UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF CREATIVE INDUSTRIES

TRIMESTER: JANUARY 2024

THE INFLUENCE OF MEDIA ON PUBLIC PERCEPTION OF COVID-19: CASE STUDY ON YOUTH IN KLANG VALLEY.

Name: Lee Zhi Ying

Student ID: 20UJB003195

Programme: Bachelor of Corporate Communication

Supervisor: Mr. Raduan bin Sharif

ACKNOWLEDGEMENT

I would sincerely like to thank my supervisor, Mr Raduan Bin Sharif for the guidance and supporting me throughout the process of my Final Year Project. He has guided me with patience and constantly provides feedback to ensure that I improve. He also clears up my doubts without hesitation. Without the guidance of Mr Raduan, I would have not been able to finish my Final Year Project successfully within the given timeframe. It was through his constant support, guidance and reminder of timeline that this research was possible. I sincerely appreciate his dedication to me and my Final Year Project.

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   : Lee Zhi Ying

Student ID: 2003195

Signed   :

Date   : 27 April 2024

APPROVAL FORM

This research paper is attached here to, entitled "The Influence of Media on Public Perception of Covid-19: Case Study on Youth in Klang Valley" prepared and submitted by Lee Zhi Ying in partial fulfilment of the requirements for the Bachelor of Corporate Communication (HONS) is hereby accepted.

_____   Date: _____
Supervisor
Encik. Raduan bin Sharif

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF CREATIVE INDUSTRIES

Date: __27 April 2024_____

PERMISSION SHEET

SUBMISSION OF FINAL YEAR PROJECT / DISSERTATION / THESIS

I, **Lee Zhi Ying (ID No: 20UJB03195)** hereby certify that I have completed the final year project / dissertation / thesis* titled "The Influence of Media on Public Perception of Covid-19: Case Study on Youth in Klang Valley" under the supervision of Mr Raduan Bin Sharif from the Department of Media, Faculty of Creative Industries.

I understand that the University may upload the softcopy of my final year project in PDF to the UTAR Institutional Repository, which may be made accessible to the UTAR community and public.

Yours truly,

_____ __

(Lee Zhi Ying)

TABLE OF CONTENTS

CHAPTER 5 DISCUSSION & CONCLUSION

REFERENCES

APPENDIX

LIST OF GRAPGHS

Abstract:

This research aims to explore the influence of media channels on public perception towards Covid-19 among youth aged between 15 to 40 years old living in the Klang Valley area. In this era of globalization, various media channels have become a part of our daily lives and has substantive impacts on our perception. Throughout the Covid-19 pandemic, media platforms have become an essential platform to disseminate information and opinions related to the disease as it offers immediacy. However, the information on the various media channels may be a source of misinformation in many communities as some information are false and inaccurate. This study will employ quantitative survey via Google Form to understand the perception of Covid-19 with the influence of media channels among youth and qualitative observation on media channels regarding information of Covid-19. Therefore, the objective of this research is to examine how various media channels contribute to the public perception of Covid-19 positively and negatively.

Keywords: Media, public perception, Covid-19, social media, misinformation, media channels, youths

CHAPTER 1

Introduction

1.1 Background of Study

Back in the year 2019, an outbreak of unknown disease from Wuhan, Hubei Province, China has occurred. The analysis of the virus showed it to be a novel coronavirus related to SARS-CoV, and therefore named severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The global outbreak of SARS-CoV-2 and the thousands of deaths caused by the coronavirus disease (Covid-19) across the globe has led the World Health Organization to declare a pandemic on 12 March 2020. People who are infected with the virus could transmit it to others even without showing any symptoms (Liu et al., 2020). The rise of death has caused approximately 200 countries to implement social distancing and lockdown. Therefore, Covid-19 has caused major impacts on a large number of people across the world such as leading to a significant health crisis and unprecedented societal disruptions.

Due to the pandemic and global lockdown, the media played an essential role in disseminating crucial information about the virus, its transmission, symptoms, and measures to control its spread. At the start of the outbreak, the public were not concerned about the severity of the virus. This is because they were misguided by information stating that "there is no evidence of human-to-human transmission" by the Wuhan Municipal Health Commission. This statement was widely circulated on mass media and social media platforms. On 20 January 2020, the National Health Commission team of China confirmed the human-to-human transmission of Covid-19 (Liu et al., 2020). Then, Wuhan underwent a lockdown on 23 January 2020 to stop the spread of Covid-19.

In the early stages, the public received various information about Covid-19 through different media sources. The information emerged sporadically causing the media to face the daunting task of providing timely updates while navigating uncertainties. Conflicting reports, varying guidelines, and scientific conjectures often led to confusion among the public. This information overload along with the rapid spread of information on social media, contributed to the misinformation.

For youth, the National Youth Development Policy of Malaysia defined broadly as individuals aged between 15 to 40 years old (Moh, 2023). Youth is a period between childhood and adulthood

and a transition of dependance into independence, (United Nations, n.d.). The media became a primary source of information regarding the pandemic. For example, television, print newspapers, radio broadcast, social media and others. However, the social media platforms also facilitated the spread of misinformation and rumors, leading to confusion and uncertainty among youth. Misinformation ranged from false information and unverified prevention strategies towards the virus. This large amount of unreliable information caused public anxiety, hindered cohesive public health responses, and affected trust in authoritative sources.

The media's portrayal of the pandemic's impact on different age groups influenced youth' risk perceptions. Early reports often emphasized that older adults and those with underlying health conditions were at higher risk of severe illness or complications from COVID-19 (Magnani et al., 2021). While this information was accurate, it may have unintentionally created a perception among some youth that they were less vulnerable to the virus, potentially undervaluing the importance of adhering to safety measures.

Moreover, conflicting information and sensationalized stories in the media contributed to the rise of anxiety and stress among youth. Reports on the rapid spread of the virus, overwhelmed healthcare systems, and the uncertainty surrounding the duration and severity of the pandemic led to varying levels of concern and fear among this demographic.

The media's coverage also influenced attitudes toward preventive measures. Discussions and debates about mask-wearing, social distancing, and vaccination were extensively covered, impacting youth perceptions and willingness to adopt these measures. Conflicting narratives and misinformation on media platforms sometimes led to doubts or hesitancy among youth regarding the risk perception about the Covid-19.

In summary, the media's role in disseminating information about COVID-19 significantly influenced the risk perception of youth. While it served as a crucial source of information, the abundance of conflicting narratives and misinformation posed challenges, impacting attitudes, behaviors, and levels of concern among this demographic throughout the course of the pandemic.

1.2 Problem Statement

The COVID-19 pandemic, marked by its rapid spread and impact across the globe, brought forth a deluge of information through various media channels. Youth are a demographic highly engaged with media platforms such as television, radio, newspaper and social media platforms. Youth relied heavily on these sources for updates, guidance, and news about the pandemic. While the media played a crucial role in disseminating information, it concurrently contributed to shaping risk perceptions among youth in multifaceted ways.

The problem lies in the mixed messaging and varying narratives presented by different media outlets. Conflicting information, sensationalized stories, and the spread of misinformation on media platforms have often led to confusion, uncertainty, and differing attitudes towards the risks perception associated with COVID-19 among youth. This situation poses a significant challenge in establishing a cohesive understanding of the pandemic's severity and the effectiveness of preventive measures within this demographic.

Therefore, there is a lack of studies that contribute to in-depth analysis on how media influence the risk perception of youth regarding Covid-19. Hence, this research aims to explore the following research objectives: (1) to examine the types and sources of media influencing youth perceptions of COVID-19. (2) To evaluate the credibility and trustworthiness of various media sources in influencing the formation of attitudes and beliefs regarding COVID-19 among youth. (3)To analyze the correlation between the frequency of media exposure and the changes in youth's attitudes, beliefs, and behaviors towards COVID-19. The research questions for this study are listed below:

RQ1:What types of media sources do youth primarily rely on for obtaining information and updates about COVID-19?

RQ2:How does the frequency and duration of exposure to COVID-19-related news or information through various media channels impact youth's perceptions of the pandemic?

RQ3:What are the types of media contents that significantly influence youth's attitudes and beliefs regarding COVID-19?

The research objectives are listed as below:

RO1: To examine the types and sources of media influencing youth perceptions of COVID-19.

RO2: To evaluate the credibility and trustworthiness of various media sources in influencing the formation of attitudes and beliefs regarding COVID-19 among youth.

RO3: To analyze the correlation between the frequency of media exposure and the changes in youth's attitudes, beliefs, and behaviors towards COVID-19.

1.3 Significance of Study

Throughout the global lockdown, the media plays an important role as a source of information for youth. Media could be categorized into traditional media and new media. Traditional media includes print newspapers, television, radio broadcast and others. Whereas new media includes social media platforms, podcasts, e-newspaper and others. The information disseminated through these media have a great impact on youth, (Bahfiarti & Arianto, 2022). This is because youths' risk perception impacts their behaviors regarding mask-wearing, social distancing, vaccination, and adherence to public health guidelines. Misinformation or misinterpretation of risks can lead to non-compliance with recommended safety measures, potentially contributing to the spread of the virus within this demographic and beyond.

Therefore, The study sheds light on the dynamics of information dissemination and consumption among youth. Insights into preferred media channels, credibility assessment, and factors influencing their perceptions aid in tailoring accurate and accessible information delivery strategies.

CHAPTER 2

Literature Review

2.1 Covid-19 in Malaysia

On 25 January 2020, the first Covid-19 case was detected in Malaysia. It was reported to be 3 Chinese nationals that had close contact with an infected person in Singapore on 24 January 2020. The 3 infected individuals were then treated in the Sungai Buloh Hospital, (Elengoe, 2020). With the sudden occurrence of Covid-19, the Ministry of Health immediately came up with standard guidelines to manage the disease.

The first Malaysian infected Covid-19 was confirmed on 4 February 2020. He was quarantined at the Sungai Buloh Hospital. On the same day, a 4-year-old Chinese national girl who had been quarantined at Sultanah Maliha Hospital, Langkawi, since 29 January 2020, had recovered and was allowed to return to China. This was the first patient who had recovered from COVID-19 since the outbreak began in Malaysia, (Elengoe, 2020).

In March 2020, the number of COVID-19 cases grew slowly until a religious event took place at Sri Petaling, Kuala Lumpur, which led to a drastic rise in cases. It has led to a highest number of cases in Southeast Asia. The religious event has gathered approximately 16,000 individuals including 1,500 foreigners leading to sporadic cases of transmission within the local community, (Elengoe, 2020). On 16 March 2020, the number of positive cases increased to more than 553 cases. Due to the increasing cases of Covid-19 in Malaysia, the government has implemented a Movement Control Order starting from 18 March 2020 to curb the spread of Covid-19. Standard Operating Procedures (SOP) such as only 1 person from a family could go out to purchase necessities, (New Straits Times, 2020).

