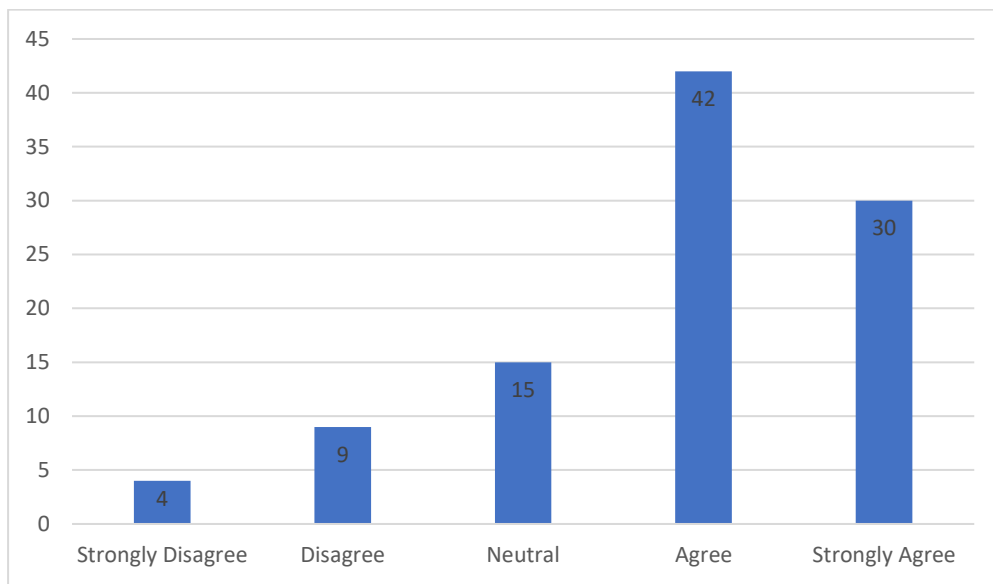
Figure 4.24

The chart above shows that majority respondents believe that celebrity politicians make political topics that are easy for the public to discuss, with 42 agree and 30 strongly agree. 15 respondents have no opinion on the statement. 9 respondents disagree and 4 respondents strongly disagree on the statement.

9. It is crucial for every politician to prioritize their political ideologies through TikTok.
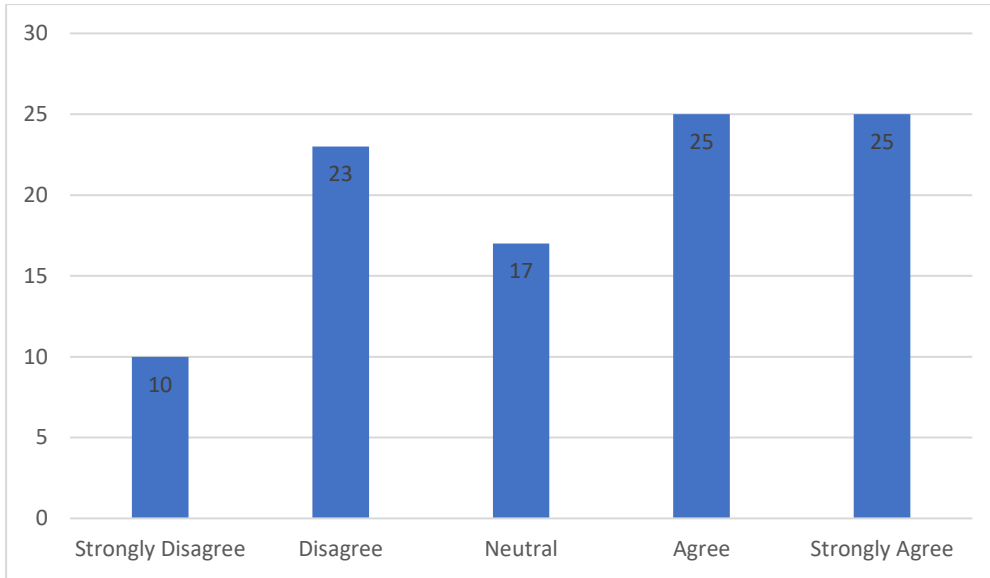
Figure 4.25

A total of 50 respondents agree and strongly agree that it is crucial for every politician to prioritize their political ideologies through TikTok. 17 respondents have neutral reaction on the statement. In contrast, 23 respondents disagree, and 10 respondents strongly disagree on the statement.

10. I changed my voting decision after following a specific celebrity politician.
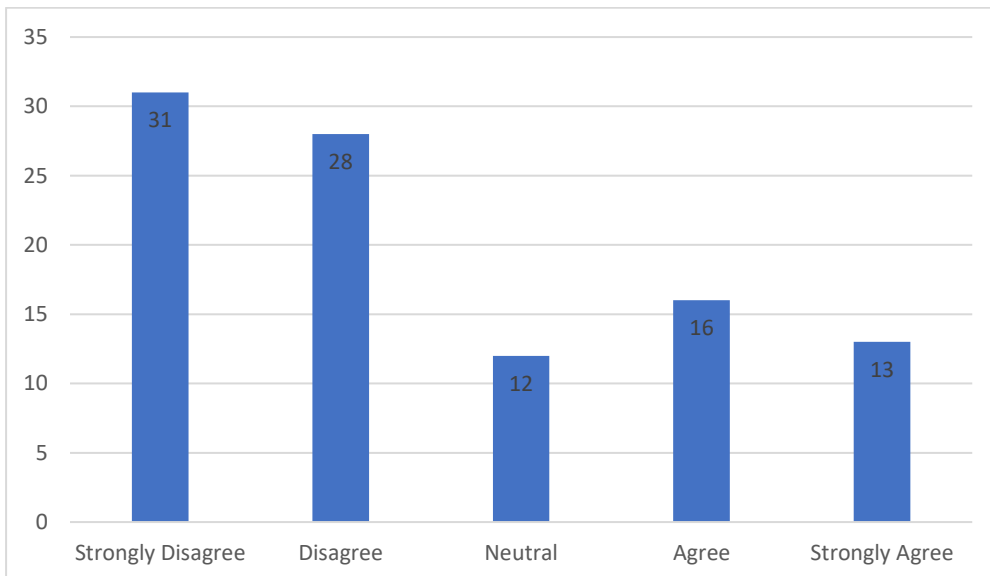
Figure 4.26

Out of 100 respondents, 31 respondents strongly disagree and 28 disagree with the statement. However, the statement received 16 agree and 13 strongly agree that they changed voting

decision after following a specific celebrity politician. The statement received a neutral response from 12 respondents.

