



POLITICAL INFORMATION ON SOCIAL MEDIA AND ITS IMPACT
ON FIRST-TIME VOTERS AMONG MALAYSIAN YOUTH

CHRISTINE SOON WEI TING

A RESEARCH PROJECT
SUBMITTED IN
PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE BACHELOR OF MEDIA AND CREATIVE STUDIES
FACULTY OF CREATIVE INDUSTRIES
UNIVERSITI TUNKU ABDUL RAHMAN

SEPTEMBER. 2023

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CHRISTINE SOON WEI TING

APPROVAL FORM

This research paper attached hereto, entitled “Political Information on social media and its Impact on First-time Voters among Malaysian Youth” prepared and submitted by “CHRISTINE SOON WEI TING” in partial fulfilment of the requirements for the Bachelor of Media and Creative Studies is hereby accepted.



Supervisor

Lim Wai Ping Penny

Date: 3/10/23

ABSTRACT

General Election 15 has been conducted recently on with the approved legal amendment on lowering the voting age from 21 to 18 years old. This present study aims to determine the perception of Malaysian youth on how they make use of political social media to learn about politics and decide their voting and identify the aspects that will be focused on by the Malaysian youth for the 15th General Election from the social media post. A thorough analysis of survey responses from a sample of young Malaysian voters, with an emphasis on those between the ages of 18 and 24, is included in the findings. The findings highlight the complexity of factors impacting the political behaviours of young voters, even while the anticipated linear association between concerns about political information and lesser political participation is not entirely supported by the data. The results show that these first-time voters display excitement and passion, which is consistent with the general trend of rising political consciousness among Malaysian youth.

Keywords: Politics, First-time Voters, Political Information, Political Disinterest, Social Media, Political Engagement

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 : CHRISTINE SOON WEI TING

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Date : 22nd SEPTEMBER 2023

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Introduction

1.1 Background of the study

There are growing appeals for social media in the current social environment, including in the political area in Malaysia, especially with the 15th General Election that has been conducted recently. Recent theoretical developments have revealed that more social revolutions could be sparked by this technology's pervasiveness, especially in the fields of politics and democracy. These approaches have been influential in the politics and democracy field because of the increasing prevalence of digital natives, whereby social media is becoming a crucial tool for disseminating information, raising funds, exchanging ideas, and inspiring people to take action (Jia En, 2019). Social media are not new to Malaysia. Social media are essential for spreading news across social, cultural, and political divides as well as beyond national boundaries.

Malaysia faced a political crisis between 2020-2022. This political crisis has significantly had a very bad impact on the citizens, whereby the voters felt powerless in the country's democracy (Koh, 2022). It was called the "Sheraton Move", in which the Pakatan Harapan (PH) administration fell because of internal strife, necessitating the selection of a new leader through a procedure aided by the Malaysian King Al-Sultan Abdullah Sultan Ahmad Shah. The loss of a parliamentary majority, the dissolution of three successive coalition administrations, and the resignation of two prime ministers in less than 18 months were all caused by a number of members of the 14th Parliament (MPs) switching parties. A series of happenings during that pivotal week at the end of February 2020 eventually resulted in Muhyiddin Yassin becoming the country's eighth prime minister in March 2020.

The scandalous backroom negotiations exposed by the Sheraton Hotel are a perfect example of the issues with the nation's elite politics in Malaysia (Bridget Welsh, 2021). Voters are divided by how they currently recall the Sheraton Move, just as Malaysians were divided over the election of the comparatively liberal PH coalition, whose rise undermined the hegemonic idea of a nation of races managed by a Malay Muslim government and sparked a powerful conservative backlash (Bowie, 2021). After the historic May 2018 elections, which saw the ruling coalition fall from power for the first time since independence, the country entered a period of political unrest marked by three different prime ministers in the space of four years (Puah, 2022). Hence, the 15th General Election has meant a lot to Malaysians in order to restore the country's democracy.

There is less previous evidence for the impact between social media and politics as the immersion of the presence of social media into people lives has rapidly increased since Malaysia's 14th General Election, which was conducted 5 years ago in 2018. In Malaysia, there were 30.25 million active social media users in January 2022. In Malaysia, 91.7 percent of the population used social media as of the beginning of 2022, however, it's vital to keep in mind that these users may not all be distinct people. According to Kepios' analytical report, the number of social media users in Malaysia increased by 2.3 million (+8.0 percent) between 2021 and 2022 (Kemp, 2022).

The Malaysian Election Commission reports that 41% of those who registered to vote in this year's election were between the ages of 21 and 39, which precisely fits the description of a digital native. They mostly rely on social media for news, and during this election, social media certainly influenced how they perceived potential lawmakers and assemblymen (Jia En, 2019). Based on the news article from Channel News Asia on 25th November 2022, as campaigning for the General

Election 15th heats up, a new front has opened up in Malaysia, where 96.8% of the population has access to the Internet. To make their messaging more understandable for the roughly 6 million new voters in the general election, politicians are using social media sites like TikTok, Instagram, and Facebook (Tan Si Hui & Jalelah Abu Baker, 2022).

1.2 Statement of the Research Problem

The fact that most young people (78%) felt politics and government were "complicated" and that they "can't really understand what's going on" served as another evidence of their lack of interest in politics (Writers, 2021). Young Malaysians are increasingly using social media platforms as their main information source, yet there is rising concern over their seeming lack of interest in politics. Concerns are raised regarding the potential consequences on the political environment, civic participation, and the democratic process itself as a result of this declining interest.

The multifaceted phenomenon of political disinterest among young people has its roots in a number of possible factors, including a lack of political education, the perception that their voices are not sufficiently heard in the political sphere, and the perceived disconnect between political processes and their immediate concerns. Malaysian young voters haven't yet reached the point where they believe their votes won't be able to influence the outcome (Hui, 2022).

However, this lack of interest stands in stark contrast to the vital role that young people should ideally play in determining the course of a country. Understanding the causes of this disengagement and its possible effects is essential for maintaining a strong democratic society and promoting among young people a sense of engaged citizenship. Specifically focusing on the potential impact of this online information consumption on young people's political awareness, attitudes, and behaviours, this study aims to explore the relationship between young people's

limited engagement with politics and their consumption of political information through social media.

1.3 Research Questions and Research Objectives

This research aims to determine the perception of Malaysian youth on how they make use of political social media to learn about politics and decide their voting. This study aims to identify the concern among Malaysian youth for the 15th General Election from social media posts. By focusing on these objectives, this study aims to clarify the consequences of political information consumed through social media and address the underlying causes of first-time voters' lack of interest in politics. The study's ultimate goal is to advance knowledge of young people's political participation and support the development of initiatives that encourage educated participation in politics. This study will provide an important opportunity to advance the understanding of the research questions:

- (1) What is the perception of first-time voters regarding the political posts related to the 15th General Election (GE 15) on social media platforms?

- (2) What are the primary concerns expressed by first-time voters in the Malaysian youth demographic through social media posts, particularly regarding the upcoming 15th General Election (GE 15)?

1.4 Significant of the Study

The significance of this study goes beyond its ability to fill a notable research gap. This gap is specifically focused on the relationship between political disinterest among first-time voters of Malaysian youth and their concurrent use of social media platforms to access political news. To understand the underlying dynamics and repercussions of this relationship's aspects, in-depth research is required. While many studies have investigated how politics and social media affect young people's engagement, a thorough understanding of the main concerns motivating first-time voters to participate in general elections is still unclear.

This study has the potential to shed light on an important topic that has not been thoroughly investigated by probing the underlying factors that contribute to young Malaysians' disengagement from political matters while also examining their engagement with political content on social media. Policymakers, educators, media outlets, and the general public should all pay attention to the consequences of this study because they have an impact on multiple areas of society. The results of this study have the potential to guide the creation of focused strategies aimed at raising political knowledge, reducing the spread of false information, and encouraging young Malaysians to actively participate in the general elections. Politicians or any related authorities can develop initiatives that appeal to politically engaged youth by gaining insights into the specific social media usage behaviours that influence political opinions.

1.5 Keyword Definition

1.5.1 Politics

While a variety of definitions of the term “*Politics*” have been suggested, this paper will use the definition first suggested by Aristotle, a Greek philosopher who saw it as "the matters pertaining

to the polis" and is the source of the modern English word politics. The city or political alliance is what Aristotle characterizes as "politic." The Greek word for city is polis; this word is the source of English words like "politics" and "policy". According to Aristotle, "It is evident that all partnerships aim at some good, and that the partnership that is the most authoritative of all and incorporates all the others does so specifically, and strives for the most authoritative good of all. This is referred to as the "city" or "political partnership (Clayton, 2002)."

1.5.2 First-time Voter

"*First-time voter*" is defined as young people who have reached voting age and are thus facing their first opportunity to cast their votes, but it could also be used to refer to people who were previously prohibited from voting (for instance, due to a lack of citizenship or a conviction) but are now permitted to do so. People included in the first definition, i.e., those who have reached the voting age, are the main focus of the definition that follows (ACE, 2005).