2.2 Media in Health Communication

The media has played an essential role in disseminating information throughout the lockdown. The public tends to search for information regarding Covid-19 on media platforms. However, the overly spread of information without authentication may lead to unintended consequences and may cause harm towards the public. For example, the former US President, Donald Trump, previously has suggested drinking chlorine may be a solution to kill the deadly virus. After the statement was released, the medical community immediately warned the public to avoid consuming harmful chemicals and clarify that the statement was false, ("Donald Trump drank bleach to cure Covid", claims man behind "Magic cure.", 2021).

During the pandemic lockdown, the usage of new media such as social media had increased drastically. For example, Facebook, X (formerly known as Twitter), Instagram, YouTube and other social media. The users had posted actively on different segments such as their achievements, worries and others. Since the lockdown, there is 87% growth of social media usage, (Anwar et al., 2020). Various information about the Covid-19 can be found on the platforms. However, the authenticity of the information is uncertain as the user could speak freely on the platforms.

On the other hand, traditional media such as radio, newspapers, broadcast television and others are also essential in disseminating information about the Covid-19. Traditional media provides evidence-based information to the public, (Mheidly & Fares, 2020). However, traditional media requires longer response time compared to new media. Therefore, the youth may have their preferred type of media channel to obtain information regarding Covid-19.

2.3 Media Exposure, Media Trust and Media Bias Perception Influence Public Evaluation of Covid-19 in International Metropolises

After the outbreak of Covid-19, the international metropolises have an increase in global media exposure as the nations are the home to some of the most well-known metropolises. For example, countries such as China, United States, India, Italy, Germany and others. These countries hold important status in global economic, political and social development network (Han et al, 2022). Therefore, various type of media constantly updates and report the situation of Covid-19 in the countries such as prevention measures, infection status, and treatment methods. The public has to access different media channels for information regarding the pandemic and facilitate their decision throughout the pandemic causing the media to influence the public's perception.

Effective information dissemination could urge the public to undertake reasonable measures to deal with Covid-19. However, poor information dissemination was a predicament in the early stage of epidemic. According to Liu&Liu (2020), the individuals in China has experience trauma after the exposure towards the information regarding Covid-19 across various media channels. The individuals have different levels of trauma depending on the type of media that they were exposed to such as social media, official media, commercial media and overseas media.

Besides, studies have found that the panic regarding Covid-19 are affected by the rate of misinformation spread and exposure to different type of media and frequency of media consumed affects the public risks perception, protective behaviours and mental health conditions, (Kiousis, 2001). Therefore, the trust towards media of the public may directly relate to the risk perceptions towards Covid-19.

2.4 Uses and Gratification Theory

The Uses and Gratifications Theory (UGT) is a communication theory that focuses on understanding why and how people actively seek out specific media to satisfy their needs. Rather than focusing solely on the content produced by media outlets, UGT emphasizes the role of the audience in selecting media to fulfill various needs and desires, (Hossian, 2019). The theory suggests that the public are not just passive consumers of media but actively choose and use media for specific purposes.

During the pandemic, the public greatly relies on the media to obtain information about Covid-19. As there are a variety of media available, individuals might turn to various media sources such as news, social media, official health websites and others to seek information about COVID-19, (Bahfiarti & Arianto, 2022). Individuals actively seek out specific types of information related to COVID-19 based on their needs and preferences. Some might prefer in-depth analysis from reliable news sources, while others might rely on social media for quick updates or user-generated content. This selective exposure reflects their desire to fulfill the need for accurate information, contributing to their understanding of the pandemic's severity.

Media content can significantly shape public perceptions of COVID-19. For example, the tone, framing, and emphasis on certain aspects. These sensationalized reporting, biased narratives, or misinformation can exaggerate or downplay the severity of the pandemic, leading to significant impact on public perceptions and behaviors, (Bahfiarti & Arianto, 2022). Biases, misinformation, or exaggerated reporting can shape how people perceive the severity of the situation, affect their trust in authorities, and influence adherence to preventive measures. For instance, conspiracy theories circulated on social media platforms might influence some individuals' beliefs and behaviors regarding vaccines or preventive measures. Hence, the different type of content on the media channels may affect the risk perceptions towards Covid-19 among youth.

CHAPTER 3

Methodology

3.1 Introduction

To ensure this research could be conducted successfully, certain procedures must be done precisely. It is important to follow these procedures in order to study the Influence of media on public perception of Covid-19 among youth in Klang Valley. Research procedure including research approach, methods used to collect the data, the target research population & sampling and the data analysis method used.

3.2 Research Approach

The research approach used for this research is a quantitative approach. Quantitative research collects statistically significant information using sampling methods and sending out online surveys, online polls, and questionnaires. Quantitative research has the advantage of analyzing numerical data and utilizes inferential statistics to derive conclusions that can be extrapolated to the broader population (Fleetwood, 2023). This research aims to investigate the influence of media on public perception of Covid-19 among youth in Klang Valley. The influence of media on public perception of Covid-19 among youth in Klang Valley will be measured through survey questionnaires. The same set of questionnaires are given to the respondents.

The research method for this research was chosen based on the research objectives. The questions in the survey will be structured in a way that can help to achieve the following research objectives:

RO1: To examine the types and sources of media influencing youth perceptions of Covid-19.

RO2: To evaluate the credibility and trustworthiness of various media sources in influencing the formation of attitudes and beliefs regarding Covid-19 among youth.

RO3: To analyze the correlation between the frequency of media exposure and the changes in youth's attitudes, beliefs, and behaviors towards Covid-19.

3.3 Data Collection Approach

As a quantitative research approach is used for this research, the data will be collected via surveys or questionnaires. For this research, data will be collected via online surveys. The data collected will then be explained in forms of tables and graphs.

This research has focused on 10 questions. In order for the respondent to answer with ease, the questionnaire has been divided into 2 sections. The first section requires the respondents to fill in their demographic information including, name, age, gender and others. The second section requires the respondents to answer the multiple-choice response alternatives.

The questionnaire was created using Google Form as it is easier to circulate the questionnaire to a large number of respondents at the same time. The questions regarding the influence of media on public perception of Covid-19 among youth in Klang Valley is adapted from the research conducted by Stjernswärd etl., 2021 to study the Perceptions and effects of COVID-19 related information in Denmark and Sweden – a web-based survey about COVID-19 and social media. The questionnaire was given approval to be adapted for this research.

A sample of the questions are as below:
1. Which is (are) your source(s) of information regarding Covid-19?
   - Television
   - Radio
   - Employers
   - Daily newspaper
   - Social media
   - Friends
   - Family
   - Colleagues/classmates

- Others

2. Which are, according to you, reliable sources of information about Covid-19?
   - Television
   - Radio
   - Employers
   - Daily newspaper
   - Social media
   - Friends
   - Family
   - Colleagues/classmates
   - None of the above
   - I don't know
   - I don't care
   - Others

3.4 Population and Sampling

The research population of this study are youth in Klang Valley as they are the target population for this study. The criteria required for the respondents to be part of this research are age between 15 to 40 years old and must be living in Klang Valley.

The sampling method used to collect the sample from the population is the Simple Random sampling method. The simple random sampling method falls under Probability Sampling as through this sampling, the sample members of the population are chosen randomly. This sampling method is suitable to be used for this study as most of the youth uses social media platforms such as Facebook, Instagram, WhatsApp and others. Thus, the sample need not be selected on any specific basis.

According to the Department of Statistics Malaysia, 2020, the youth population in Malaysia is 9 million. Klang Valley is centered in the federal territories of Kuala Lumpur and Putrajaya, and includes its adjoining cities and towns in the state of Selangor. Including, Ampang, Bangsar, Bandar Baru Selayang, Bandar Sri Damansara, Bandar Utama, Bangi, Batu Caves, Bukit Damansara, Bukit Kiara, Cheras, Cyberjaya, Damansara Jaya, Damansara Town Centre, Damansara Utama, Gombak, Kajang Town Area, Kepong, Klang, Kota Damansara, Kuala Lumpur, Maluri, Miharja, Petaling Jaya, Port Klang, Puchong, Pudu, Putrajaya, Segambut, Setapak, Sentul, Sri Hartamas, Sri Petaling, Sungai Buloh, Shah Alam, Subang Jaya, Sungai Besi, Taman Melawati, Taman Tun Dr Ismail, USJ and Wangsa Maju. The population of Klang Valley is approximately 8.4million. Whereas the percentage of the youth is 46.5%. Therefore, youth consist of a large population in the Klang Valley.

Based on the sample size table by The Research Advisors, the required sample size for a population of 4,185,000 is 107 samples. This is to ensure the confidence level of 70% and margin error of 0.05. Therefore, the questionnaire will be distributed to 107 respondents despite their race and age.

Confidence =	70.0%		

Population Size	Degree of Accuracy/Margin of Error			
	0.05	0.035	0.025	0.01
10	9	10	10	10
20	17	18	19	20
30	24	26	28	30
50	34	41	45	49
75	44	56	64	73
100	52	69	81	96
150	63	89	111	142
200	70	105	137	186
250	75	117	158	229
300	79	127	177	270
400	85	142	207	348
500	89	153	231	422
600	91	161	251	491
700	93	167	266	555
800	95	172	280	617
900	96	176	291	674
1,000	97	180	301	729
1,200	99	185	317	830
1,500	100	191	334	963
2,000	102	198	354	1147
2,500	103	202	367	1295
3,500	104	206	383	1520
5,000	105	210	396	1747
7,500	106	213	406	1978
10,000	106	215	412	2117
25,000	107	217	422	2425
50,000	107	218	426	2549
75,000	107	219	427	2593
100,000	107	219	428	2615
250,000	107	219	429	2657
500,000	107	219	429	2671
1,000,000	107	219	429	2678
4,185,000	107	219	430	2684
10,000,000	107	219	430	2685
#######	107	219	430	2685
#######	107	219	430	2685

3.5 Data Analysis

The methods that will be used to analyze the data collected via the online survey are frequency analysis and correlation analysis.

Frequency Analysis

Frequency Analysis is a part of descriptive statistics. In statistics, frequency is the number of times an event occurs. Frequency Analysis is an important area of statistics that deals with the number of occurrences (Research Optmius, n.d.). This analysis method will be used to analyze the types and sources of media influencing youth's perceptions of COVID-19 and the credibility and trustworthiness of various media sources in influencing the formation of attitudes and beliefs regarding COVID-19 among youth in Klang Valley.