11. I am open to changing my voting decision based on new information.
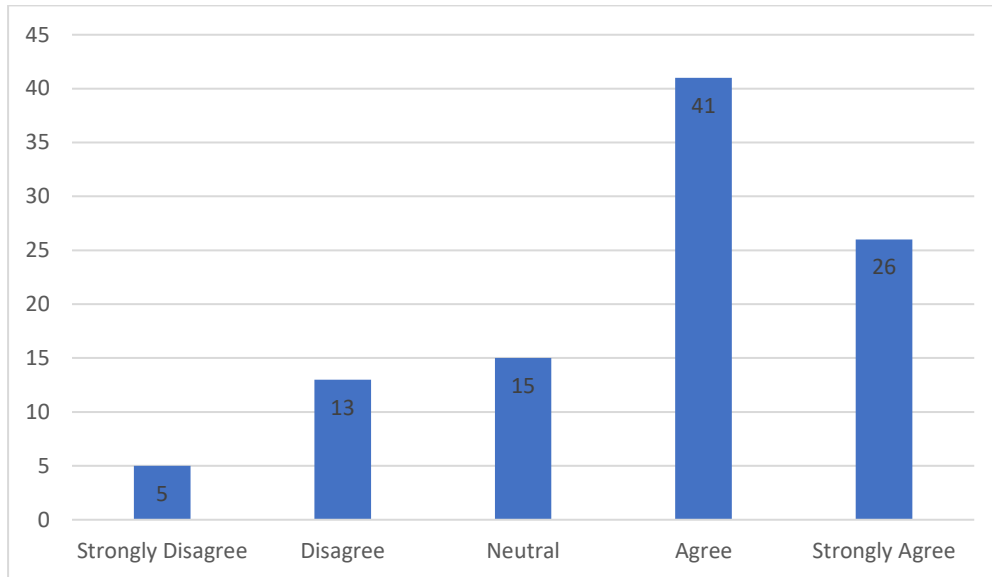
Figure 4.27

According to the bar chart above, 41 respondents agree and 26 of them strongly agree with the statement. At the same time, 15 respondents remain a neutral opinion on the statement. Minority of respondents disagree with the statement, which comprising 13 disagree and 5 strongly disagree.

12. I believe my vote can make a difference in the election.
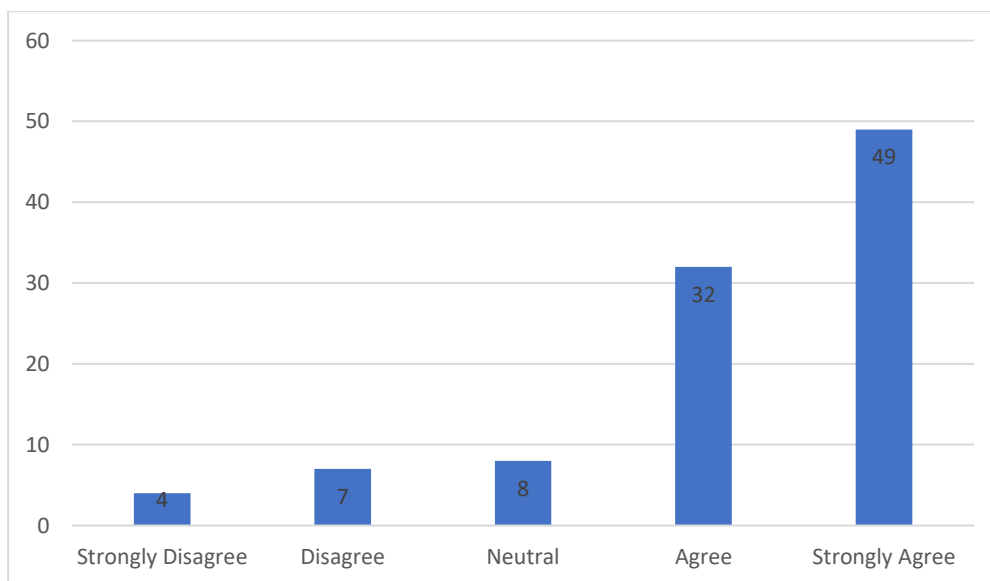
Figure 4.28

As a voter, most respondents believe that their votes can make a difference in the election, with 32 agree and 49 strongly agree. 8 respondents selected neutral on the statement. Only minority of respondents disagree the statement, with 7 disagree and 4 strongly disagree.

Conclusion

This chapter concludes the results of the survey, further discussion on the findings will be explained in next chapter.

Chapter 5

Introduction

This chapter discusses the findings from the survey mentioned in previous chapter. This chapter will focus on the achievement of research objectives, limitations of study, and recommendation in the future study will be elaborated.

5. Discussion on major findings

5.1 To examine the effects of celebrity politicians on young voters' voting behaviour

5.1.1 The effects of celebrity politicians' uses of TikTok

TikTok is the market leader of fast-paced content, which users use TikTok to produce short videos from 15 seconds up to three minutes. The average length of TikTok video is around 30 seconds to 42 seconds (Statista, 2023). TikTok, has evolved into a surprising political battleground, where the political parties and its candidates compete for attention and influence in a matter of seconds. The use of TikTok has been utilised by the celebrity politicians to share their thoughts, feelings, entertain to gain supporters. The phenomenon was particularly evident during the general election (GE15), commonly referred to as the "TikTok election", where political parties seek for attention and votes on this dynamic platform (Kasinathan, 2023). The prominence of political marketing and the professionalisation of politics have contributed to the development of young voters who are suspicious of representatives' entreaties.