1.5.3 Political Disinterest

"*Political disinterest*" is characterized by people's lack of interest in political tasks, including voting and civic participation (Tutor2u, 2021). In simpler words, it occurs when people are uninterested in participating in the democratic process of their country's government. This lack of interest may result from a poor comprehension of politics or a belief that taking part will not help them.

1.5.4 Political Information

"*Political information*" is a collection of facts, figures, and news stories pertaining to many facets of politics. This covers a wide range of subjects, such as information on the actions taken by

governments, the creation and execution of policies, the administration of elections, the ideology and activities of political parties, as well as updates on recent political events and developments (Duggan & Smith, 2019).

1.5.5 Social Media

The definition of “*Social Media*” is those apps and websites that let users connect with businesses, groups of people, and content—is correct, but it also seems to cover a significant percentage of the internet (McKinsey, 2023).

1.5.6 Political Engagement

“*Political engagement*” is the term used to describe the voluntary actions made by the general public to alter public policy, either directly or by influencing the decision-maker's choices (Uhlener, 2015). Examples of these activities involve interacting with politicians, participating in political campaigns, providing funds to a cause or candidate, petitioning, protesting, and collaborating with others on problems.

Literature Review

2.1 Introduction

The purpose of this literature review is to investigate the relationship between Malaysian Youth who are first-time voters and their political participation as it relates to their use of social media to access political information. In recent years, there has been growing interest in youth engagement in the democratic process in Malaysia as the voting age has been lowered to 18 years old. This review seeks to specifically focus on the research questions of how first-time voters use social media to access, engage with, and respond to political information. Additionally, the review will

consider how their political views, awareness, and behaviours may be impacted by the online political information they consume.

However, there is still a lack of understanding regarding the perceptions and concerns of first-time voters among Malaysian youth. A focus on the Malaysian context will be used to analyse current ideas and studies that address the idea of political indifference among first-time voters. This chapter begins with a review of first-time voters, their political interests, and their political information consumption, followed by their social media engagement and political participation.

2.2 Past Research Findings

2.2.1 First-Time Voters and their political interests

The Constitution (Amendment) Act 2019 (CA2019) was enacted on September 10, 2019, and it decreased the voting age to 18 while allowing younger candidates to vote in elections and introducing automatic voter registration for adults who are 18 years of age and older (Chai, 2022). According to the study by Chai on “The Paradox of Malaysia’s Lowering of Voting Age”, 5.8 million more people were able to vote due to the lowering of the voting age, bringing the total electorate to 21.02 million. More political accountability, increased engagement, and more responsive policymaking were all suggested by this broader enfranchisement (Chai, 2022).

However, there have been a few studies looking into the political interests of first-time voters among youth. A recent Pew Research Centre study found that nearly half of online Millennials (61%) said they acquire political news from Facebook in a given week, which is a far higher rate than any other news source. The age group of 18 to 29 years old, which currently comprises the majority of Millennials, has historically shown less interest in politics and political news (Mitchell,

A., Gottfried, J., & Matsa, K. E., 2015). According to the survey done by Malaysia Now, the fact that most young people (78%) felt politics and government were "complicated" and that they "can't really understand what's going on" served as another evidence of their lack of interest in politics. Approximately 66% of people disregarded politicians, claiming that they "don't care what people like me think" (Writers, 2021). While some research has been carried out on the relationship between first-time voters and their political interests, much less is known about the perceptions and concerns that they are really thinking about.

2.2.2 Political Information Consumption among first-time voters

This concept focuses on how actively first-time voters look for, engage with, and interact with political material that is presented on social media platforms. It covers a range of activities that these young people participate in when they acquire, analyse, and absorb political content online. According to the Pew Research Centre's article "Political Content on Social Media" by Dugan and Smith, the typical social media user lives in a world of connections online that includes a diverse range of people, from intimate friends and family to well-known people or distant acquaintances. The researchers found that this mixing of the personal and the political can irritate and frustrate users as they try to navigate these digital places since these buddy networks frequently reflect a potentially explosive blend of opposing political beliefs (Duggan & Smith, 2019).

According to the findings of Jakob Ohme on "Political social media use among first-time voters and its effects on campaign participation" on 9th May 2019, he concluded that first-time voters mainly receive campaign information from social media platforms. In his findings, the results showed that the widespread use of social media gives young voters access to more useful

knowledge about an upcoming election in addition to news media content. In the media diet of first-time voters, direct political communication is crucial (Ohme, 2019).

2.2.3 Social Media Engagement

According to Jakob Ohme's study, the research examined how social media use during the election campaign in 2015's Danish national election informed and mobilized voters. According to the report, first-time voters should be more impacted by the elections because they are more adept at using social media (Ohme, 2019). As Shey Shaddiq, a politician under MUDA, has said, Malaysian youth are the powerful kingmakers in future elections. He predicted this and initiated exposing himself to the "Youth World". In the absence of conventional political channels to reach approximately 21 million voters, Syed Saddiq and his group developed TikTok as a platform for engagement (Guzman, 2022).

His parliamentary discussions and simplification of national concerns through the use of dance trends and memes are frequently featured in his TikTok videos (Guzman, 2022). March of last year witnessed Muda win its first state elections without aligning itself with the political establishment. The success story of Syed Saddiq highlights the growing influence of social media in interacting with people, especially those who are first-time voters.

According to the findings of Jakob Ohme's study, first-time voters are more likely to be exposed to political content on social media than on non-social online and physical media platforms during election campaigns (Ohme, 2019). The combination of social media and politics appeals to first-time voters looking for relatable solutions to complicated issues at a time when traditional political outreach is encountering difficulties.

2.2.4 Political Participation among the Malaysian Youth

The most widely acknowledged behaviours recognized as political participation are signing a petition, becoming a member of a party, and voting for an electoral vote (Weiss, 2020). According to The Star's article on "GE15: Litmus Test for Youth Participation", the head of the Malaysian Students Global Alliance, Jonathan Lee, stated that young people outside of politically conscious circles have shown apathy towards politics. He attributes this to a combination of factors, including a lack of involvement, constant party-hopping, and corruption scandals (Tan, 2022). However, in the findings of Gary.T & Francis L. Lee, 2013, researchers concluded that people who wouldn't normally be very engaged in politics may have friends who are involved in the community and who are willing to exchange political messages and information. Such details and messages from friends may become known to others. Researchers used the examination of structural equation modeling to validate the significance of such unintentional exposure to political material (Gary.T & Francis L. Lee, 2013).

According to Jonathan, the majority of young voters will choose candidates over parties based more on the professionalism of their services. This is partially because of social media, where the candidate with the greatest number of followers may be perceived as the superior one. Additionally, voting for a candidate that one has heard about more is a matter of perspective (Tan, 2022). Although there are few studies examining the relationship between social media and first-time voters, the perception and concern among first-time voters are still unclear. The level of political participation among first-time voters might be directly affected by their perceptions and concerns about the consumption of political information on social media.

2.3 Related Theory

The theory used in this research is the agenda-setting theory. The definition of agenda setting is when the mainstream media uses its power to shape the importance of issues on the public agenda. The ability to sway the public's view of events is frequently exercised by the media. The goals and objectives that a group or individual is concentrated on achieving are the definition of an agenda in politics. Dr. Maxwell McCombs and Dr. Donald Shaw initially presented the agenda-setting idea in 1972.

According to the findings of “Social Media and Political Agenda Setting” by Gilardia, F., Gessler, T., Kublia, M., & Stefan, M., with social media becoming a well-established medium for political communication, politicians and parties are keen to utilize it. The researcher stated that the agenda-setting theory investigates how what the public sees and hears in the media can sway their opinions. When public leaders use their power and influence to push their political goals on the citizenry, this is called agenda-setting in politics (Gillardia et al., 2021). When communicating shared agenda elements to the audience, politics and media agenda-setting frequently overlap (Gillardia et al., 2021).

Within the field of agenda-setting studies, political agenda-setting pertains to the impact of media agendas on the agendas of political actors (Maurer, 2021). More specifically, the main focus of political agenda-setting research is whether political actors take up the news media's issue agenda in different ways, such as communicating about topics that are frequently discussed in the media or giving priority to issues from the news media agenda when making political decisions (Maurer, 2021).

This theory will help this study investigate how political social media information will affect the perception of the first-time voter, as most Malaysian youths are the primary users of social media. This kind of agenda-setting is typically observed during election campaigns, when politicians receive a lot of media attention.

2.4 Research Framework

The present study employed the Elaboration Likelihood Model as a research framework to examine the relationship between political information consumption on social media and the political participation of Malaysian Youth who are first-time voters. According to Nickerson 2023, the Elaboration Likelihood Model aims to investigate the various ways in which people interpret stimuli and the ways in which the products of these interpretations lead to changes in attitudes and, indirectly, behaviour (Nickerson, 2023). With regard to this study's setting of political information consumption on social media, the Elaboration Likelihood Model offers a framework for comprehending how first-time voters interact with and interpret persuasive communications. The ELM separates persuasion into two categories: the central route and the peripheral route.