Correlation Analysis

Correlation analysis is a statistical method used to measure the strength of the linear relationship between two variables and identify their association, (SSPS, n.d.). Correlation analysis will be used to measure the relationship between the frequency of searching for Covid-19 information and the risk perception towards Covid-19 among youth in Klang Valley.

CHAPTER 4

Findings and Analysis

4.0 Introduction

In chapter 4, the raw data collected from the questionnaires will be analyzed and tabulated with Microsoft Excel. The data will be presented in a figure, and chart form. The questionnaires were designed using Google Form and distributed by utilizing online platforms such as Instagram, Facebook and RED. These platforms are selected as youth are the majority users of the platforms. A total of 107 questionnaires were collected within 1 month, starting from 1 March 2024 to 1 April 2024.

4.1 Consent

Acknowledgement
107 responses
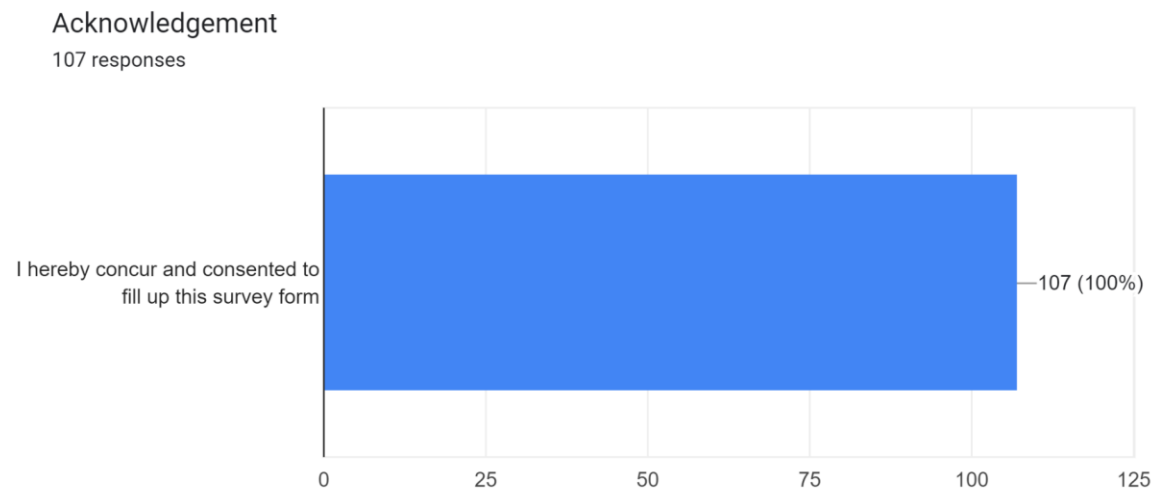
Figure 4.1 Consent of respondents to fill up the questionnaire

A total of 107 sets of questionnaires were collected via Google Form. 100% of the respondents have agreed to participate and fill up the questionnaire for this study.
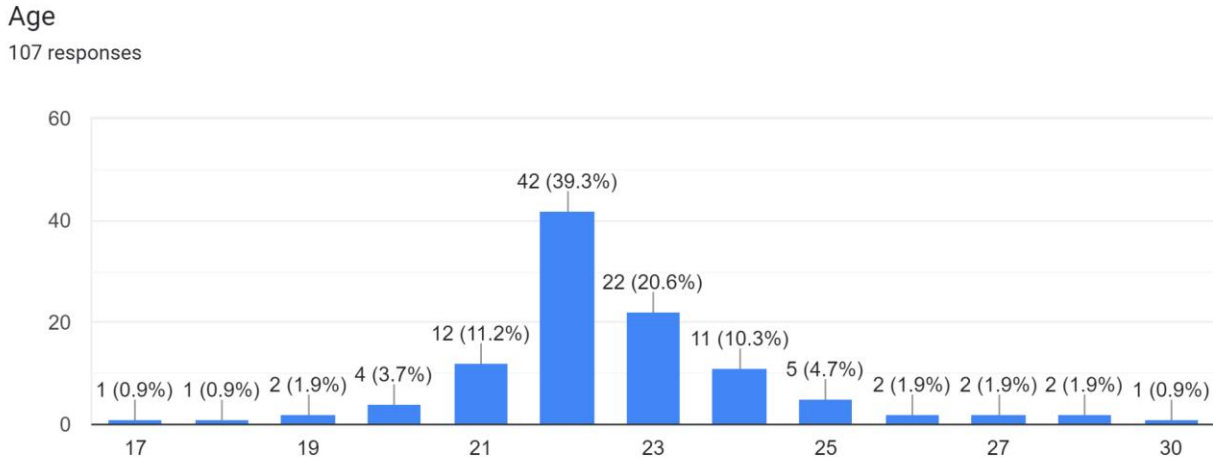
4.2 Gender

Gender
107 responses
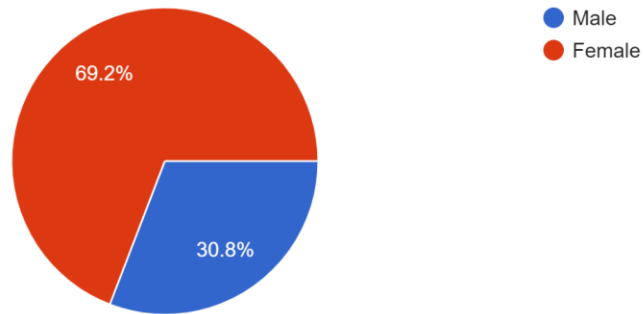
Figure 4.2 Gender of the respondents

Based on the pie chart above, it was concluded that 69.2% (n=74) of the respondents were female and 30.8% (n=33) of the respondents were male.

4.3 Age Group

Age
107 responses

Figure 4.3 Age of the respondents

Based on the bar chart above, the majority of the respondents aged between 22 years old which is 39.3% (n=42)of the respondents. The second highest age group of the respondents is 23 years old contributing to 20.6% (n=22)of the respondents. Next, 11.2% (n=12) of the respondents are 21 years old followed by the age group of 24 years old with 10.3% (n=11). Whereas the age group of 25 years old contributed 4.7% (n=5) of the respondents and respondents aged 20 years old contributed 3.7% (n=4). The age group of 19, 26, 27 and 28 years old has contributed 1.9% (n=2) respectively. Lastly, the age group of 17,18 and 30 years old have contributed 0.9% (n=1) respectively.

4.4 Information Sources regarding Covid-19

1. Which is (are) your source(s) of information regarding Covid-19?

Which is (are) your source(s) of information regarding Covid-19? (You may select more than 1 answer)

107 responses
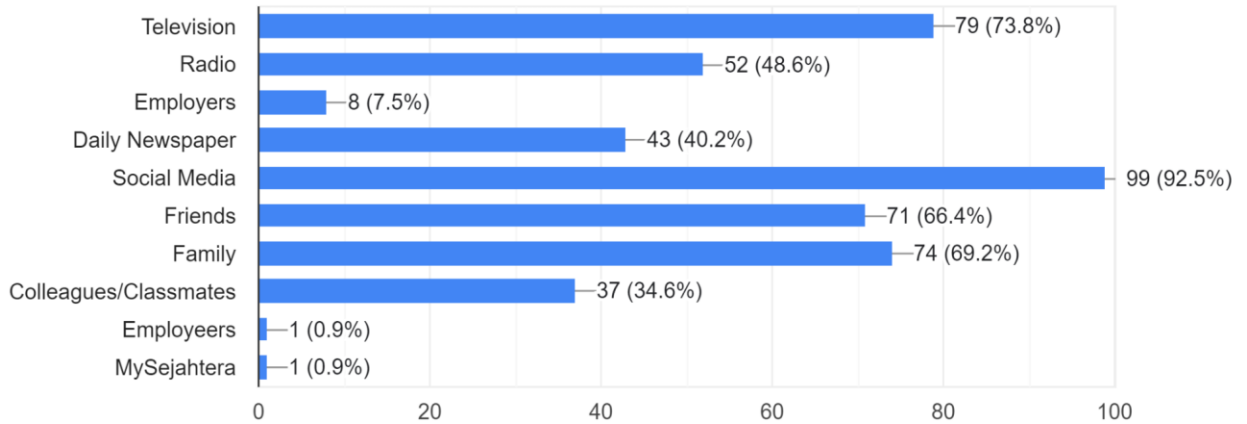
Figure 4.4 Which are the sources of information for respondents regarding Covid-19

In this question, the respondents are allowed to select one or more answers. The highest frequency of source of information regarding Covid-19 is "social media" with 99 respondents and a percentage of 92.5%. The second highest frequency is the option "television" which contributes 73.9% with 79 respondents followed by "family" with 74 respondents and percentage of 73.8%.

Moving on, the choice "friends" has been opted by 71 respondents with 66.4% of respondents. Whereas 52 respondents with a percentage of 48.6% opted for "radio" as their source of information regarding Covid-19. Moreover, 43 respondents which is 40.2% of the respondents stated that "daily newspapers" are their source of information regarding Covid-19, followed by the option "colleagues/classmates" with 37 respondents and a percentage of 34.6%.

Next, 8 respondents which is 7.5% of the respondents have selected the "employers" option as their source of information regarding Covid-19. Lastly, the option "employee" and "MySejahtera" was selected by 1 respondent respectively with a percentage of 0.9%.