The results indicates that the 78% of respondents are familiar with celebrity politicians, Syed Saddiq. According to Adreena (2018), Syed Saddiq has become one of the world's 100 most influential young people in government 2018. With over 800,000 followers on TikTok, he utilises his account to raise awareness about the importance of voting as well as a variety of issues ranging from gender pay gap to mental health (Cheong, 2022). The usage of celebrity politicians on social media, especially TikTok, is currently increasing and the recognition of celebrity politicians is higher in Malaysia's younger generation, which can influence followers

and will affect young voters' decision making. Politicians now use social media as a marketing tool to gain supporters by attracting the attention of their followers.

Although 24% of respondents are unaware of Syed Saddiq, they are familiar with any other celebrity politicians who are not discussed in the survey. One of the TikTok politicians' users is the former prime minister Muhyiddin Yassin, the 75-year-old leader of Perikatan Nasional. He uploaded a short clip to encourage voters support his political party, Perikatan Nasional and "swipe" away the logos of Barisan Nasional (BN) and Pakatan Harapan (PH). This clip attracted up to four million viewers in a single day, with many comments from the netizens (Cheong, 2022). Other than that, another elder celebrity political representative is Tun Mahathir Mohamad. He has earned over 400,000 followers since his initial TikTok post. In one of his most recent videos, he explained why Tan Sri Muhyiddin is a "traitor" who is not regretful for his role in the Sheraton Move, the coup that led to the PH government's demise in 2020 (Cheong, 2022).

Currently, political candidates are shifting their focus from traditional interaction to social media interaction to reach out to first-time voters and young voters. Politicians usually utilise social media to promote their thoughts and ideologies before and between the elections. Most of them express their thoughts to audience to affect the opinions of people who listen and follow them (Sun Media Corporation Sdn. Bhd., 2018). Traditional campaigning strategies like speech and "meet and greets" continue to perform an indispensable role in political environment nowadays. However, due to its high level of social media penetration, which is becoming more diversified with the advent of TikTok, Instagram, Telegram, and other platforms, social media is expected to play a significant part in future election campaigns (Star Media Group Berhad, 2023).

Due to the evolution of political communication, 47% of young voters do not consider themselves to be committed supporters of a particular party as 67% of them are open to changing decision based on new information. During the GE15, young voters in Terengganu supported Parti Islam Se-Malaysia (PAS) were based on the current situation or trend, which was not loyalty to the party. Their vote preferences may alter throughout the election if any political party can effectively respond to their concerns and point of view will gain their support. As political education and exposure to the election process are insufficient in elementary and secondary schools, young voters, including first-time voters, demonstrated a lack of comprehension of the electoral system. As a result, the young voters consider on what they saw on TikTok and other social media platforms ("Youths not loyal to any political party, they follow trend, say expert", 2023).

5.2 To discover the advantages of celebrity politicians' influence in politics

5.2.2 The advantages of celebrity politicians' uses of TikTok

The emergence of fast-paced content has foster young people prefer to obtain political news or ideologies on social media platforms such as TikTok rather than traditional media and platforms such as newspaper, radio, and speeches. Youngsters are less likely to obtain political information through newspaper, television news. They prefer to obtain news information through social media because social media allows a two-way interaction such as commenting, repost, and share to their friends. The two-way communication raised the contention that politicians should listen to young citizens' feedback and be respondent to their point of view.

In order to meet their needs, celebrity politicians start building their TikTok. The celebrity politicians transform the topics to be discussed into easily digestible content and present in a creative way. The findings showed that celebrity politicians attract people to access political news by using TikTok. When the minimum voting age has been lowered to 18, many Malaysia politicians start actively engaging on social media including TikTok. The short clip

that Syed Saddiq showed his support to Prime Minister Anwar Ibrahim successfully attracted 1.8 million viewers. Other than Syed Saddiq, even though the elder politician, the Perikatan Nasional chairman and former Prime Minister Muhyiddin Yassin was also actively posting content on TikTok before and between the election. He posted a short clip about the "swipe away" other parties' flags, he gained a large number of views and received many comments, with many netizens commended "abah", which stands for a deferential term for father in Malay (Cheong, 2022). Besides, some other politicians that are using TikTok are Khairy Jamaluddin, Tengku Zafra Aziz and more.

Given that TikTok is mostly utilised by young generation, such videos serve as a valuable platform for engaging young voters who may have limited exposure to politics, thus assist in gaining a better understanding before they vote for the election day ("TikTok videos by Malaysia election candidates add colour to campaigning", 2022).In today's world of instant communication, social media platforms, especially TikTok has grown in popularity, with the number of TikTok active users reaching 19.3 million in Malaysia, allowing celebrity politicians to disseminate their ideologies to the general public, spread their slogans and manifestos, and gain support via using TikTok (Star Media Group Berhad, 2023). The rapid dissemination of message on TikTok, known as a fast-paced content platform, where celebrity politicians can easily express their thoughts by creating a short video clip within one minute. The use of hashtags with specific keywords can increase the exposure of the video.

The use of celebrity politicians on TikTok enables them to easily begin discussions on a variety of political topics or societal challenges, reaching a large audience. The ability of celebrity politicians in using TikTok can make political topics more accessible. For instance, Syed Saddiq and his team created TikTok as a marketing platform to convey his thoughts and bring up many topics for discussion. Many of his videos either show him arguing his way through parliament or raising national issues using a TikTok meme or dance craze. He has

become a social media superstar, also known as a celebrity politician, after gaining over 10 million likes and a large number of followers on the platform in two years (Guzman, 2022). It will be challenging and impossible for a politician to obtain a huge number of likes and raise a political topic to reach such a large number of followers when utilising traditional methods such as speeches and "meet and greet" with citizens in public areas. With the use of TikTok, famous politicians may easily debate a topic with a wide range of audience to ensure they are more aware of what is going on in society and make political topics that are accessible for the public to discuss.