1. Central Route: Those who possess the motivation and capabilities for in-depth information processing are more likely to choose this route. Their conclusions are based on the quality and power of the information given, after thoroughly analysing the content and taking arguments into account. First-time voters who actively seek out and engage with political information on social media and engage in a critical and in-depth process could be related to this in this study.
2. Peripheral Route: People are less likely to choose this route when they lack the motivation or efficiency for in-depth thought. For example, they rely their decisions on factors such as

source attractiveness, aesthetic components, or emotional appeals. This could apply to first-time voters in this study who interact more superficially with political content on social media due to emotional triggers, visual displays, or captions.

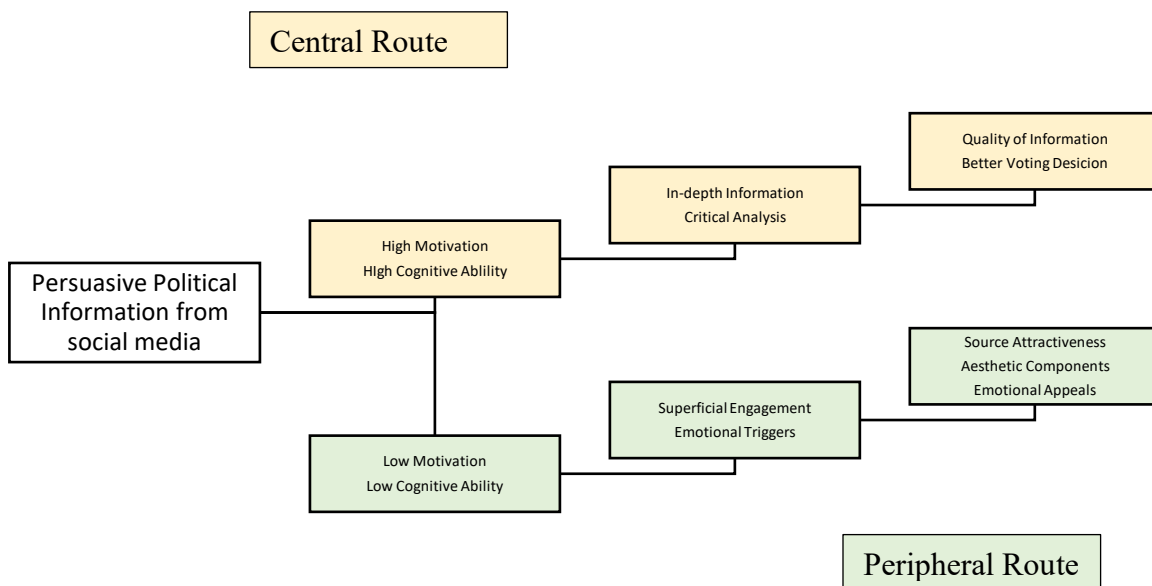


Figure 1

2.5 Hypotheses

H1- The more positive the perception of political information consumption, the higher the political participation of first-time voters among Malaysian Youth.

H2- The more first-time voters are concerned about political information on social media, the lower the political participation of first-time voters among Malaysian Youth.

Methodology

3.1 Introduction

This study examines the relationship between social media engagement, political information consumption, and the political engagement of first-time voters in the Malaysian youth demographic. This study aims to determine the perceptions of how they make use of political social media to learn about politics, decide their voting, and identify the concern among the Malaysian youth for the 15th General Election from the social media posts. This methodology section describes the research design, location, and subjects of this study, population and sampling procedures, research instruments, data collection procedures, data analysis, and statistical significance used in this study. This section presents a thorough framework for comprehending the factors that influence the political views and behaviours of this important demographic group by utilizing a quantitative research technique and incorporating the Agenda Setting Theory and Elaboration Likelihood Model.

The methodology's implementation of the Agenda Setting Theory and Elaboration Likelihood Model highlights the subtle approach used to interpret the complex relationships between first-time voters' participation in social media and consumption of political content. These theoretical frameworks provide direction for the data collection, analysis, and interpretation, adding to the study's depth and enabling a thorough comprehension of the research topics raised. Overall, the methodology section provides a solid basis for the analysis and interpretation of the results that follow, which is consistent with the goal of the study, which is to clarify how social media, political information, and political engagement interact with one another among young Malaysian voters who are registering for the first time.

3.2 Research Design

This study has used quantitative approaches, as formal theory, statistics, and mathematics are the main tools used by quantitative approaches in political science research to achieve fruitful outcomes (Steinmetz, 2019). When it comes to the political field, quantitative methods have many benefits. First and foremost, they make it possible to quantify variables objectively using standardized scales (Williams, 2021), such as the amount of political material consumed, social media involvement, and political engagement levels. It is possible to identify patterns, correlations, and links between variables by statistically analysing this numerical data.

Furthermore, comparative analysis is made easier by quantitative research, which makes it possible to compare the political participation of first-time voter groups with differing degrees of social media connection (Williams, 2021). Due to social media's wide audience, it is possible to collect a sizable sample size, which improves the representativeness of the study (Williams, 2021). This quantitative method is data-driven, utilizing numerical data collection, analysis, interpretation, and presentation to derive conclusions and insights into significant political issues (Steinmetz, 2019).

3.3 Location and Subjects of the Study

Location

The research was carried out in Malaysia's Selangor state. Due to its significance as one of the states that saw a legislative switch during the 15th General Election (GE 15), Selangor was selected as the venue. With a shifting political landscape, this election offers a rare chance to investigate how first-time voters' political beliefs and behaviours are influenced by their use of social media and their consumption of political information. The study intends to shed light on how social media

affects young voters' engagement in reaction to regional political changes by concentrating on Selangor.

Subjects

First-time voters in Malaysia between the ages of 18 and 30 will be the study's subjects. According to The New Strait Times, "Youth now defined as those between 15 and 30" by Arfa Yunus, and Esther Landau, a person between the ages of 15 and 40 was previously considered to be a "youth". However, the age was lowered from 40 to 30 in order to redefine "youth," and the Malaysian Youth Policy made this alteration official. This group is especially interesting since they are relatively new to politics and have a large representation in the youth demographic. The study intends to gain insight into how social media use affects this group's political attitudes and behaviors, which in turn affect their engagement in the democratic process. A varied representation of Malaysian youth will be ensured by including participants from various geographic locations, socioeconomic backgrounds, and cultural situations.

The study aims to investigate the precise influence of social media on the political engagement of this important population, and the selection of first-time voters is in line with this purpose. The youth stage of life, which spans the ages of 18 to 30, is marked by changing viewpoints and increasing internet engagement. The research hopes to provide insightful information about the factors influencing first-time voters' political engagement patterns in the context of contemporary Malaysia by concentrating on this age group.

3.4 Population and Sampling Procedures

Population

The population in this study is made up of first-time voters in the Malaysian state of Selangor, who are between the ages of 18 and 30. This group comprises youth who are being given the chance to vote for the first time in their democratic participation. Due to its political significance as a state that saw a shift in parliamentary representation during the 15th General Election (GE 15), Selangor was selected as the venue. Although there are no hard-and-fast guidelines for the number of participants in the research, certain scholars believe that, depending on the field of study and research topic, 10 to 50 people will be sufficient (Creswell, 2009). According to Creswell (2009), there are a total of 50 respondents involved in this study.

Sampling Procedures

A purposive sampling technique will be applied to select participants who are eligible to answer the online questionnaire (Methodology, 2021). It is to ensure that their viewpoints and experiences were directly related to the goals of the study. By using this strategy, researcher was able to collect precise and pertinent information from the target group, young Malaysian voters who were first-time voters.

3.5 Research Instruments

3.5.1 Questionnaire Design

This study has used an online questionnaire as the research instrument. There are three sections in the questionnaire, which are “Section A: Demographic Profile”, “Section B: Perception of First-Time Voters”, and “Section C: Concerns of First-Time Voters”. However, there is an “Acknowledgement of Notice” for the respondent to read and agree to before they proceed to the

all the sections. A key ethical principle in survey research is informed consent, which states that before participating, participants must understand and assent to the study's goal, risks, and benefits (Community, 2023). This is to ensure that the respondents are aware of the Personal Data Protection Act 2010 ("PDPA*"), which came into force on November 15, 2013, at Universiti Tunku Abdul Rahman (UTAR), in order to be bound to take notice and require consent in relation to the collection, recording, storage, usage, and retention of personal information. Other than that, a respondent filter is also designed to understand the political education level of the respondents and the type of social media platforms that they normally use to consume political information.

For this study, the questionnaire will be created on Google Forms, an online survey. The survey will be shared on a variety of social media networks, such as Facebook and Instagram. All the questions in this questionnaire are mandatory to answer in order to get accurate and in-depth data from the respondent. The respondent for this online questionnaire must be a first-time voter in GE 15, and he/she only eligible to answer this survey.