4.5 Reliable Information Sources of Covid-19

2. Which are, according to you, reliable sources of information about Covid-19?

Which are, according to you, reliable sources of information about Covid-19? (You may select more than 1 answer)

107 responses
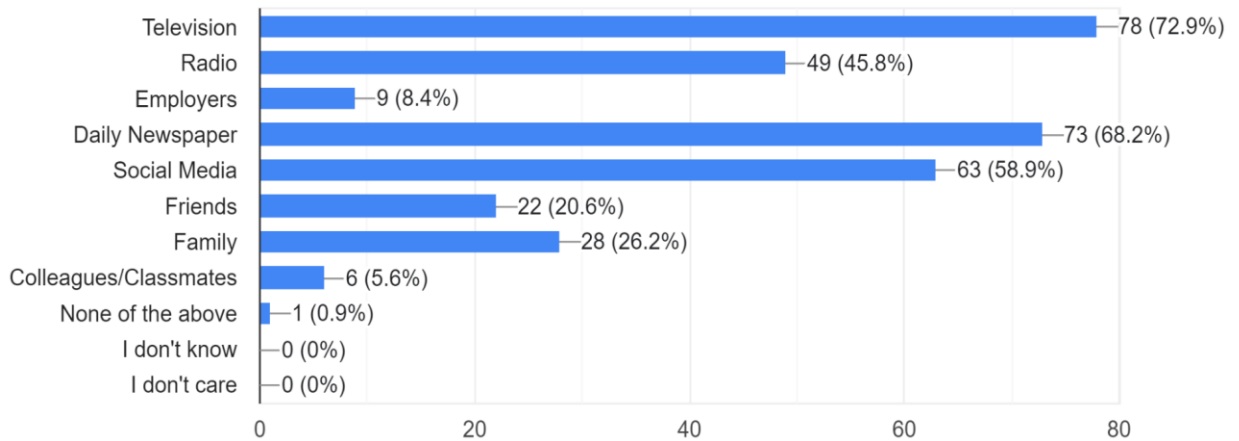
Figure 4.5 Which are the reliable source of Covid-19 information for the respondents

In this question, the respondents are allowed to select one or more than one answer. Firstly, the most reliable sources of information about Covid-19 for youth is "television" opted by 78 respondents, 72.9% of respondents. Secondly, "daily newspaper" is opted by 73 respondents, 68.2% of respondents followed by "social media" opted by 63 respondents, 58.9% of respondents.

Moreover, the option "radio" was selected by 49 respondents which is 45.8% of respondents. Whereas, "family" was opted by 28 respondents, 26.2% of respondents followed by the option "friends" with 22 respondents, 20.6% of respondents. Moving on, 9 respondents which is 8.4% of respondents opted for "employers" as their reliable source of information about Covid-19.

Next, the option "colleagues/classmates" were selected by 6 respondents, 5.6% of respondents. Lastly, 1 respondent with a percentage of 0.9% has opted for the option "none" whereas no respondents selected the option "I don't know" and "I don't care".

4.6 Social Media Platforms as Source of Covid-19 Information

3. I look for/at information about corona in social media on the following platforms
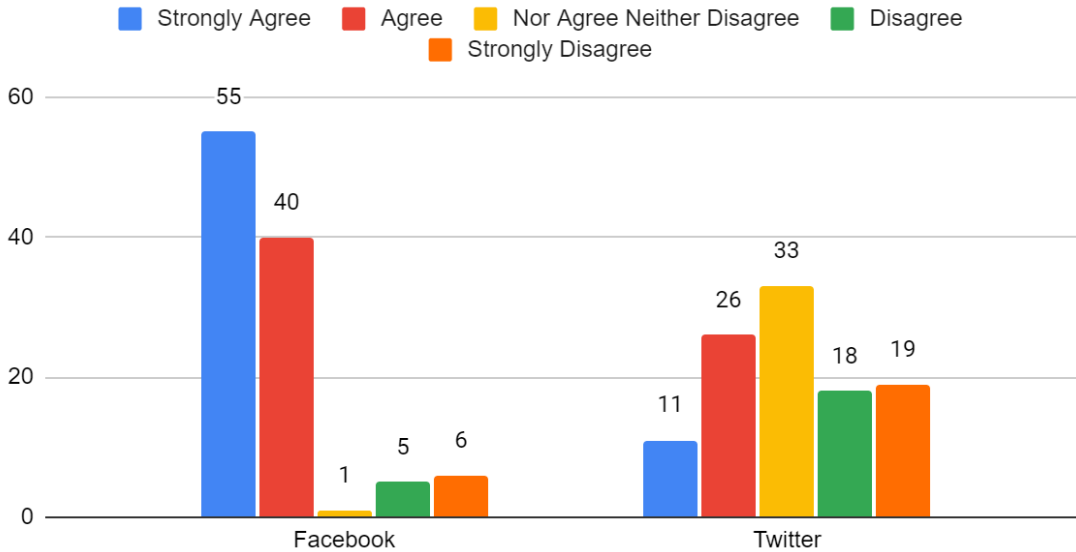
Figure 4.6.1 Respondents look for information about Covid-19 in Facebook and Twitter

In this question, respondents are required to express their agreement on the social media platform that they look up on Covid-19 information. First of all, 55 respondents strongly agree that they look for information about Covid-19 on Facebook whereas 40 respondents opted for the option "agree". However, 1 respondent stated nor agree neither disagree. Moving on, 5 respondents opted to disagree and 6 respondents strongly disagree that they look for Covid-19 related information on Facebook.

Next, 11 respondents strongly agree that they look up for Covid-19 related information on Twitter, whereas 26 respondents opted for "agree". Moreover, 33 respondents nor agree neither disagree that they look up for Covid-19 related information on Twitter. However, 18 respondents disagree that they look up for Covid-19 related information on Twitter whereas 19 respondents strongly disagree.
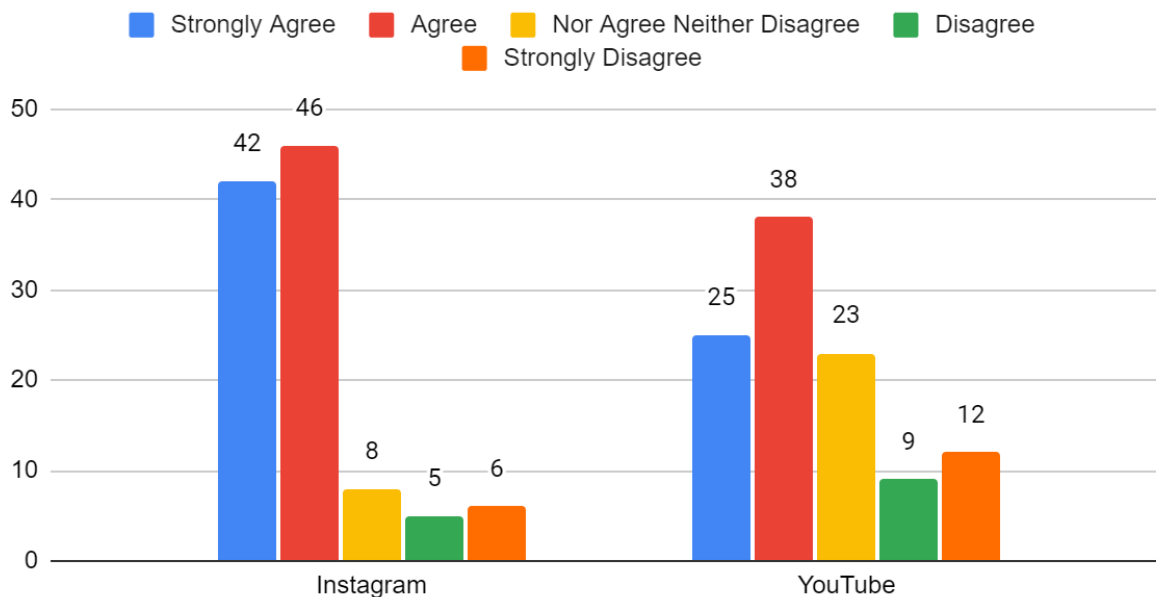
Figure 4.6.2 Respondents look for information about Covid-19 in Instagram and YouTube

Additionally, 42 respondents strongly agree that they look for Covid-19 related information from Instagram whereas 46 respondents agree. Whereas 8 respondents stated that they nor agree and neither disagree. However, 5 respondents disagree that they look up information regarding Covid-19 on Instagram and 6 respondents strongly disagree.

Next, 25 respondents strongly agree that they look up information about Covid-19 on YouTube whereas 38 respondents agree. Followed by, 23 respondents nor agree neither disagree that they obtain information about Covid-19 on YouTube. However, 9 respondents disagree and 12 respondents strongly disagree on the matter.

I look for/at information about corona in social media on the following platforms
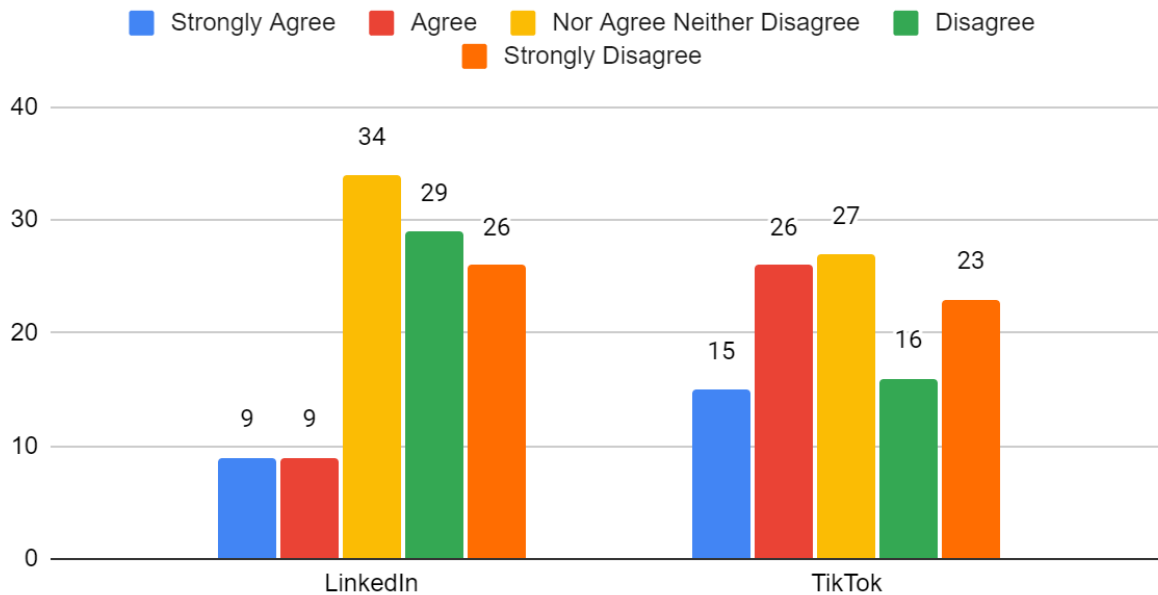
Figure 4.6.3 Respondents look for information about Covid-19 in LinkedIn and TikTok

Moving on, 9 respondents strongly agree and agree respectively that they look up for information related to Covid-19 on LinkedIn. Whereas 34 respondents nor agree and neither disagree on the matter. However, 29 respondents disagree and 26 respondents strongly disagree that LinkedIn is a source of Covid-19 information for them.