According to Kasinathan (2023), TikTok has sparked public attention, particularly among new and young voters seeking to comprehend the political environment via the lens of social media. The rise of TikTok has not only increased the accessibility of political content, but it has also aided parties in forging closer bonds with younger populations, particularly first-time voters, a trend that is expected to continue in future elections.

5.3 Limitation

There are certain limitations to the study that should be considered. Firstly, the accuracy of the findings is inaccurate for conducting data analysis due to the small sample size. Furthermore, majority respondents are Chinese, with a lack of Malay and Indian respondents participate the survey, which limiting the survey's ability to provide a comprehensive perspective on the subject matter. The geographical dissemination of survey respondents is limited, with the majority respondents concentrated in the central region of Malaysia, Kuala Lumpur and Selangor. There is lack responses from other states, and no response from Kedah, Kelantan, Peris, Sarawak and Terengganu. The study's potential to collect diverse points of view and preferences that may exist in other states is limited by insufficient or no response from other states. In addition, the survey utilized Syed Saddiq as a reference of celebrity

politician, which may lead to respondents being unfamiliar with him while perhaps recognising with other celebrity politicians.

5.4 Recommendation

Future study could improve by expanding the number of respondents to 300, thereby enhancing the precision and reliability of the results. As a result, the study will have stronger statistical power and a more accurate depiction of the population under the study. Future survey could benefit from a wider geographical distribution by disseminating to a variety of public areas throughout the states. This method would allow data to be collected from respondents of different backgrounds, representing different cultures, and considerations found in different states. Different states frequently have different perspectives and beliefs, a future survey might ensure the survey distribution equally in different states. Moreover, celebrity politicians have become the new norm in today's generation. As everyone holds different political beliefs and supports different political parties, rather than using a celebrity politician from a specific party, researchers could use various celebrity politicians from different political parties as references to examine the effects and advantages of celebrity politicians.

5.5 Conclusion

The use of TikTok is beneficial in today fast paced environment, nevertheless it may have some negative impacts for the society. TikTok Malaysia has recently made some changes on the policies for government, politicians and political parties. TikTok does not allow political advertisements advert to appear on its platform because users are not permitted to promote their politicians, political party or group, or issue at the federal, state or local level following a viral video claimed that a member of the PAS was also on the TikTok moderation team. According to the video, administrators can pick which contents goes viral. In this situation, the moderators are biased in favour of one political party, which is unfair to the other candidates and political parties.

Although celebrity politicians influence the young voters and make political topics more accessible to the public, majority of respondents do not desire to receive political information on TikTok, and some respondents have a neutral and slightly disagree on using TikTok to convey political ideologies. This is because some videos that were posted on TikTok were lack of information on Politics and a lack of verification in some TikTok videos. Using TikTok to spread awareness on politics and societal issues is a positive way, but some TikTok users utilised short video clip to spread misleading information on TikTok. According to Sallehhuddin (2022), the propagation of spreading misinformation content and disinformation regarding the election could damage a political party or a candidate's reputation. Also, due to the freedom of speech, everyone can express their thoughts on TikTok. Thus, some social media influencers who did not typically produce political content would also suggest their followers vote for a particular candidate or a political party during the election. For instance, Perikatan Nasional appeared to have received more endorsements from users who did not create political content (Ooi, 2022). This issue should be addressed since young voters are open to changing their consideration based on the new information. Misleading information may influence their decision making because they will believe that what the politicians or TikTok users mentioned in the video was accurate.

In conclusion, celebrity politicians have a significant impact on TikTok in disseminating their political ideologies since they may make the topics more accessible and easier to discuss, as well as influence the followers' decision making. However, it is responsible for young voters to have a solid understanding of politics rather than relying on information from social media including TikTok. Young voters should not only rely on fast-paced contents, but also access information on television news, newspaper, publications and other reliable sources. A single vote can make a difference during an election because each vote can

contribute to decide the country's future. Therefore, voters should have an in-depth knowledge and consideration before voting for a political party.

THE END

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Survey questionnaires

Section A: Demographic
Description (optional)

1. What is your gender? *

○ Male

○ Female

2. What is your age? *

○ 18-20

○ 21-23

○ 24-26

○ 27 and above

3. What is your race? *

○ Malay

○ Chinese

○ Indian

○ Other

4. Which state do you live in? *

○ Johor

○ Kedah

○ Kelantan

○ Melaka

○ Negeri Sembilan

○ Pahang

○ Penang

○ Perak

○ Perlis

○ Sabah

○ Sarawak

○ Kuala Lumpur/Selangor

○ Terengganu

5. What is the highest level of education you have completed? *

○ SPM

○ STPM / UEC

○ Diploma

○ Degree

○ Other...

6. Are you a first time voter in election? *

○ Yes

○ No

Section B: User Behaviour and Understanding of Celebrity Politicians

Description (optional)

1. Are you a TikTok user? *

○ Yes (If yes, please proceed to Question 2)

○ No (If no, please proceed to Question 3)

2. If yes, how often do you use TikTok in a day?

○ Less than 1 hour

○ 1-2 hours

○ 2-3 hours

○ 4 hours and above

3. If no, are you a social media user? (Instagram, Facebook etc.)

○ Yes

○ No

4. What is the main purpose of using TikTok/social media? *

○ Entertainment

○ Information/News

○ Creative Expression

○ Other

5. Are you aware of political contents (reels, videos) while using TikTok? *

○ Yes

○ No

6. What is your understanding of celebrity politicians? *

○ Many followers on social media

○ High ability to influence public

○ Capture public attention

○ All of the above

7. Are you familiar with one of the celebrity politicians on TikTok- **Syed Saddiq** *

○ Yes (If yes, please proceed to Question 9)

○ No (If no, please proceed to Question 8)

8. If no, are you familiar with any other celebrity politicians in Malaysia?

○ Yes

○ No

9. As a voter, do you consider yourself a loyal supporter of a specific political party? *

○ Yes

○ No

10. What factors influence you to vote for a particular candidate or political party? *

○ Leadership qualities

○ Endorsements from trusted individuals or organizations

○ Past performance

○ Other...