In Section A: Demographic Profiles, there are a total of four questions to be answered, which are ages, gender, races, and education level. From this section, researcher can understand the background of each respondent in order to analyse their answers in sections B and C. In Section B: Perception of First Time Voters, there are a total of 13 questions to be answered by the respondents in this section. This section examines the first research question of this study, which is the perception of first-time voters regarding the political posts related to the 15th General Election (GE 15) on social media platforms. In Section C: Concerns of First Time Voters, there are a total of ten questions that examine the second research question of this study, which is the primary concerns expressed by first-time voters in the Malaysian youth demographic through social media posts, particularly regarding the upcoming 15th General Election (GE 15).

3.5.2 Validity and Reliability of the instruments

Producing meaningful and accurate research results requires making sure a measurement tool is both valid and reliable. For the credibility of the research findings, it is crucial that the researcher examines the procedures for evaluating the validity and reliability of the research instrument. The researcher uses the well-known statistical technique Cronbach's alpha to assess reliability. Indicating how well a group of survey or test items function collectively to measure a certain construct, Cronbach's alpha gauges the internal consistency of the group of items (Admin, 2023). As indicated by a high Cronbach's alpha score, the items in the instrument are trustworthy and yield dependable results when used with various respondents (Goforth, 2015).

The construct it is intended to evaluate is accurately captured by a valid instrument. To determine whether the research instrument is valid, the researcher uses Pearson's correlation analysis in this study. In order to ascertain whether the instrument successfully measures the intended construct, researcher must look at its correlations with other pertinent variables (Turney, 2023). Pearson's correlation indicates the degree and direction of the linear relationship between variables.

The sample size, N used for reliability test is 50 subjects, however, there is only 45 subjects used in validity test due to the degree of freedom, df in Pearson's Correlation Analysis.

Reliability Statistics	
Cronbach's Alpha	N of Items
.852	5

Table 1

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1. I feel excited and significant when I am eligible to vote in General Election.	13.02	6.102	.677	.819
2. I believe that my vote can make a difference in shaping the future of 1sia.	12.88	6.067	.726	.806
3. I view my participation in the general election as a civic duty and responsibility.	12.74	7.013	.571	.845
6. I will approach general elections with optimism, idealism, and hope, thinking that my participation could result in beneficial society advancement. (Concern)	13.16	5.811	.619	.841
4. I feel motivated to vote for candidates to bring out the desired transformations in society.	12.92	6.116	.765	.797

Table 2

Based on Table 1, the result of Cronbach's alpha in reliability statistics shows that the value of $\alpha = 0.852$ for the research instrument. It is generally agreed that a value between 0.6 and 0.7 shows an adequate level of reliability and a value between 0.8 and larger, is a very good level (Goforth, 2015). According to Table 2, most of the items has a value that greater than 0.6 and above, except item 3. Stronger correlations between the elements on the scale are indicated by higher values (Admin, 2023). Hence, this prove that the research instrument is reliable.

Correlations

		1. I feel excited and significant when I am eligible to vote in General Election.	2. I believe that my vote can make a difference in shaping the future of 1 sia.	3. I view my participation in the general election as a civic duty and responsibility.	4. I feel motivated to vote for candidates to bring out the desired transformations in society.	6. I will approach general elections with optimism, idealism, and hope, thinking that my participation could result in beneficial society advancement. (Concern)
1. I feel excited and significant when I am eligible to vote in General Election.	Pearson Correlation	1	.595**	.500**	.674**	.446**
	Sig. (2-tailed)		<.001	<.001	<.001	.001
	N	50	50	50	50	50
2. I believe that my vote can make a difference in shaping the future of 1 sia.	Pearson Correlation	.595**	1	.432**	.707**	.576**
	Sig. (2-tailed)	<.001		.002	<.001	<.001
	N	50	50	50	50	50
3. I view my participation in the general election as a civic duty and responsibility.	Pearson Correlation	.500**	.432**	1	.494**	.470**
	Sig. (2-tailed)	<.001	.002		<.001	<.001
	N	50	50	50	50	50
4. I feel motivated to vote for candidates to bring out the desired transformations in society.	Pearson Correlation	.674**	.707**	.494**	1	.547**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	50	50	50	50	50
6. I will approach general elections with optimism, idealism, and hope, thinking that my participation could result in beneficial society advancement. (Concern)	Pearson Correlation	.446**	.576**	.470**	.547**	1
	Sig. (2-tailed)	.001	<.001	<.001	<.001	
	N	50	50	50	50	50

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

Table 3

Based on Table 3, it shows the result of the Pearson's Correlation Analysis to test the validity of the research instrument. The research instrument is tested for a two-tailed test at a significance level, $\rho = .01$ and degree of freedom, $df = 45$, which is a high statistically significance and strong correlation. Pearson product moment, $r = 0.372142$, indicates a positive correlation between the two variables being studied in the research instrument.

In conclusion, the researcher concluded that the research instrument are both reliable and valid in the study.

3.6 Data Collection Method

The format of the questions in the questionnaire is mostly close ended, which is quick and simple to complete, lowering respondents' cognitive load and confusion, improving the data collection and analysis process, and delivering trustworthy and valid data if questions are well-designed and tested (LinkedIn, 2023). In Section A, multiple choices questions are used, and the choice of answer will be yes/no or short phrases.

A four point Likert scale is used in Sections B and C as it is essentially a forced scale. It spans from 1 to 4 and is separated as 1 = Strongly Disagree, 2 = Disagree, 3 = Agree, 4 = Strongly Disagree. It is so named because the individual is compelled to have an opinion (Ayanyemi, 2019). There is no solid "neutral" choice, and it allows researchers to obtain more detailed responses (Ayanyemi, 2019).

Data Analysis

4.1 Introduction

The "Results and Discussion" section summarizes the results of the analysis and presents conclusions derived from the information gathered through an online survey. The attitudes, worries, and interaction patterns of first-time Malaysian youth voters with political material on social media are explored in this section. The in-depth investigation tries to give a clear understanding of the complex dynamics at work in this situation. These results shed light on the relationships between the use of social media, political information intake, and political opinions among first-time voters. In order to identify trends and correlations within the data, researcher presented a quantitative analysis. These findings add to the knowledge of observable patterns by connecting them to well-known theories like Agenda-Setting and Elaboration Likelihood Models.

Researcher emphasizes the study's importance, academic relevance, and prospective effects on media practices, policy, and education throughout the discussion. This section enables readers to understand the many facets of the research and its wider implications for the complex interaction between youth, politics, and the digital environment.

4.2 Demographic Characteristics of Respondents

4.2.1 Age

An important finding from the demographic profile-focused data analysis in Section A is that the majority of respondents are between the ages of 18 and 24. This result strongly supports the validity of the target population for the research, which perfectly corresponds to the cohort of first-time voters among Malaysian youth. The prevalence of respondents in this particular age group confirms the applicability of the study's goals and highlights the potential importance of the insights researcher hopes to uncover. By focusing on this particular age group, this study not only captures the core of the first-time voter experience but also makes a valuable contribution to a more nuanced understanding of the political engagement patterns of this significant group of the population.

4.2.2 Gender

The respondents' gender distribution is heavily weighted towards the female demographic. This finding suggests an important shift in the distribution of participants in this study. It is crucial to take into account the higher percentage of female respondents because it adds a potential gender-related dimension to the analysis. According to some experts, men are more likely to engage in

online activity that involves information seeking than women because women are more inclined to communicate and exchange information online (Jackson et al., 2001).

4.2.3 Races

94% of the respondents, a startling majority, self-identify as Chinese. The participant composition of the study is notable due to this demographic concentration. A focused analysis of the potential implications and insights that may result from this data is warranted given the overwhelming prevalence of Chinese ethnicity among the respondents.

4.2.4 Education Level

The 50 respondents in the survey come from a variety of educational backgrounds. The fact that 33 of them have bachelor's degrees or their equivalents and 10 are enrolled in pre-university or Diploma programs is noteworthy. Five more are post-graduate students, and two have only completed high school. Youths could cast more informed ballots at the elections if they have political literacy, which can be developed notably in the halls of academia (Chin, 2022). The analysis of this diversity will show how education affects young Malaysian voters' political participation on social media.

4.3 Results

4.3.1 Respondent Filter

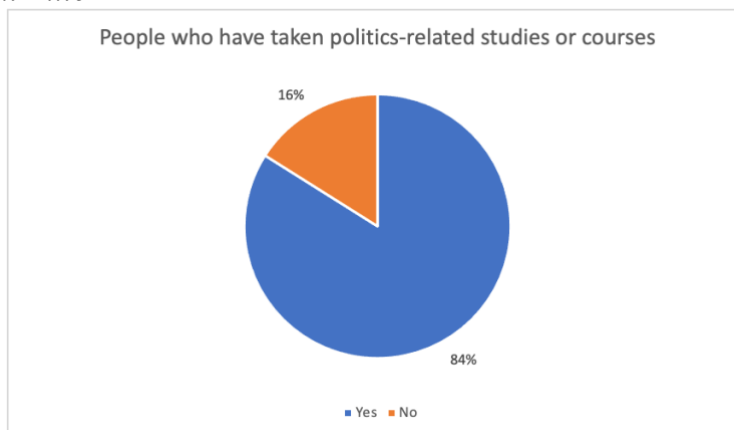


Figure 2

Figure 2 shows the level of political education among first-time voters. Among the 50 respondents, 42 of them have learned about Malaysia's politics through their education, and eight of them have not taken any politics-related courses or subjects before.