Moreover, 15 respondents strongly agree and 26 respondents agree that they obtain Covid-19 related information from TikTok. On the other hand, 27 respondents nor agree neither disagree on the matter. However, 16 respondents disagree and 23 respondents strongly disagree that they look up for Covid-19 related information on TikTok.
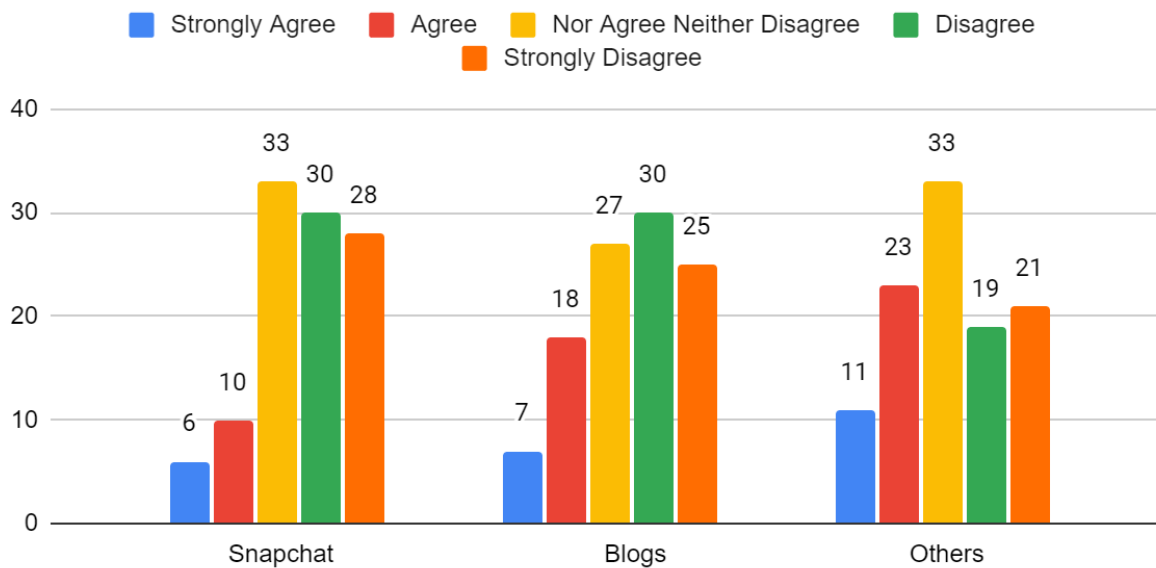
Figure 4.6.4 Respondents look for information about Covid-19 in Snapchat, Blogs and others

Following by 6 respondents strongly agree and 10 respondents agree that they look for information about Covid-19 on Snapchat. Whereas, 33 respondents nor agree neither disagree on the matter. However, 30 respondents disagree and 28 respondents strongly disagree that they look for Covid-19 information on Snapchat.

Next, 7 respondents strongly agree and 18 respondents agree that they look for Covid-19 related information on Blogs. Whereas, 27 respondents nor agree neither disagree on the matter. However, 30 respondents disagree and 25 respondents strongly disagree that they look up information about Covid-19 on Blogs.

4.7 Type of Information on Media Channels

4. I look for/at this kind of information about corona through media channels
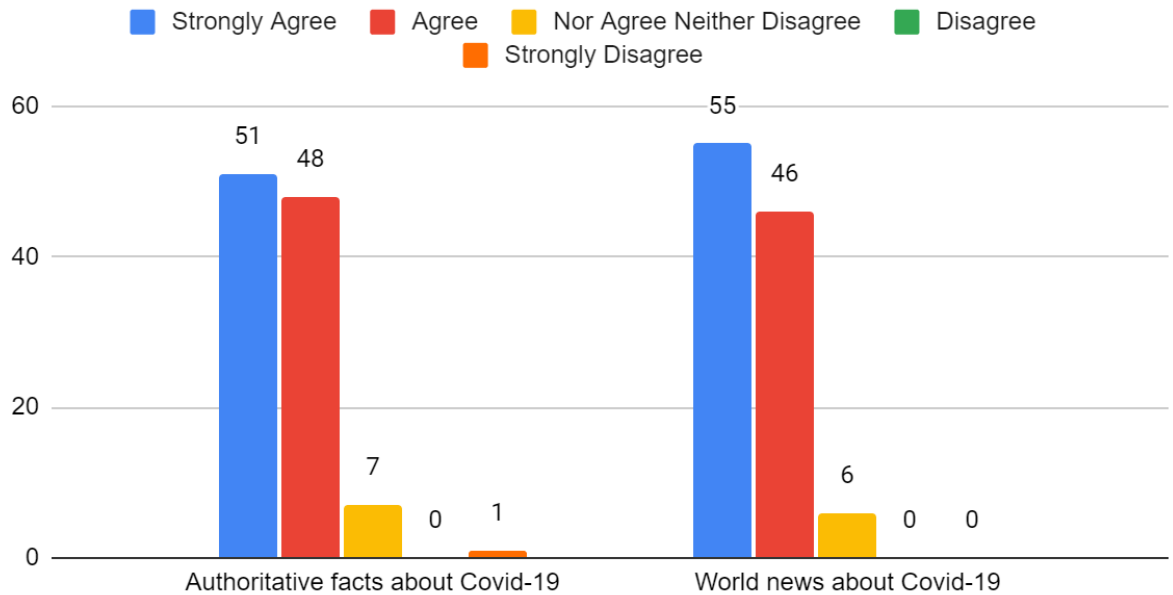
Figure 4.7.1 Types of information about authoritative facts and world news regarding
Covid-19 that respondents look for through media channels

This question aims to find out the type of Covid-19 related information that the youth in Klang Valley look up in media channels. Firstly, 51 respondents strongly agree and 48 respondents agree that they look up on authoritative facts about Covid-19. On the other hand, 7 respondents nor agree neither disagree on the matter. However, none of the respondents disagree and 1 respondent strongly disagrees that they search for authoritative facts about Covid-19.

Moving on, 55 respondents strongly agree and 46 respondents agree that they look for world news about Covid-19. Whereas, 6 respondents nor agree neither disagree on the matter. On the other hand, none of the respondents disagree and strongly disagree that look for world news about Covid-19.

I look for/at this kind of information about corona through media channels

Legend: Strongly Agree | Agree | Nor Agree Neither Disagree | Disagree | Strongly Disagree
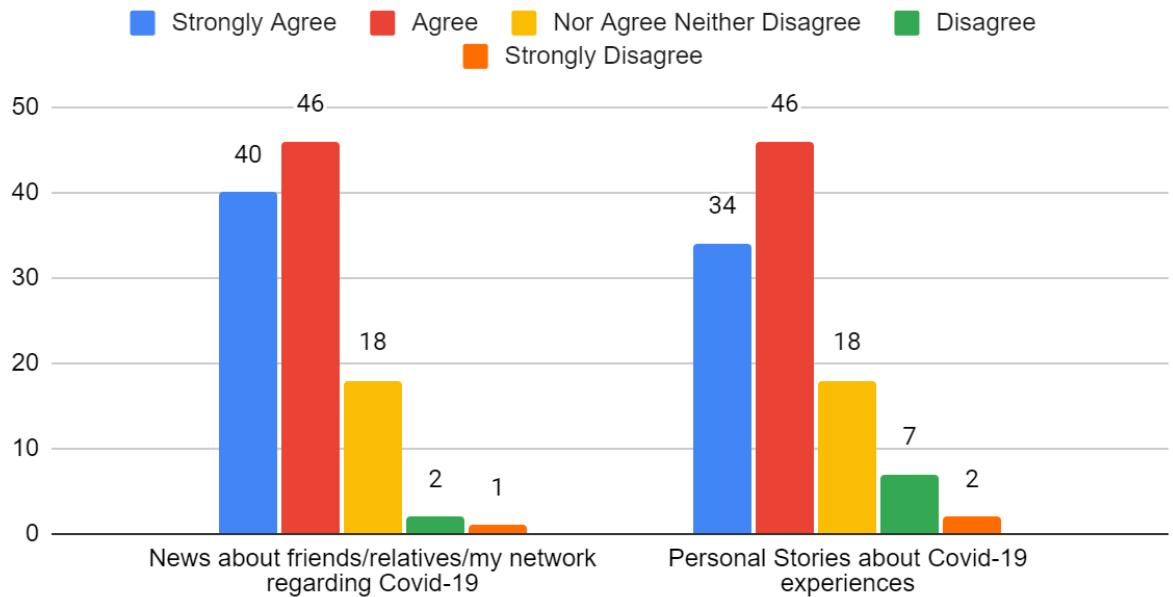
Figure 4.7.2 Types of information about news about friends/relatives/mynetwork and personal stories regarding Covid-19 that respondents look for through media channels

Next, 40 respondents strongly agree and 46 respondents agree that they look for news about friends/relatives/my network regarding Covid-19. On the other hand, 18 respondents nor agree neither disagree on the matter. However, 2 respondents disagree and 1 respondents strongly disagree that they look for news about friends/relatives/my network regarding Covid-19.

Moreover, 34 respondents strongly agree and 46 respondents agree that they look for personal stories about Covid-19 experience on media channels. Whereas, 18 respondents nor agree neither disagree on the matter. However, 7 respondents disagree and 2 respondents strongly disagree that they look for personal stories about Covid-19 experience.

I look for/at this kind of information about corona through media channels

**Legend:** Strongly Agree · Agree · Nor Agree Neither Disagree · Disagree · Strongly Disagree
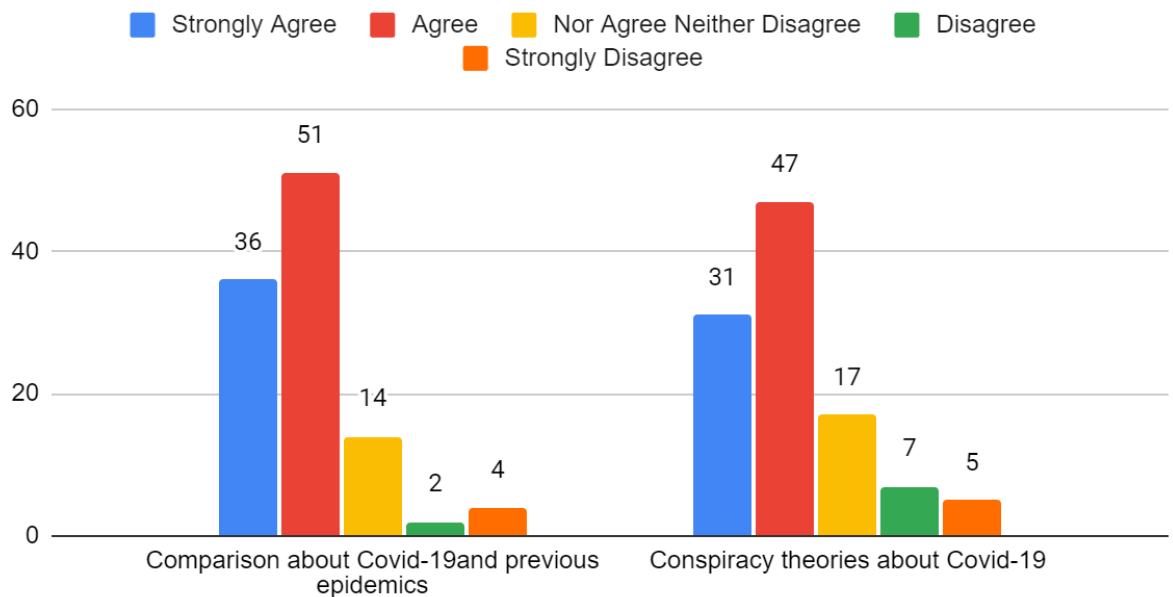
Figure 4.7.3 Types of information about authoritative facts and world news regarding Covid-19 that respondents look for through media channels

Next, 36 respondents strongly agree and 51 respondents agree that they look up on information of comparison about Covid-19 and previous epidemics. Whereas, 14 respondents nor agree neither disagree on the matter. However, 2 respondents disagree and 4 respondents strongly disagree that they look up information of comparison about Covid-19 and previous epidemics.