The Effects and Advantages of Celebrity Politicians' Uses of TikTok

Description (optional)

1. Celebrity politicians attract me to access political news. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

2. Celebrity politicians can influence their followers through TikTok contents. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

3. Celebrity politicians' postings on TikTok can gain supporters. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

4. Celebrity politicians will affect voter's decision-making in election. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

5. TikTok is a suitable platform to convey political ideologies. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strongly Agree

6. I prefer to receiving political information/news on TikTok. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

7. I usually share TikTok's reels/videos about politics to family and friends. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

8. Celebrity politicians make political topics that are easy for the public to discuss. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

9. It is crucial for every politician to prioritize their political ideologies through TikTok. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

10. I changed my voting decision after following a specific celebrity politician. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

11. I am open to changing my voting decision based on new information. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

12. I believe my vote can make a difference in the election. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

Raw data

	Timestamp	1. What is	2. What is	3. What is	4. Which s	5. What is	6. Are you	1. Are you	2. If yes, h	3. If no, ar	4. What is	5. Are you	6. What is	7. Are you	8. If no, ar	9. As a vot	10. What f
2	2023/07/1	Male	24-26	Chinese	Kuala Lum	Diploma	Yes	Yes (If yes	Less than 1 hour		Entertainr	Yes	All of the	Yes (If yes, please pr	No		Leadershi
3	2023/07/1	Female	21-23	Chinese	Kuala Lum	Degree	Yes	Yes (If yes	Less than 1 hour		Entertainr	Yes	All of the	Yes (If yes, please pr	Yes		Past perfo
4	2023/07/1	Female	18-20	Chinese	Kuala Lum	Diploma	Yes	Yes (If yes	Less than	Yes	Entertainr	No	High abilit	Yes (If yes, please pr	No		Endorsem
5	2023/07/1	Female	21-23	Chinese	Kuala Lum	STPM / UE	No	No (If no, please pro	Entertainr	No	All of the	Yes (If yes, please pr	Yes		Endorsem
6	2023/07/1	Female	21-23	Chinese	Negeri Se	Degree	Yes	Yes (If yes	1-2 hours	Yes	Informatic	Yes	High abilit	Yes (If yes, please pr	Yes		Endorsem
7	2023/07/1	Female	21-23	Chinese	Kuala Lum	Degree	Yes	No (If no, please pro	Yes		Informatic	Yes	All of the	Yes (If yes, please pr	Yes		Leadershi
8	2023/07/1	Female	21-23	Chinese	Kuala Lum	Degree	Yes	Yes (If yes	1-2 hours		Entertainr	No	All of the	Yes (If yes, please pr	No		Past perfo
9	2023/07/1	Female	21-23	Indian	Kuala Lum	Degree	Yes	No (If no, please pro	Yes		Entertainr	Yes	Capture p	Yes (If yes, please pr	Yes		Leadershi
10	2023/07/1	Male	21-23	Chinese	Kuala Lum	IGCSE/O-L	No	Yes (If yes	1-2 hours		Entertainr	No	All of the	Yes (If yes, please pr	No		Past perfo
11	2023/07/1	Male	27 and abc	Chinese	Kuala Lum	Degree	No	Yes (If yes	Less than	Yes	Entertainr	No	High abilit	No (If no,	Yes	Yes	Endorsem
12	2023/07/1	Female	21-23	Chinese	Kuala Lum	Diploma	Yes	No (If no, please pro	Yes		Entertainr	No	Many folk	Yes (If yes, please pr	Yes		Past perfo