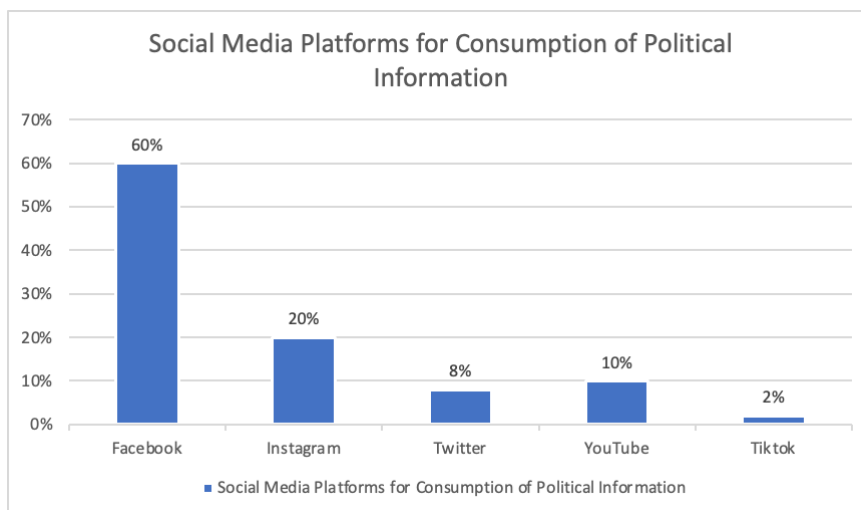


Figure 3

Figure 3 shows the choice of social media platforms that first-time voters used to consume political information. Among the 50 respondents, 30 chose Facebook, 10 chose Instagram, 5 chose YouTube, 4 chose Twitter, and 1 chose TikTok.

4.3.2 Demographic Profiles

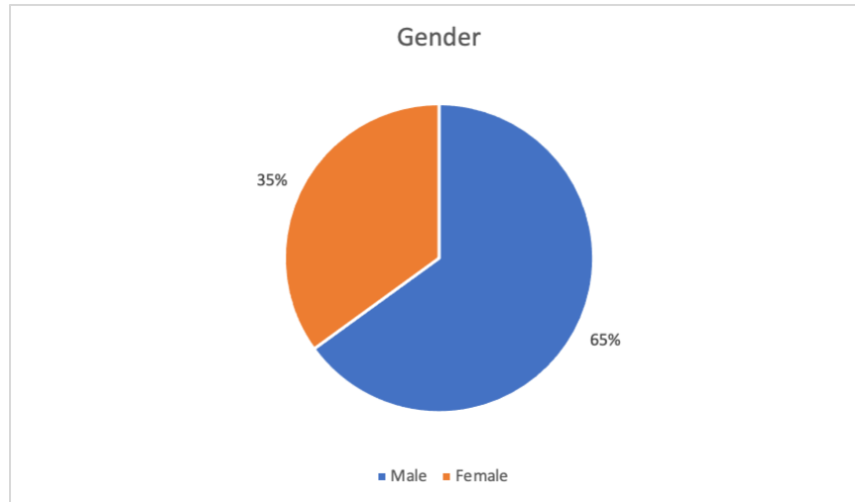


Figure 4

Figure 4 shows the gender of the respondents in this online questionnaire. Among the 50 respondents, 33 of them are female and 17 of them are male.

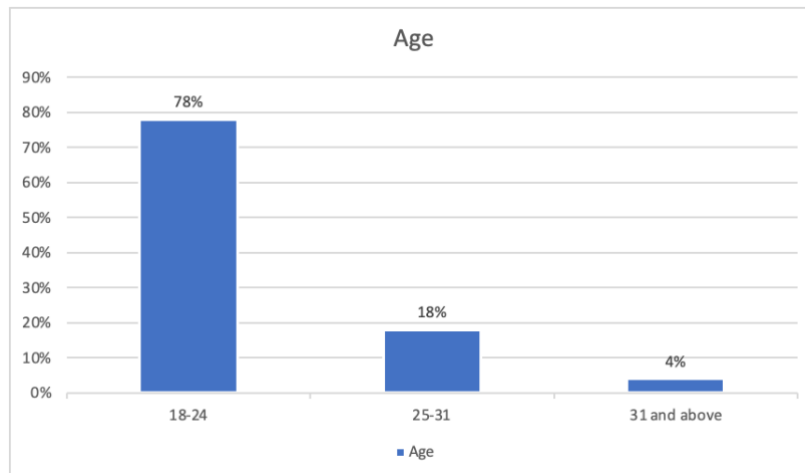


Figure 5

Figure 5 shows the age range of the respondents who have participated in this online survey. There are 39 of them, aged from 18-24 years-old, nine of them are aged from 25-31 years old, and two of them are aged from 31 years old and above.

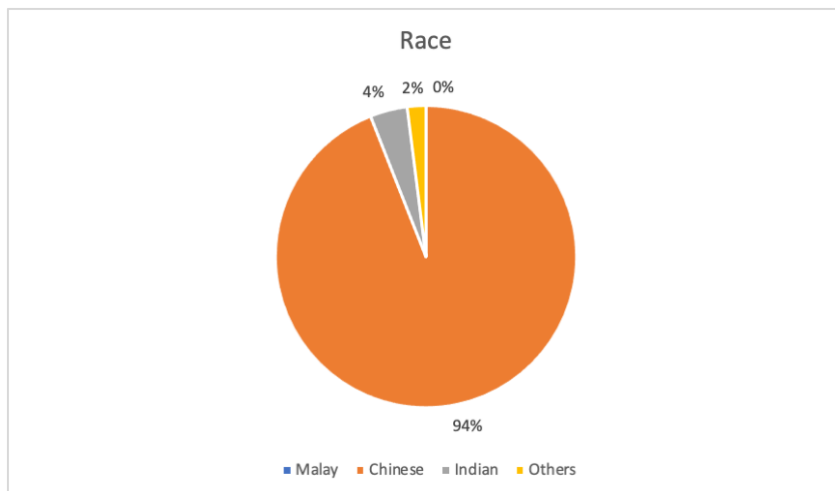


Figure 6

Figure 6 shows the races of the respondents, which include Malay, Chinese, Indian, and others. Among the 50 respondents, 47 are Chinese, 2 are Indian, 1 is other, and none are Malay.

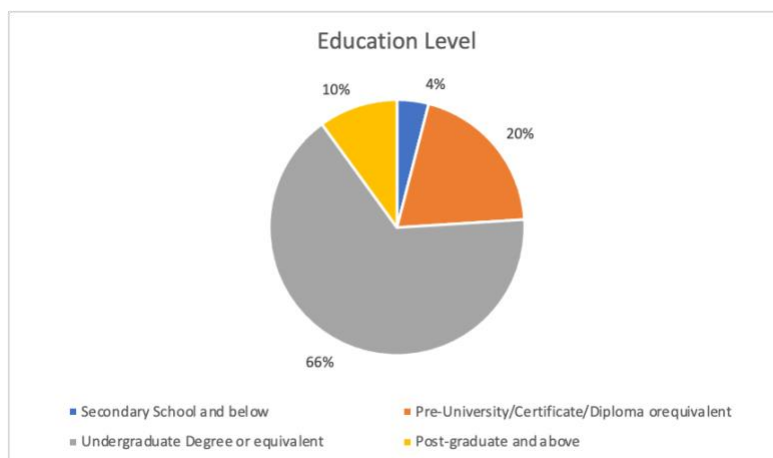


Figure 7

Figure 7 shows the education level of the respondents. Among the 50 respondents, 33 studied for an undergraduate degree or equivalence, 10 studied for a pre-university/certificate/diploma or equivalent, five studied for post-graduate and above, and two of them studied for secondary school and below.

4.3.3 Perception of First Time Voter

A four point Likert scale is used in this session as it is essentially a forced scale. It spans from 1 to 4 and is separated as 1 = Strongly Disagree, 2 = Disagree, 3 = Agree, 4 = Strongly Disagree. It is so named because the individual is compelled to have an opinion (Ayanyemi, 2019). There is no solid "neutral" choice, and it allows researchers to obtain more detailed responses (Ayanyemi, 2019).

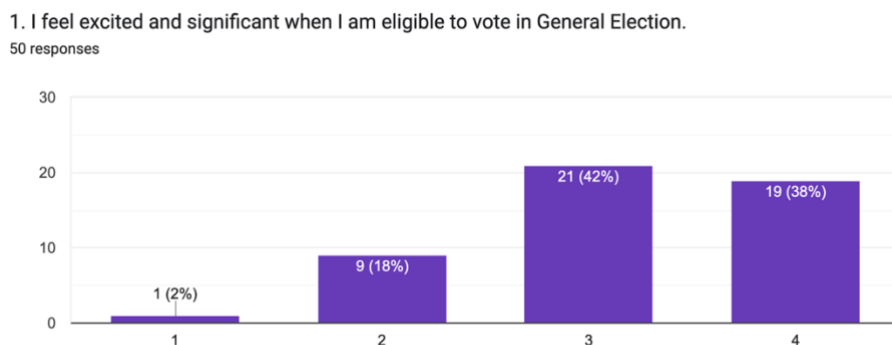


Figure 8

Figure 8 shows that 19 of the respondents strongly agree with the statement, “I feel excited and significant when I am eligible to vote in the general election.”. Another 21 of them agree with the statement, but 10 disagree with it. From this data, researcher can know that the majority of first time voters felt motivated to be involved in political participation. However, there is still a minority of them who do not really care about the general election.