Moving on, 31 respondents strongly agree and 47 respondents agree that they look for information about conspiracy theories about Covid-19. Whereas, 17 respondents nor agree neither disagree on the matter. However, 7 respondents disagree and 5 respondents strongly disagree that they search for information about conspiracy theories about Covid-19.

I look for/at this kind of information about corona through media channels

Legend: ■ Strongly Agree ■ Agree ■ Nor Agree Neither Disagree ■ Disagree ■ Strongly Disagree
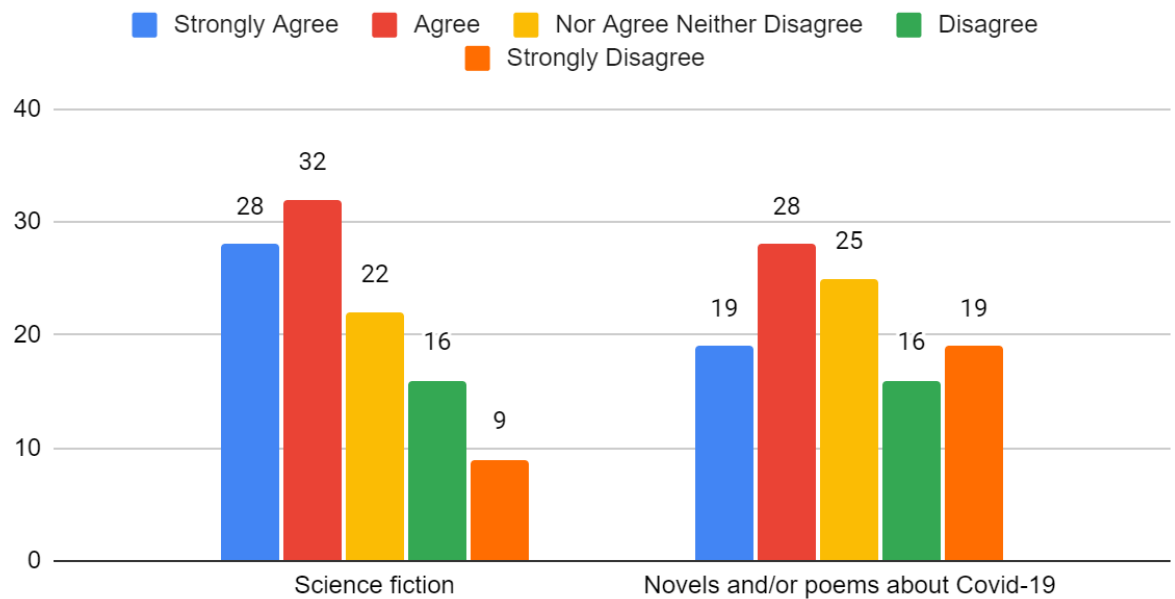
Figure 4.7.4 Types of information about science fiction and novels and/or poem regarding Covid-19 that respondents look for through media channels

In addition, 28 respondents strongly agree and 32 respondents agree that they look for science fiction about Covid-19 on media channels. Whereas, 22 respondents nor agree neither disagree on the matter. However, 16 respondents disagree and 9 respondents strongly disagree that they search for science fiction about Covid-19.

Moreover, 19 respondents strongly agree and 28 respondents agree that they look up novels and/or poems about Covid-19 on media channels. Whereas, 25 respondents nor agree neither disagree on the matter. However, 16 respondents disagree and 19 respondents strongly disagree that they search for novels and/or poems about Covid-19 .

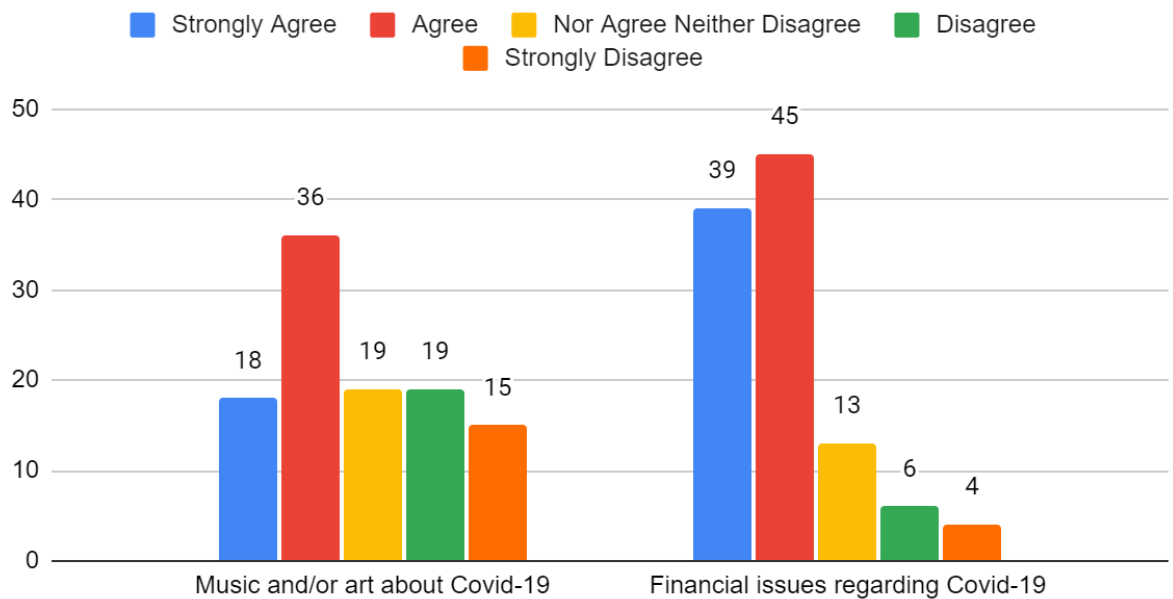## I look for/at this kind of information about corona through media channels

Legend: Strongly Agree | Agree | Nor Agree Neither Disagree | Disagree | Strongly Disagree

Music and/or art about Covid-19: 18, 36, 19, 19, 15
Financial issues regarding Covid-19: 39, 45, 13, 6, 4

Figure 4.7.5 Types of information about music and/or art and financial issues regarding Covid-19 that respondents look for through media channels

Moving on, 18 respondents strongly agree and 36 respondents agree that they search for music and/or art about Covid-19 on media channels. Whereas, 19 respondents nor agree neither disagree on the matter. Followed by, 19 respondents disagree and 15 respondents strongly disagree that they look for Covid-19 related music and/or art.

Next, 39 respondents strongly agree and 45 respondents agree that they look for information related to financial issues regarding Covid-19 on media channels. Followed by, 13 respondents nor agree neither disagree on the matter. However, 6 respondents disagree and 4 respondents strongly disagree on looking up financial issues regarding Covid-19.

I look for/at this kind of information about corona through media channels
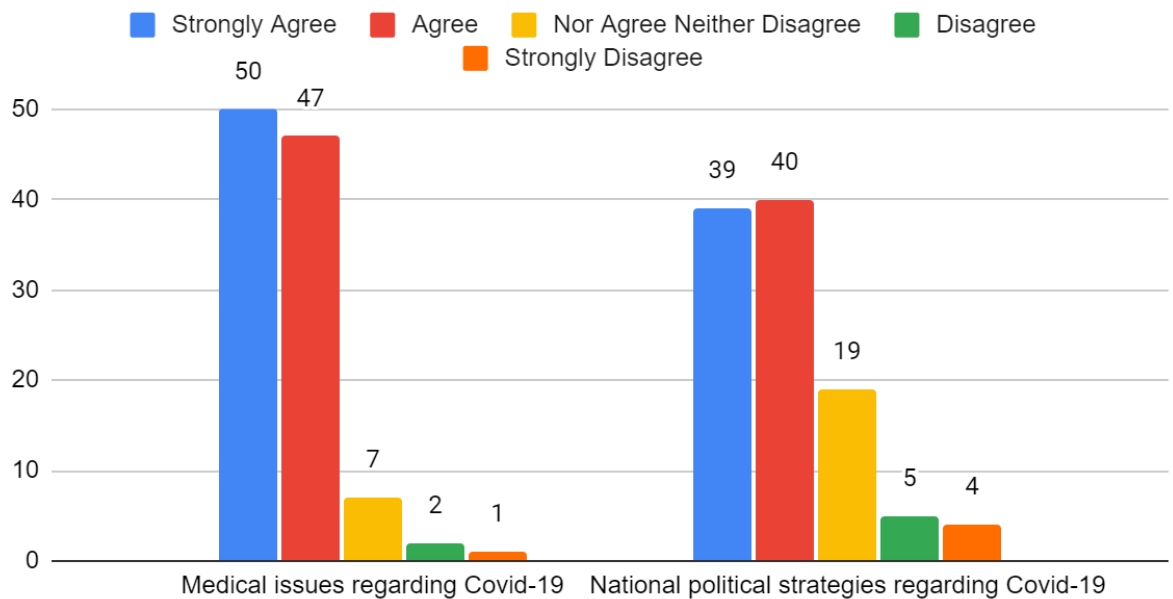
Figure 4.7.6 Types of information about medical issues and national political strategies regarding Covid-19 that respondents look for through media channels

Moreover, 5o respondents strongly agree and 47 respondents agree that they look up medical issues regarding Covid-19 through media channels. Whereas, 17 respondents nor agree neither disagree on the matter. However, 2 respondents disagree and 1 respondent strongly disagrees that they search for medical issues regarding Covid-19.