13	2023/07/1	Female	21-23	Chinese	Melaka	Degree	Yes	No (If no, please pro	Yes		Informatic	Yes	Capture p	Yes (If yes, please pr	No		Endorsem
14	2023/07/1	Male	18-20	Chinese	Kuala Lum	Degree	Yes	Yes (If yes	Less than 1 hour		Entertainr	Yes	High abilit	Yes (If yes, please pr	No		Leadershi
15	2023/07/1	Male	21-23	Chinese	Kuala Lum	SPM	No	No (If no, please pro	Yes		Entertainr	No	High abilit	Yes (If yes, please pr	No		Past perfo
16	2023/07/1	Female	21-23	Chinese	Kuala Lum	Degree	No	Yes (If yes	Less than	Yes	Entertainr	Yes	High abilit	No (If no,	No	Yes	Leadershi
17	2023/07/1	Female	21-23	Chinese	Kuala Lum	Degree	No	Yes (If yes	4 hours and above		Entertainr	Yes	All of the	Yes (If yes, please pr	Yes		Leadershi
18	2023/07/1	Male	21-23	Chinese	Kuala Lum	STPM / UE	No	Yes (If yes	2-3 hours	Yes	Entertainr	No	All of the	Yes (If yes, please pr	No		Leadershi
19	2023/07/1	Male	21-23	Chinese	Kuala Lum	STPM / UE	Yes	No (If no, please pro	Yes		Entertainr	No	All of the	No (If no,	No	No	Past perfo
20	2023/07/1	Male	21-23	Chinese	Kuala Lum	STPM / UE	Yes	No (If no, please pro	Yes		Creative E	No	High abilit	Yes (If yes, please pr	No		Endorsem
21	2023/07/1	Female	21-23	Chinese	Kuala Lum	Degree	No	No (If no, please pro	Yes		Creative E	Yes	High abilit	No (If no,	No	Yes	Leadershi
22	2023/07/1	Male	21-23	Chinese	Kuala Lum	Degree	Yes	Yes (If yes	2-3 hours	Yes	Entertainr	No	High abilit	No (If no,	No	No	Endorsem
23	2023/07/1	Female	21-23	Chinese	Kuala Lum	Diploma	Yes	No (If no, please pro	Yes		Entertainr	No	All of the	No (If no,	No	Yes	Leadershi
24	2023/07/1	Male	24-26	Chinese	Kuala Lum	Degree	No	Yes (If yes	Less than 1 hour		Entertainr	No	Capture p	Yes (If yes	Yes		Endorsem
25	2023/07/1	Female	21-23	Chinese	Kuala Lum	SPM	Yes	Yes (If yes	Less than	Yes	Informatic	No	All of the	Yes (If yes, please pr	No		Past perfo
26	2023/07/1	Female	21-23	Chinese	Kuala Lum	Degree	Yes	Yes (If yes	2-3 hours	Yes	Entertainr	No	Capture p	Yes (If yes, please pr	No		Leadershi
27	2023/07/1	Male	21-23	Chinese	Kuala Lum	SPM	Yes	Yes (If yes	2-3 hours	Yes	Entertainr	Yes	Capture p	Yes (If yes	Yes	Yes	Leadershi
28	2023/07/1	Female	21-23	Chinese	Perak	STPM / UE	Yes	No (If no, please pro	Yes		Entertainr	Yes	Many pro	Yes (If yes, please pr	No		Past perfo
29	2023/07/1	Female	21-23	Chinese	Kuala Lum	STPM / UE	Yes	Yes (If yes	2-3 hours	Yes	Entertainr	Yes	High abilit	No (If no,	Yes	No	Leadershi
30	2023/07/1	Female	18-20	Malay	Kuala Lum	SPM	Yes	Yes (If yes	2-3 hours	Yes	Other	Yes	High abilit	Yes (If yes	Yes	Yes	Leadershi
31	2023/07/1	Female	24-26	Malay	Kuala Lum	Degree	No	Yes (If yes	4 hours an	Yes	Entertainr	Yes	All of the	Yes (If yes, please pr	No		Leadershi
32	2023/07/1	Female	24-26	Chinese	Johor	Degree	No	No (If no, please pro	Yes		Entertainr	No	High abilit	No (If no,	No	No	Past perfo
33	2023/07/1	Female	21-23	Chinese	Kuala Lum	Degree	Yes	Yes (If yes	4 hours and above		Entertainr	Yes	All of the	Yes (If yes	Yes	Yes	Leadershi
34	2023/07/1	Male	21-23	Chinese	Kuala Lum	STPM / UE	Yes	Yes (If yes	Less than	Yes	Entertainr	Yes	Capture p	Yes (If yes, please pr	No		Past perfo
35	2023/07/1	Female	21-23	Chinese	Kuala Lum	Degree	No	No (If no, please pro	Yes		Informatic	Yes	All of the	Yes (If yes, please pr	No		Leadershi
36	2023/07/1	Female	21-23	Chinese	Melaka	Degree	Yes	Yes (If yes	Less than 1 hour		Entertainr	Yes	High abilit	Yes (If yes, please pr	No		Leadershi
37	2023/07/1	Female	21-23	Chinese	Kuala Lum	Degree	Yes	Yes (If yes	4 hours and above		Entertainr	Yes	All of the	No (If no,	Yes	Yes	Endorsem