2. I believe that my vote can make a difference in shaping the future of Malaysia.
50 responses

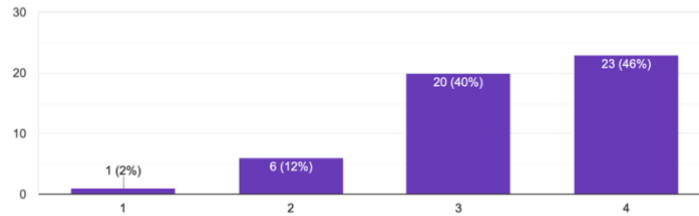


Figure 9

Figure 9 shows that 43 of the respondents believe that their votes are impactful in shaping the future of Malaysia. However, seven of them think that their vote could not make any difference in the future of the Malaysian government.

3. I view my participation in the general election as a civic duty and responsibility.
50 responses

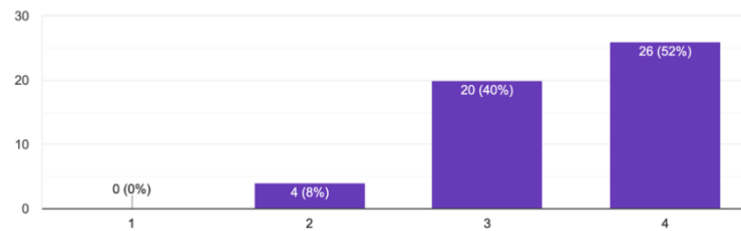


Figure 10

Figure 10 shows that 46 respondents agree with the statement, “I view my participation in the general election as a civic duty and responsibility.” This shows that the majority of first time voters fully understand that voting in general elections is part of their responsibility as Malaysians. However, there are still four of them who think that voting is not compulsory as a Malaysian citizen.

6. I can broaden my understanding and knowledge on political issues from social media.
50 responses

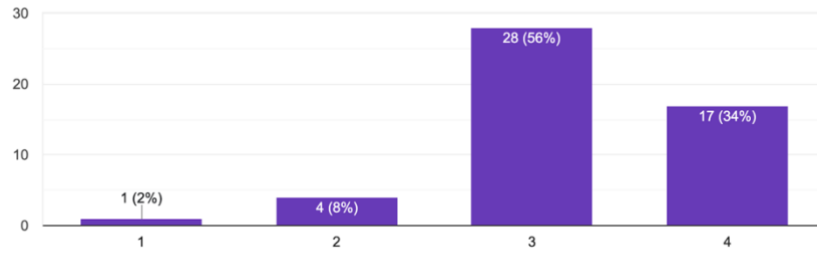


Figure 11

Figure 11 shows that 45 of the respondents agree that social media can broaden their understanding and knowledge of political issues in Malaysia. While the rest of five do not agree to it.

9. I get influenced when certain politicians or political parties become more popular through viral campaigns or influential voices on social media.
50 responses

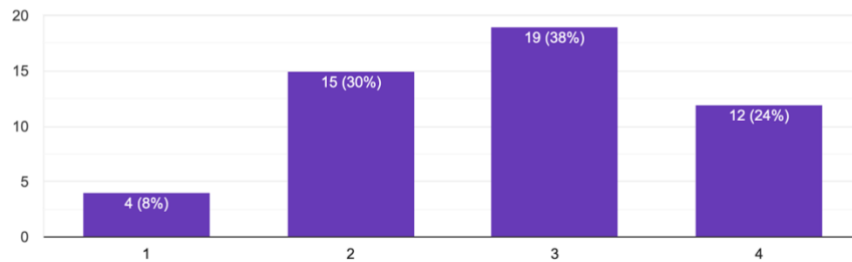


Figure 12

Figure 12 shows that 31 of the respondents will be influenced by the popularity of political parties or politicians on social media. On the other hand, 19 of them think that they will not be influenced by the popularity of political campaigns or politicians on social media.

10. My perceptions towards a politician or political party will be influenced by the reputation of their social media profile such as good/bad comments under their posting.
50 responses

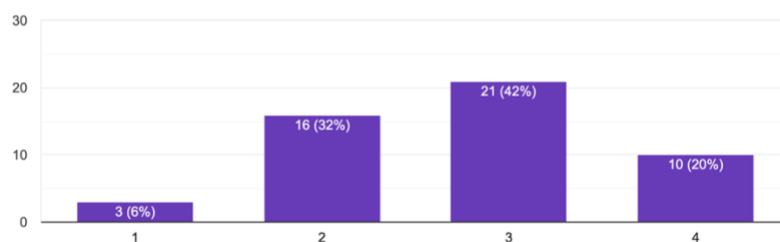


Figure 13

Figure 13 shows that the 21 the respondents will judge the politician or political party based on their reputation on social media, such as the comments under their posting. However, there are still 19 respondents who think that reputation on social media is not a criteria for judging political parties or politicians.

11. I give 100% trust towards the political information that I have consumed from social media.
50 responses

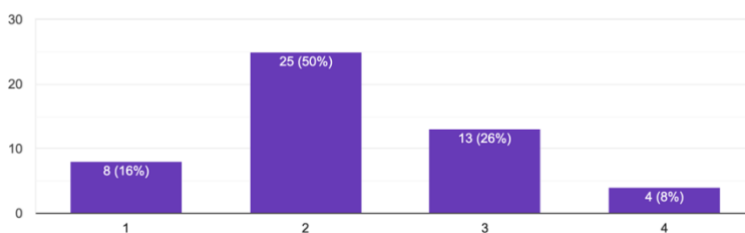


Figure 14

From Figure 14, it shows that 33 respondents do not give 100% trust to political information from social media, however, 17 of them agree with the statement, "I give 100% trust to the political information that I have consumed from social media."

4.3.4 Concerns of First Time Voters

A four point Likert scale is used in this section as it is essentially a forced scale. It spans from 1 to 4 and is separated as 1 = Strongly Disagree, 2 = Disagree, 3 = Agree, 4 = Strongly Disagree. It is so named because the individual is compelled to have an opinion (Ayanyemi, 2019). There is no solid "neutral" choice, and it allows researchers to obtain more detailed responses (Ayanyemi, 2019).

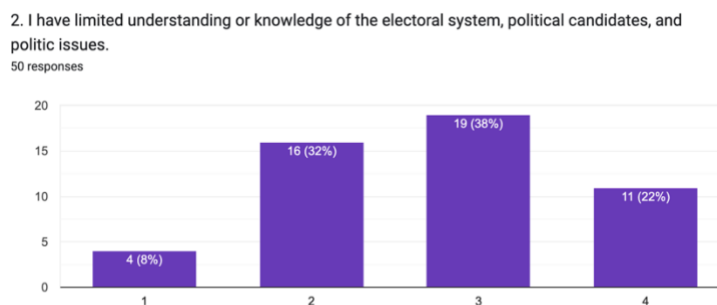


Figure 15

Figure 15 shows that 30 of the respondents have concerns about their limited understanding or knowledge of the electoral system, political candidates, and political issues.

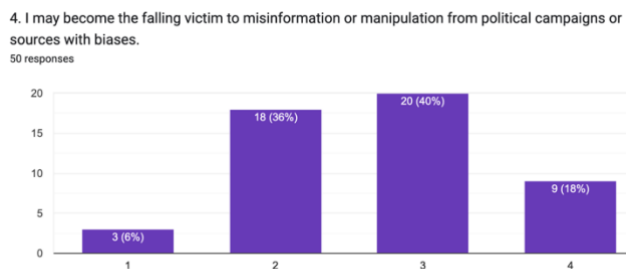


Figure 16

Figure 16 shows that 29 of the respondents are concerned about becoming victims of fake news from political sources or sources with biases, while another 21 of them do not have this concern.

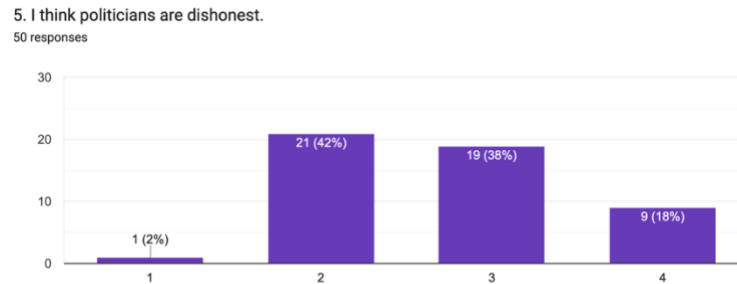


Figure 17

Figure 17 shows the dishonesty of politicians is one of the concerns of 28 respondents, while the rest of 22 respondents do not think that.