Moving forward, 39 respondents strongly agree and 40 respondents agree that they search for national political strategies regarding Covid-19 on media channels. However, 19 respondents nor agree neither disagree on the matter. Whereas, 5 respondents disagree and 4 respondents strongly disagree that they look up national political strategies regarding Covid-19.

I look for/at this kind of information about corona through media channels

Legend: ■ Strongly Agree ■ Agree ■ Nor Agree Neither Disagree ■ Disagree ■ Strongly Disagree

Chart data:

International political strategies regarding Covid-19:
- Strongly Agree: 34
- Agree: 46
- Nor Agree Neither Disagree: 20
- Disagree: 3
- Strongly Disagree: 4

Labour market issues regarding Covid-19:
- Strongly Agree: 32
- Agree: 47
- Nor Agree Neither Disagree: 18
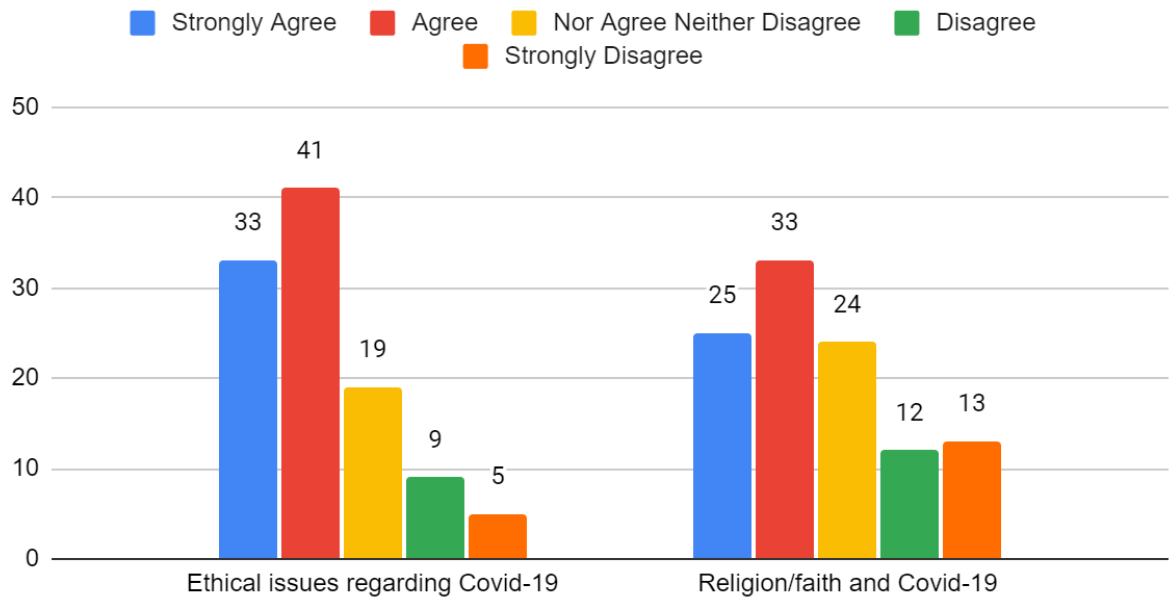- Disagree: 5
- Strongly Disagree: 5
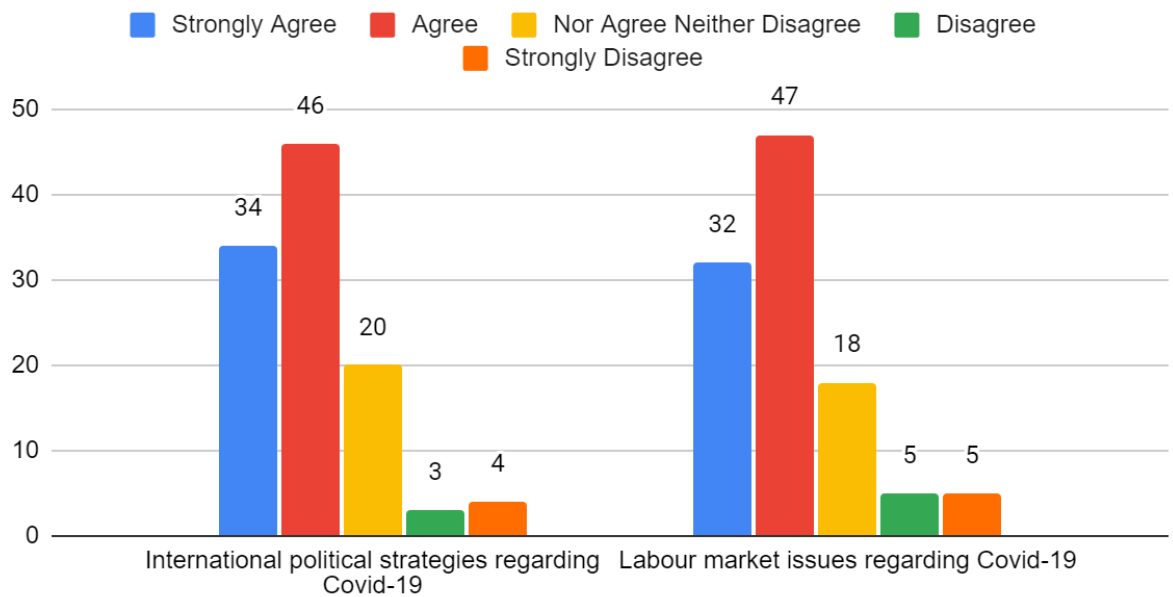
Figure 4.7.7 Types of information about international political strategies and labor market issues regarding Covid-19 that respondents look for through media channels

Continue by, 34 respondents strongly agree and 46 respondents agree that they look for international political strategies regarding Covid-19 on media channels. Whereas, 20 respondents nor agree neither disagree on the matter. Followed by, 3 respondents disagree and 4 respondents strongly disagree on search for international political strategies regarding Covid-19 on media channels.

On the other hand, 32 respondents strongly agree and 47 respondents agree on looking up labor market issues regarding Covid-19 on media channels. Where, 18 respondents nor agree neither disagree on the matter. However, 5 respondents disagree and strongly disagree on searching for labor market information regarding Covid-19 respectively.

I look for/at this kind of information about corona through media channels

Legend: Strongly Agree ■ Agree ■ Nor Agree Neither Disagree ■ Disagree ■ Strongly Disagree ■

Ethical issues regarding Covid-19: Strongly Agree 33, Agree 41, Nor Agree Neither Disagree 19, Disagree 9, Strongly Disagree 5

Religion/faith and Covid-19: Strongly Agree 25, Agree 33, Nor Agree Neither Disagree 24, Disagree 12, Strongly Disagree 13
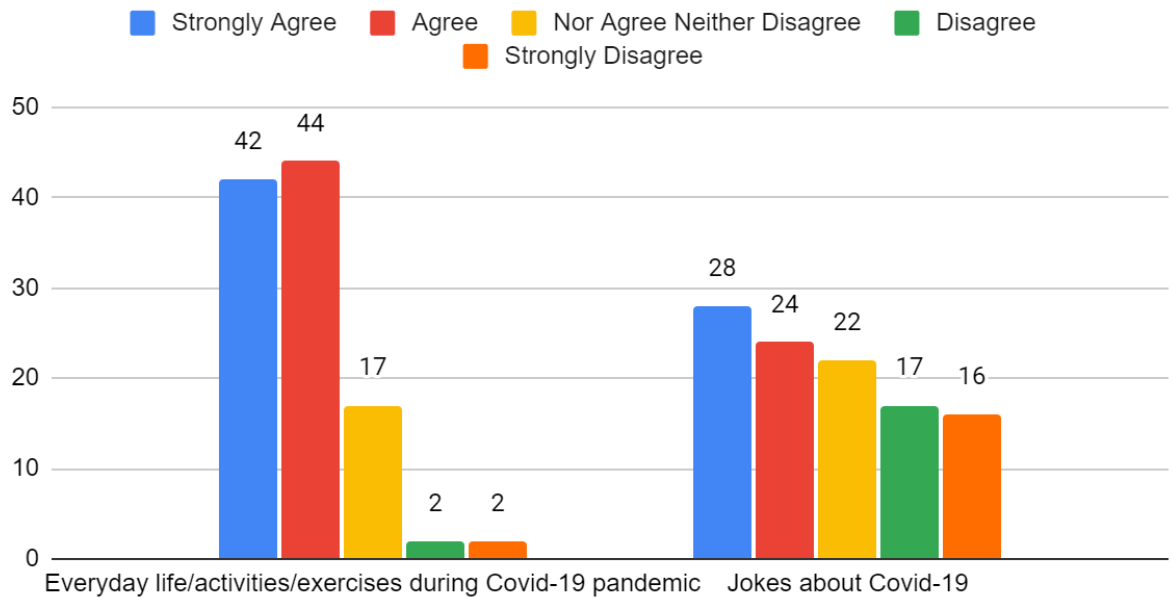
Figure 4.7.8 Types of information about ethical issues and religion/faith regarding Covid-19 that respondents look for through media channels

Additionally, 33 respondents strongly agree and 41 respondents agree that they look for ethical issues regarding Covid-19 on media channels. However, 19 respondents nor agree neither disagree on the matter. Whereas, 9 respondents disagree and 5 respondents strongly disagree that they search for ethical issues regarding Covid-19.

Next, 25 respondents strongly agree and 33 respondents agree that they search for information about religion/faith and Covid-19 on media channels. Whereas, 24 respondents nor agree neither disagree on the matter. However, 12 respondents disagree and 13 respondents strongly disagree that they look for information related to religion/faith and Covid-19.