EXP 2

	Timestamp	1. What is	2. What is	3. What is	4. Which s	5. What is	6. Are you	1. Are you	2. If yes, h	3. If no, ar	4. What is	5. Are you	6. What is	7. Are you	8. If no, ar	9. As a vot	10. What f
37	2023/07/1	Female	21-23	Chinese	Kuala Lum	Degree	Yes	Yes (If yes	4 hours and above		Entertainr	Yes	All of the	No (If no,	Yes	Yes	Endorsem
38	2023/07/1	Female	21-23	Chinese	Kuala Lum	Degree	No	No (If no, please pro	Yes		Entertainr	Yes	All of the	Yes (If yes, please pr	No		Leadershi
39	2023/07/1	Female	18-20	Chinese	Kuala Lum	SPM	Yes	Yes (If yes	Less than	Yes	Entertainr	No	High abilit	No (If no,	No	No	Past perfo
40	2023/07/1	Female	27 and abc	Chinese	Kuala Lum	Degree	No	No (If no, please pro	Yes		Entertainr	No	All of the	Yes (If yes, please pr	Yes		Leadershi
41	2023/07/1	Male	21-23	Other	Kuala Lum	SPM	No	No (If no,	Less than	Yes	Other	No	All of the	No (If no,	No	Yes	Leadershi
42	2023/07/1	Male	21-23	Chinese	Kuala Lum	Foundatic	Yes	No (If no, please pro	Yes		Entertainr	Yes	All of the	Yes (If yes, please pr	No		Endorsem
43	2023/07/1	Female	24-26	Chinese	Kuala Lum	Degree	Yes	No (If no, please pro	Yes		Informatic	No	Capture p	Yes (If yes, please pr	No		Endorsem
44	2023/07/1	Male	21-23	Chinese	Kuala Lum	STPM / UE	Yes	No (If no, please pro	Yes		Entertainr	No	All of the	No (If no,	No	No	I dont war
45	2023/07/1	Female	18-20	Malay	Perak	STPM / UE	Yes	Yes (If yes	1-2 hours		Entertainr	Yes	High abilit	Yes (If yes, please pr	Yes		Past perfo
46	2023/07/1	Male	21-23	Chinese	Kuala Lum	Diploma	Yes	Yes (If yes	1-2 hours	Yes	Informatic	Yes	High abilit	Yes (If yes, please pr	Yes		Leadershi
47	2023/07/1	Male	24-26	Chinese	Kuala Lum	Degree	No	No (If no, please pro	Yes		Entertainr	Yes	High abilit	Yes (If yes, please pr	Yes		Past perfo
48	2023/07/1	Female	21-23	Chinese	Kuala Lum	Degree	Yes	No (If no, please pro	Yes		Other	Yes	All of the	Yes (If yes, please pr	Yes		similar go
49	2023/07/1	Female	24-26	Chinese	Kuala Lum	Degree	Yes	Yes (If yes	Less than 1 hour		Entertainr	No	All of the	Yes (If yes, please pr	Yes		Endorsem
50	2023/07/1	Male	21-23	Chinese	Kuala Lum	STPM / UE	Yes	Yes (If yes	2-3 hours	Yes	Informatic	Yes	Capture p	Yes (If yes	Yes	No	Leadershi
51	2023/07/1	Male	24-26	Chinese	Melaka	Degree	Yes	Yes (If yes	2-3 hours	Yes	Entertainr	Yes	High abilit	Yes (If yes	Yes	Yes	Leadershi
52	2023/07/2	Male	18-20	Chinese	Kuala Lum	STPM / UE	Yes	No (If no, please pro	Yes		Entertainr	No	All of the	Yes (If yes	No	Yes	Leadershi
53	2023/07/2	Female	21-23	Indian	Kuala Lum	Foundatic	Yes	Yes (If yes	4 hours an	Yes	Entertainr	Yes	All of the	Yes (If yes	No	Yes	Leadershi
54	2023/07/2	Male	21-23	Chinese	Kuala Lum	Diploma	Yes	Yes (If yes	1-2 hours	Yes	Informatic	Yes	High abilit	Yes (If yes	Yes	Yes	Leadershi
55	2023/07/2	Male	21-23	Chinese	Kuala Lum	Degree	Yes	No (If no, please pro	Yes		Entertainr	Yes	High abilit	Yes (If yes, please pr	Yes		Leadershi
56	2023/07/2	Male	21-23	Chinese	Kuala Lum	STPM / UE	Yes	No (If no, please pro	Yes		Entertainr	No	High abilit	No (If no,	No	No	Endorsem
57	2023/07/2	Male	21-23	Chinese	Negeri Se	SPM	Yes	Yes (If yes	4 hours an	Yes	Creative E	Yes	All of the	No (If no,	No	No	Endorsem
58	2023/07/2	Female	21-23	Indian	Perak	Degree	Yes	No (If no, please pro	Yes		Entertainr	Yes	High abilit	Yes (If yes	Yes	Yes	Leadershi
59	2023/07/2	Male	18-20	Malay	Kuala Lum	SPM	Yes	Yes (If yes	4 hours and above		Entertainr	Yes	All of the	Yes (If yes, please pr	No		Past perfo
60	2023/07/2	Female	24-26	Malay	Kuala Lum	Degree	No	Yes (If yes	4 hours an	Yes	Informatic	No	High abilit	Yes (If yes	Yes	No	Leadershi
61	2023/07/2	Male	21-23	Chinese	Kuala Lum	Degree	Yes	Yes (If yes	1-2 hours	Yes	Entertainr	Yes	High abilit	Yes (If yes	Yes		Leadershi
62	2023/07/2	Female	21-23	Malay	Kuala Lum	Degree	Yes	Yes (If yes	1-2 hours	Yes	Entertainr	Yes	High abilit	Yes (If yes, please pr	Yes		Endorsem
63	2023/07/2	Male	24-26	Chinese	Johor	Degree	Yes	Yes (If yes	Less than	Yes	Entertainr	Yes	High abilit	Yes (If yes	Yes	Yes	Leadershi
64	2023/07/2	Male	21-23	Indian	Kuala Lum	STPM / UE	Yes	Yes (If yes	1-2 hours		Informatic	Yes	All of the	Yes (If yes, please pr	No		Past perfo
65	2023/07/2	Female	21-23	Chinese	Johor	Degree	No	Yes (If yes	Less than 1 hour		Entertainr	No	High abilit	Yes (If yes, please pr	Yes		Past perfo
66	2023/07/2	Male	21-23	Chinese	Kuala Lum	SPM	Yes	No (If no, please pro	Yes		Entertainr	Yes	All of the	Yes (If yes, please pr	Yes		Leadershi
67	2023/07/2	Male	24-26	Indian	Kuala Lum	Degree	Yes	Yes (If yes	2-3 hours		Entertainr	Yes	High abilit	Yes (If yes, please pr	Yes		Leadershi
68	2023/07/2	Male	21-23	Malay	Penang	Degree	Yes	No (If no, please pro	Yes		Entertainr	No	All of the	Yes (If yes, please pr	Yes		Leadershi
69	2023/07/2	Female	21-23	Malay	Kuala Lum	Diploma	Yes	No (If no, please pro	Yes		Entertainr	Yes	All of the	Yes (If yes, please pr	No		Leadershi
70	2023/07/2	Male	18-20	Indian	Kuala Lum	Diploma	Yes	Yes (If yes	1-2 hours	Yes	Entertainr	No	All of the	Yes (If yes	No		Leadershi
71	2023/07/2	Female	18-20	Indian	Kuala Lum	Diploma	No	No (If no, please pro	Yes		Entertainr	No	High abilit	No (If no,	No	No	Leadershi
72	2023/07/2	Male	24-26	Chinese	Kuala Lum	Diploma	Yes	Yes (If yes	1-2 hours		Entertainr	No	All of the	Yes (If yes, please pr	No		Past perfo
73	2023/07/2	Male	21-23	Chinese	Negeri Se	SPM	Yes	Yes (If yes	4 hours and above		Entertainr	No	All of the	No (If no,	No	No	Leadershi