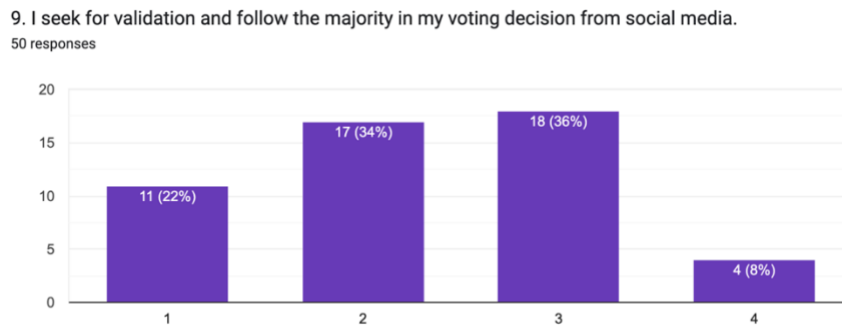


Figure 18

Based on the result from Figure 18, 28 respondents will not seek validation from social media and will follow the majority in their voting decision, while 22 of them will follow the majority in their voting decision from social media.

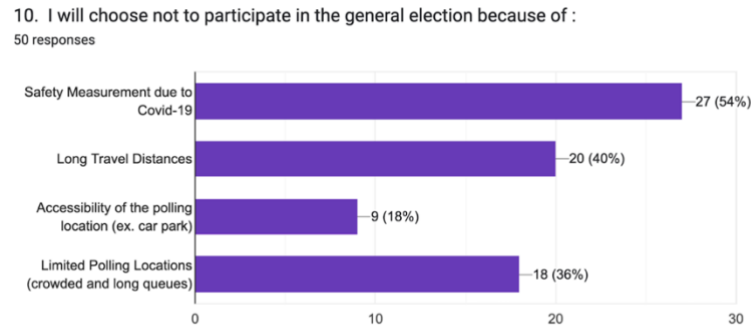


Figure 19

Figure 19 shows that 27 respondents are concerned about the safety measurement due to Covid-19, 20 of them are concerned about the long travel distances during general elections, 18 of them are concerned about the limited polling locations, including crowding and long queue issues, and nine of them have a concern about the accessibility of the polling location such as car park issue.

Conclusion

5.1 Discussion (related to theory and past research)

Young Malaysians are increasingly using social media platforms as their main information source, yet there is rising concern over their seeming lack of interest in politics. Specifically focusing on the potential impact of this online information consumption on young people's political awareness, attitudes, and behaviours, this study aims to explore the relationship between young people's limited engagement with politics and their consumption of political information through social media.

5.1.1 Perception of first time voters

Research objective of this study is to determine the perception of Malaysian youth on how they make use of political social media to learn about politics and decide their voting. Based on the result for Section B: Perception of first time voters, it shows that first time voters among the Malaysian youth are actually having a positive and optimistic attitude towards the general elections after the previous election, GE15. According to Figure 4.7, 40 out of 50 respondents agree with the statement, "I feel excited and significant when I am eligible to vote in the general election.". The youth vote generated a lot of excitement during GE15 (Bernama, 2023). They were the focus of political activities and social media platforms, particularly TikTok, while the young voters were referred to as "possible kingmakers" in several news stories and analyses (Bernama, 2023).

Contrastingly, the conclusions reached by Mitchell, Gottfried, and Matsa (2015), who noted historically reduced interest in politics and political news among the age range of 18 to 29 years old, which mostly includes the Millennial generation, are interestingly at odds with the findings of this study. This discrepancy between historical patterns and recent discoveries emphasizes how young people's political engagement is changing in the digital age. It also calls for a reevaluation of the influence of social media platforms, which appear to have the capacity to change young people's political excitement and involvement (Keating & Melis, 2017).

Furthermore, past research has shown that young people do not care about politics. However, the result of the online questionnaire in this study shows that 92% of respondents, who aged from 18 to 24, fully understand that voting in general elections is part of their responsibility as Malaysians. This result has interestingly contrasted with Writers 2021, which claimed that according to a survey, most young people don't care about politics or politicians. In addition, the majority (90%)

of the respondents agree that social media can broaden their understanding and knowledge of political issues in Malaysia. This finding was consistent with the conclusion of Onme's 2019 study, whereby the growing usage of social media allows young voters access to more helpful information about an upcoming election. Direct political communication is essential for first-time voters' media diet (Ohme, 2019).

Other than that, the theory of agenda setting is also applied to the results of this methodology. According to the concepts of the Agenda-Setting Theory, the data analysis provides fascinating insights on the impact of social media on the political perceptions of first-time voters among Malaysian youth. A sizable portion of the respondents (31 out of 50) admit that they are vulnerable to the influence of political parties or politicians who are popular on social media. This finding is consistent with the past research on Agenda-Setting Theory by Gilardia, F., Gessler, T., Kublia, M., & Stefan, M. 2021, which holds that media, including social media, can influence the relevance of particular issues or subjects by deciding what is given attention and prominence.

According to the replies' distribution, there is a notable difference in points of view, highlighting a stark contrast with the agenda-setting theory's principle. 66% of respondents exhibit a noticeable level of scepticism. Media scepticism is defined as a lack of trust in media messaging and the reliability of information sources (Tsfati, 2003). The conclusions drawn from the data analysis present an interesting viewpoint on the degree of confidence that young Malaysian voters who are casting their first ballots in elections have in the accuracy of political information spread through social media. The political information that first time voters come across on social media platforms is not entirely trusted as a result of their media scepticism. The central claim of the Agenda-Setting Theory, that the media have the ability to shape public perceptions of reality by selecting framing

and emphasizing particular concerns (Gilardia, F., Gessler, T., Kublia, M., & Stefan, M. 2021), is not applicable in this situation.

5.1.2 Concerns of First Time Voters

The concerns raised by first-time voters among Malaysia's youth provide insightful information about the complex processes of political engagement and social media influence. The following discussion explores the importance of these issues, the consequences they have, and how they relate to the larger context of political engagement and social media engagement. According to the result of Section C: Concern of the first-time voter, the concern expressed by 30 out of 50 respondents about their incomplete knowledge of the electoral process, political candidates, and political issues highlights how the way that young people consume political information is changing. This showed consistent findings with the theory of agenda setting as it reflects the crucial function social media plays in influencing political awareness, with ramifications for both private decision-making and wider civic engagement (Gilardia, F., Gessler, T., Kublia, M., & Stefan, M. 2021).

In addition, the complexity of the political content that is available on social media platforms can be related to the concerns voiced by respondents. It might be difficult to distinguish between trustworthy sources and false or superficial content because information is so easily accessible on these sites. Based on the result of the questionnaire, more than half of the respondents think that they might become the falling victims of fake news from political sources or sources with biases.

5.2 Discussion on hypothesis

H1: The more positive the perception of political information consumption, the higher the political participation of first-time voters among Malaysian Youth.

According to the result of the data analysis, the result that first-time voters had a favourable and upbeat attitude towards general elections is consistent with the idea of a favourable perception of political participation. An optimistic outlook implies that these voters value and value taking part in the democratic process. This favourable attitude may also apply to the way they use social media to consume political information because they may see these sites as reliable resources for information that will help them make informed voting selections.

On the other hands, the large percentage of respondents who said they understood completely that it was their responsibility to cast a ballot in a general election demonstrates how important political engagement is to them. This comprehension might signify a sober appreciation of their obligation to uphold civic virtue and their part in determining the nation's future. The hypothesis that a favourable view of political information consumption corresponds with higher political involvement is supported by the evidence that these first-time voters are aware of their role in the democratic process and are inclined to participate actively.

In conclusion, Hypothesis 1 is tested successfully from the findings of this study.

H2- The more first-time voters are concerned about political information on social media, the lower the political participation of first-time voters among Malaysian Youth.

In the scope of the research, researcher aimed to investigate the correlation between the factors listed in the hypothesis, which claimed that lesser political participation among Malaysian youth

first-time voters would be related with increased concerns about political content on social media. However, the results of the data analysis did not match this anticipated result. After analysing the data, it became clear that there was no statistically significant relationship between respondents' claimed levels of political activity and their level of anxiety about political material on social media. This surprising outcome necessitates a reevaluation of the original theory and calls for a more thorough investigation of the underlying variables that may be responsible for this discrepancy. Although the data do not support the original hypothesis, they do advance the knowledge of the complex interplay between political participation, social media use, and informational concerns. Future studies are encouraged to investigate these processes in greater detail and to take into account the potential significance of various mediating and moderating factors that may affect the relationships between first-time voters' concerns, information intake, and political participation.

In conclusion, Hypothesis 2 is tested unsuccessfully from the findings of this study.

5.3 Summary of Research

This study examined the intricate topography of young Malaysians' engagement with political material on social media as first-time voters. While there is a positive and upbeat attitude towards general elections, the results showed that respondents had concerns about limited comprehension, fake news, logistical challenges, and COVID-19 safety. It's interesting to note that the data did not entirely support the hypothesis positing a negative association between worries about political information on social media and political participation. This emphasises how complex the interactions between variables are that affect political participation and information consumption in the digital age.

5.4 Answering Research Objectives

RO 1: To determine the perception of Malaysian youth on how they make use of political social media to learn about politics and decide their voting.

The results of this survey are consistent with Research Objective 1, showing that most Malaysian youth, especially those in the 18–24 age range, have a favourable opinion of political social media. Respondents express excitement and importance surrounding their right to vote, indicating that social media platforms have had a significant impact on how they perceive politics. The study has done a good job of capturing the optimism and zeal that first-time voters have as they interact with political content on internet platforms.

RO 2: To identify the primary concern among first-time voters among Malaysian youth in the social media post.

By identifying the concerns raised by first-time voters, the study successfully addresses Research Objective 2. These worries include a wide range of topics, such as incomplete knowledge of the electoral process, political information that is biased, logistical difficulties, and worries about the safety of COVID-19. This goal has highlighted the many difficulties that young voters encounter when navigating the political system, underscoring the demand for policies that are specifically designed to allay their concerns.

5.5 Conclusion Findings

This study examined the complex connections among first-time voters, political participation, and social media in the context of Malaysian youth. Several noteworthy trends have been revealed by the analysis of survey responses and the subsequent interpretation of those results. It is clear that the majority of respondents, who are between the ages of 18 and 24, have a favourable and

passionate attitude towards their role in the democratic process, particularly in the context of general elections. This supports the story of rising fervour and political awareness seen during recent elections, illuminating the potential impact of youth engagement on political environments.

On the other hand, the study also emphasised that there are concerns among first-time voters. These concerns range from a lack of knowledge of political processes, political information that is biased, logistical difficulties, and even concerns regarding COVID-19 safety during elections. While varied, these concerns highlight the complexity of the obstacles that young voters must overcome in order to participate in the political process.

It's interesting that there wasn't much evidence to back up the claim that concerns about political content on social media directly correlate with lesser political engagement. The results cast doubt on a straightforward linear relationship and imply that additional factors, both internal and external, are involved in the wide spectrum of political participation behaviours seen among first-time voters.

5.6 Recommendation and Implication

From the findings of this study, first-time voters' concerns highlight the necessity for political actors, platforms, and educational institutions to provide accurate and easily available political information. Hence, giving young voters the knowledge and resources they need to successfully negotiate the complexities of the political scene can result in better informed choices and active civic engagement.

5.7 Scope/Limitation of the Study

The scope of this study is on first-time voters in Malaysia who are young and politically engaged as it relates to their use of social media platforms to get political information. A quantitative

analysis of the tone and substance of social media posts about the 15th General Election will be included in the study using an online survey. The study will also look into how first-time voters' decision-making is considered to be impacted by identifying and determining their perceptions and concerns about the information they receive on social media.

This study has a number of limitations that should be acknowledged. The research would rely on participant's self-reported perceptions, which could introduce subjectivity bias. Memory recall, social desirability bias, or individual interpretations may have an impact on participants' answers when asked about their use of political social media and the reasons behind their voting choices. The accuracy and objectivity of the data obtained could be impacted by this subjectivity's potential to create some degree of bias. The inherent limits of self-reporting must be acknowledged, even though attempts will be made to promote sincere and considerate responses.

Additionally, the results of the study could not be universally relevant outside of the particular context of Malaysian youth and the 15th General Election. The findings of the study will be supported by the particular conditions of Malaysian youth and the 15th General Election. Because of this, it's possible that the conclusions reached in this study won't be universally relevant to other demographics or political settings. It is crucial to use caution when extrapolating the findings from the study to other contexts because cultural, socioeconomic, and political variables can have a substantial impact on the dynamics of adolescent engagement. Even if the knowledge collected will be useful in the context of Malaysian youth involvement, additional study may be required to confirm the results in other contexts.

5.8 Suggestions for further research

As this study comes to a close, it encourages further research into the complex relationships between use of digital media, political beliefs, and engaged citizenship. Scholars and policymakers may work together to improve political literacy, encourage informed citizenship, and strengthen democratic participation among the next generation of Malaysian voters by recognising the limits of this research and expanding on its insights.

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Appendix A: Questionnaire

Section 1 of 5

How Political Information on Social Media Influences the Perception and Concern of First-Time Voters in 15th General Election.

Hi Respondents,

I am currently a degree student at Universiti Tunku Abdul Rahman (UTAR) Sungai Long Campus, I would like to invite you to participate in a questionnaire survey: **How Political Information on Social Media Influences the Perception and Concern of First-Time Voters in 15th General Election**. The objective of this survey is to determine perceptions and identify concerns among 1st time voters from the political information on social media in GE 15. Your participation in this study is very much appreciated to assist me in this study.

This questionnaire contains 4 sections and it might take roughly 8-10 minutes to complete.

Respondents of this survey should be the "First Time Voter" in Malaysia's 15th General Election.

This survey is solely for academic purposes and all information provided will be kept strictly confidential. If you need any clarification, please feel free to reach me at christineswt@utar.my.

Thank you for your kind assistance in this survey.

Warmest Regards,

Christine Soon Wei Ting
Bachelor of Media and Creative Studies

Acknowledge of 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. Among others it includes:

- a) Name
- b) Identity card
- c) Place of Birth
- d) Address
- e) Education History
- f) Employment History
- g) Medical History
- h) Blood type
- i) Race j Religion
- k) Photo
- l) Personal Information and Associated Research Data

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 fulfil 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.

8. You may access and update your personal data by writing to me at christineswt@1utar.my

- 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

Section 2 of 5

Respondent Filter



Description (optional)

1. Did you study any subjects related to politics such as MPU, Pengajian Am, or any other related course? *

Yes

No

2. Which social media platform do you use for political information? *

Facebook

Instagram

Twitter

YouTube

Tiktok

Section 3 of 5

Section A : Demographics Profile ✕ ⋮

Description (optional)

Gender *

Male

Female

Age *

18-24

25-31

31 and above

Race *

Malay

Chinese

Indian

Others

Education Level *

Secondary School and below

Pre-University/Certificate/Diploma or equivalent

Undergraduate Degree or equivalent

Post-graduate and above

Section 4 of 5

Section B: Perception of 1st time Voter



Rate your answer from the statement given below. Avoid neutral answer.

1. I feel excited and significant when I am eligible to vote in General Election. *

	1	2	3	4	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

2. I believe that my vote can make a difference in shaping the future of Malaysia. *

	1	2	3	4	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

3. I view my participation in the general election as a civic duty and responsibility. *

	1	2	3	4	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

4. I feel motivated to vote for candidates to bring out the desired transformations in society. *

	1	2	3	4	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

5. I get influenced by my peers and family members in my voting decision. *

	1	2	3	4	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

6. I can broaden my understanding and knowledge on political issues from social media. *

	1	2	3	4	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

7. I think that my vote will not bring any impact towards the result of 15th General Election in Malaysia. *

	1	2	3	4	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

8. I found out that the information of politic issues in Malaysia are too complicated for me to understand and digest . *

	1	2	3	4	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strong Agree

9. I get influenced when certain politicians or political parties become more popular through viral campaigns or influential voices on social media. *

	1	2	3	4	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

10. My perceptions towards a politician or political party will be influenced by the reputation of their social media profile such as good/bad comments under their posting. *

	1	2	3	4	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

11. I give 100% trust towards the political information that I have consumed from social media. *

	1	2	3	4	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

12. I can express my concerns and complaints or share my thoughts and opinions about politics on social media platform freely. *

	1	2	3	4	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

13. I prefer to vote for politicians who have a significant presence on social media rather than those with a low social media presence.

	1	2	3	4	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Section 5 of 5

Section C: Concerns of First Time Voter



Rate your answer from the statement given below. Avoid neutral answer.

1. I don't trust the electoral system. *

	1	2	3	4	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

2. I have limited understanding or knowledge of the electoral system, political candidates, and politic issues. *

	1	2	3	4	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

3. I have a need to consume political information from social media. *

	1	2	3	4	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

4. I may become the falling victim to misinformation or manipulation from political campaigns *
or sources with biases.

	1	2	3	4	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

5. I think politicians are dishonest. *

	1	2	3	4	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

6. I will approach general elections with optimism, idealism, and hope, thinking that my *
participation could result in beneficial society advancement. (Concern)

	1	2	3	4	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

7. I am doubting on the genuine and reliability of the politicians in 15th General Election. *

	1	2	3	4	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

8. If the majority of my friends and family members choose not to participate in the general election, I will also avoid from doing so. *

	1	2	3	4	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

9. I seek for validation and follow the majority in my voting decision from social media. *

	1	2	3	4	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

10. I will choose not to participate in the general election because of : *

- Safety Measurement due to Covid-19
- Long Travel Distances
- Accessibility of the polling location (ex. car park)
- Limited Polling Locations (crowded and long queues)

Appendix B: Turnitin Report

CSWT

ORIGINALITY REPORT

14%	8%	3%	8%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

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