73	2023/07/2	Male	21-23	Chinese	Negeri Se	SPM	Yes	Yes (If yes	4 hours and above		Entertainr	No	All of the	No (If no,	No	No	Leadershi
74	2023/07/2	Female	21-23	Chinese	Kuala Lum	Degree	No	Yes (If yes	1-2 hours	Yes	Entertainr	Yes	All of the	Yes (If yes	Yes	Yes	Endorsem
75	2023/07/2	Female	21-23	Chinese	Kuala Lum	Foundatic	Yes	No (If no, please pro	Yes	Entertainr	No	Capture p	No (If no,	No	Yes	Leadershi
76	2023/07/2	Male	21-23	Indian	Kuala Lum	Diploma	Yes	Yes (If yes	2-3 hours		Entertainr	Yes	High abilit	Yes (If yes, please pr	Yes	Leadershi
77	2023/07/2	Male	18-20	Malay	Kuala Lum	STPM / UE	Yes	Yes (If yes	4 hours and above		Informatic	Yes	All of the	Yes (If yes, please pr	Yes	Endorsem
78	2023/07/2	Male	27 and ab	Malay	Kuala Lum	Degree	No	Yes (If yes	2-3 hours		Creative E	Yes	High abilit	Yes (If yes, please pr	Yes	Past perfo
79	2023/07/2	Female	21-23	Chinese	Kuala Lum	Foundatic	Yes	Yes (If yes	Less than	Yes	Entertainr	No	High abilit	No (If no,	No	No	Leadershi
80	2023/07/2	Female	21-23	Chinese	Kuala Lum	STPM / UE	Yes	Yes (If yes	2-3 hours	Yes	Entertainr	No	All of the	Yes (If yes	Yes	No	Endorsem
81	2023/07/2	Female	21-23	Chinese	Kuala Lum	Diploma	Yes	Yes (If yes	1-2 hours	Yes	Entertainr	No	All of the	No (If no,	No	No	Leadershi
82	2023/07/2	Female	21-23	Chinese	Kuala Lum	Diploma	Yes	Yes (If yes	1-2 hours	Yes	Creative E	Yes	High abilit	No (If no,	No	Yes	Endorsem
83	2023/07/2	Female	21-23	Chinese	Kuala Lum	Diploma	Yes	Yes (If yes	1-2 hours	Yes	Informatic	Yes	Capture p	No (If no,	Yes	Yes	Past perfo
84	2023/07/2	Female	27 and ab	Chinese	Kuala Lum	SPM	Yes	Yes (If yes	2-3 hours	Yes	Informatic	No	All of the	Yes (If yes	No	No	Past perfo
85	2023/07/2	Female	21-23	Chinese	Kuala Lum	Degree	No	No (If no,	1-2 hours	Yes	Entertainr	No	Capture p	Yes (If yes, please pr	Yes	Leadershi
86	2023/07/2	Male	27 and ab	Chinese	Kuala Lum	SPM	No	No (If no,	Less than	No	Other	No	Capture p	No (If no,	No	No	Past perfo
87	2023/07/2	Female	24-26	Chinese	Negeri Se	SPM	Yes	No (If no,	Less than	Yes	Creative E	No	All of the	No (If no,	Yes	No	Endorsem
88	2023/07/2	Female	24-26	Chinese	Johor	Degree	Yes	Yes (If yes	4 hours ar	Yes	Creative E	Yes	All of the	Yes (If yes	Yes	Yes	Past perfo
89	2023/07/2	Female	27 and ab	Chinese	Johor	SPM	Yes	Yes (If yes	2-3 hours	Yes	Entertainr	No	All of the	No (If no,	Yes	Yes	Endorsem
90	2023/07/2	Male	21-23	Chinese	Kuala Lum	Degree	No	No (If no, please pro	Yes	Informatic	Yes	High abilit	Yes (If yes, please pr	No	Leadershi
91	2023/07/3	Male	21-23	Chinese	Sabah	SPM	No	No (If no, please pro	Yes	Entertainr	Yes	All of the	Yes (If yes, please pr	No	Leadershi
92	2023/07/3	Male	21-23	Chinese	Johor	STPM / UE	Yes	Yes (If yes	Less than 1 hour	Entertainr	No	Many foll	Yes (If yes, please pr	No	Leadershi
93	2023/08/0	Female	21-23	Chinese	Kuala Lum	SPM	No	No (If no, please pro	Yes	Informatic	Yes	All of the	Yes (If yes, please pr	No	Leadershi
94	2023/08/0	Female	21-23	Chinese	Kuala Lum	SPM	No	No (If no, please pro	Yes	Informatic	Yes	All of the	Yes (If yes, please pr	Yes	Leadershi
95	2023/08/0	Female	21-23	Chinese	Kuala Lum	Degree	No	No (If no, please proceed to Qu	Informatic	Yes	High abilit	Yes (If yes, please pr	No	Leadershi
96	2023/08/0	Male	21-23	Chinese	Kuala Lum	Diploma	Yes	Yes (If yes	Less than	Yes	Entertainr	Yes	Many foll	Yes (If yes	Yes	Yes	Leadershi
97	2023/08/0	Female	18-20	Indian	Pahang	STPM / UE	Yes	Yes (If yes	1-2 hours		Entertainr	Yes	High abilit	Yes (If yes, please pr	No	Leadershi
98	2023/08/0	Male	24-26	Indian	Johor	Degree	No	Yes (If yes	1-2 hours	Yes	Creative E	Yes	High abilit	Yes (If yes, please pr	Yes	Leadershi
99	2023/08/0	Female	21-23	Chinese	Kuala Lum	Degree	No	Yes (If yes	1-2 hours	Yes	Entertainr	No	Capture p	Yes (If yes	No	Yes	Leadershi
100	2023/08/0	Female	21-23	Chinese	Kuala Lum	Degree	No	Yes (If yes	1-2 hours	Yes	Entertainr	No	Capture p	Yes (If yes	No	Yes	Leadershi
101	2023/08/0	Female	18-20	Indian	Sabah	Diploma	Yes	No (If no, please pro	Yes	Entertainr	No	Capture p	Yes (If yes, please pr	No	Endorsem

1. Celebri	2. Celebri	3. Celebri	4. Celebri	5. TikTok i	6. I prefer	7. I usually	8. Celebri	9. It is cru	10. I chan	11. I am o	12. I believe my vote
3	3	4	5	2	2	1	2	3	1	3	2
4	4	5	4	2	2	2	5	2	2	4	5
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