I look for/at this kind of information about corona through media channels

Legend: Strongly Agree · Agree · Nor Agree Neither Disagree · Disagree · Strongly Disagree

Everyday life/activities/exercises during Covid-19 pandemic:
- Strongly Agree: 42
- Agree: 44
- Nor Agree Neither Disagree: 17
- Disagree: 2
- Strongly Disagree: 2

Jokes about Covid-19:
- Strongly Agree: 28
- Agree: 24
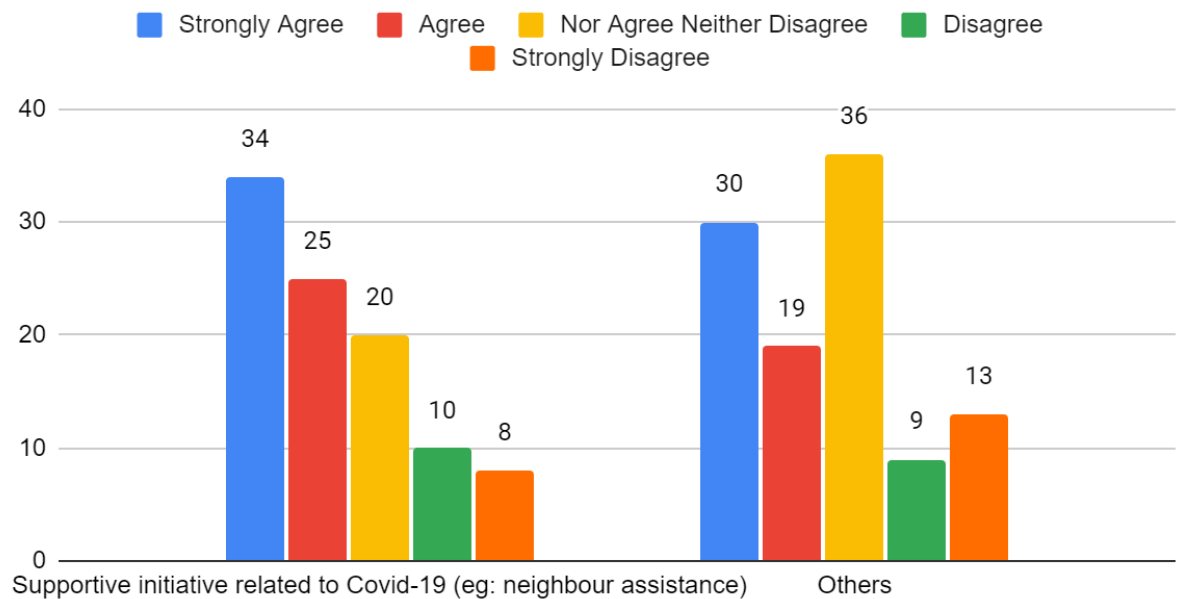- Nor Agree Neither Disagree: 22
- Disagree: 17
- Strongly Disagree: 16

Figure 4.7.9 Types of information about everyday life/activities/exercises and jokes regarding Covid-19 that respondents look for through media channels

Continued by, 42 respondents strongly agree and 44 respondents agree that they look for information of everyday life/activities/exercises during Covid-19 pandemic. However, 17 respondents nor agree neither disagree on the matter. Followed by, 2 respondents disagree and strongly disagree respectively on searching everyday life/activities/exercises during Covid-19.

Moreover, 28 respondents strongly agree and 24 respondents agree that they search for jokes about Covid-19 on media channels. Whereas, 22 respondents nor agree neither disagree on the matter. However, 17 respondents disagree and 16 respondents strongly disagree that they look for jokes about Covid-19.

I look for/at this kind of information about corona through media channels

Legend: Strongly Agree · Agree · Nor Agree Neither Disagree · Disagree · Strongly Disagree

Supportive initiative related to Covid-19 (eg: neighbour assistance): Strongly Agree 34, Agree 25, Nor Agree Neither Disagree 20, Disagree 10, Strongly Disagree 8

Others: Strongly Agree 30, Agree 19, Nor Agree Neither Disagree 36, Disagree 9, Strongly Disagree 13

Figure 4.7.10 Types of information about supportive initiative and others regarding Covid-19 that respondents look for through media channels

Moving on, 34 respondents strongly agree and 25 respondents agree that they look for information on supportive initiatives related to Covid-19 such as neighbor assistance on media channels. However, 20 respondents nor agree neither disagree on the matter. Followed by, 10 respondents disagree and 8 respondents strongly disagree on searching for information about support initiatives related to Covid-19.

Lastly, 30 respondents strongly agree and 19 respondents agree that they search for other information related to Covid-19. Whereas, 26 respondents nor agree neither disagree on the matter. However, 9 respondents disagree and 13 respondents strongly disagree that they search for other information about Covid-19 on media channels.

4.8 Perceive Information on Media Channel from Organizations/Institutions/Individuals

5. I search for information about corona through media channels from

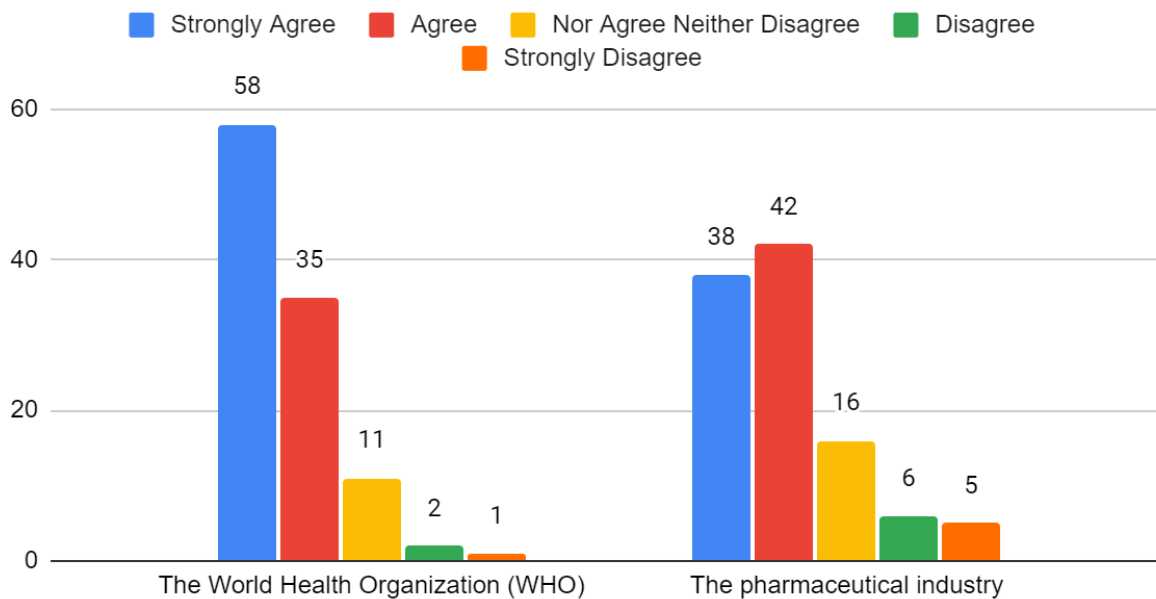I search for information about corona through media channels from
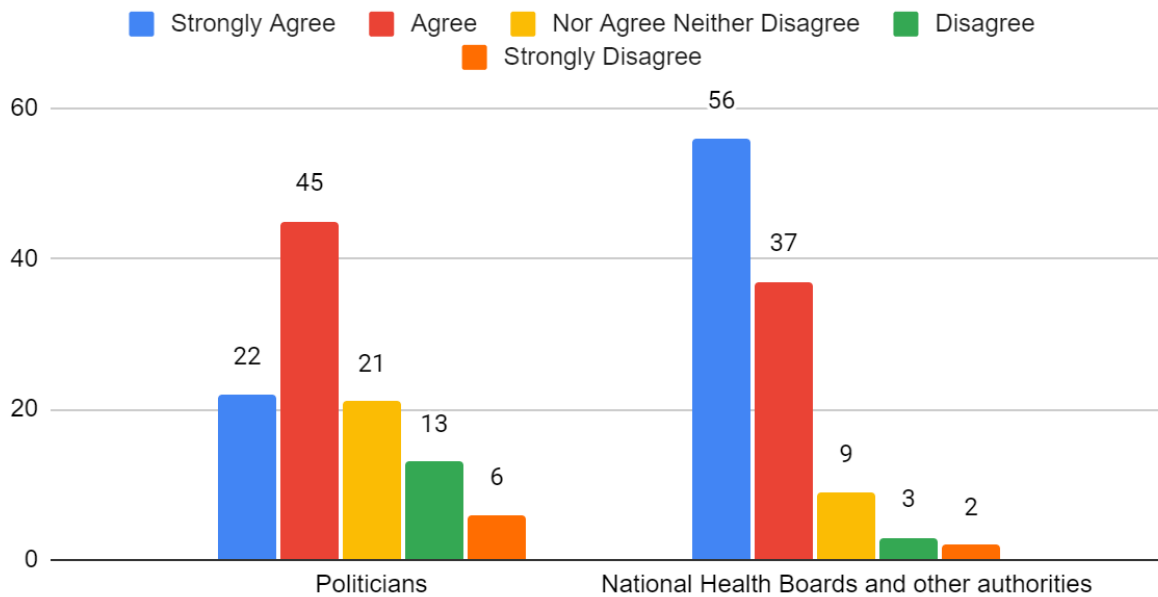
Figure 4.8.1 Respondents search for information about Covid-19 through media channels from politicians and National Health Boards and other authorities

In this question, the source of information that the youth in Klang Valley will be identified. First of all,22 respondents strongly agree and 45 respondents agree that they search for information about Covid-19 through media channels from politicians. Whereas, 21 respondents nor agree neither disagree on the matter. Followed by 13 respondents disagree and 6 respondents strongly disagree that they look for information about Covid-19 through media channels from politicians.

Secondly, 56 respondents strongly agree and 37 respondents agree that they look up on information about Covid-19 through media channels from National Health Boards and other authorities. However, 9 respondents nor agree neither disagree on the matter. Continued by 3 respondents disagree and 2 respondents strongly disagree on searching for information about Covid-19 through media channels from National Health Boards and other authorities.

I search for information about corona through media channels from

Legend: Strongly Agree, Agree, Nor Agree Neither Disagree, Disagree, Strongly Disagree

The World Health Organization (WHO): Strongly Agree 58, Agree 35, Nor Agree Neither Disagree 11, Disagree 2, Strongly Disagree 1

The pharmaceutical industry: Strongly Agree 38, Agree 42, Nor Agree Neither Disagree 16, Disagree 6, Strongly Disagree 5

Figure 4.8.2 Respondents search for information about Covid-19 through media channels from WHO and the pharmaceutical industry

Next, 58 respondents strongly agree and 35 respondents agree that they look for information about Covid-19 through media channels from The World Health Organization (WHO). Whereas, 11 respondents nor agree neither disagree on the matter. However, 2 respondents disagree and 1 respondents strongly disagree on looking for information about Covid-19 through media channels from WHO.

Moreover, 38 respondents strongly agree and 42 respondents agree that they search for information about Covid-19 through media channels from the pharmaceutical industry. Where, 16 respondents nor agree neither disagree on the matter. Followed by, 6 respondents disagree and 5 respondents strongly disagree on looking for information about Covid-19 through media channels from the pharmaceutical industry.

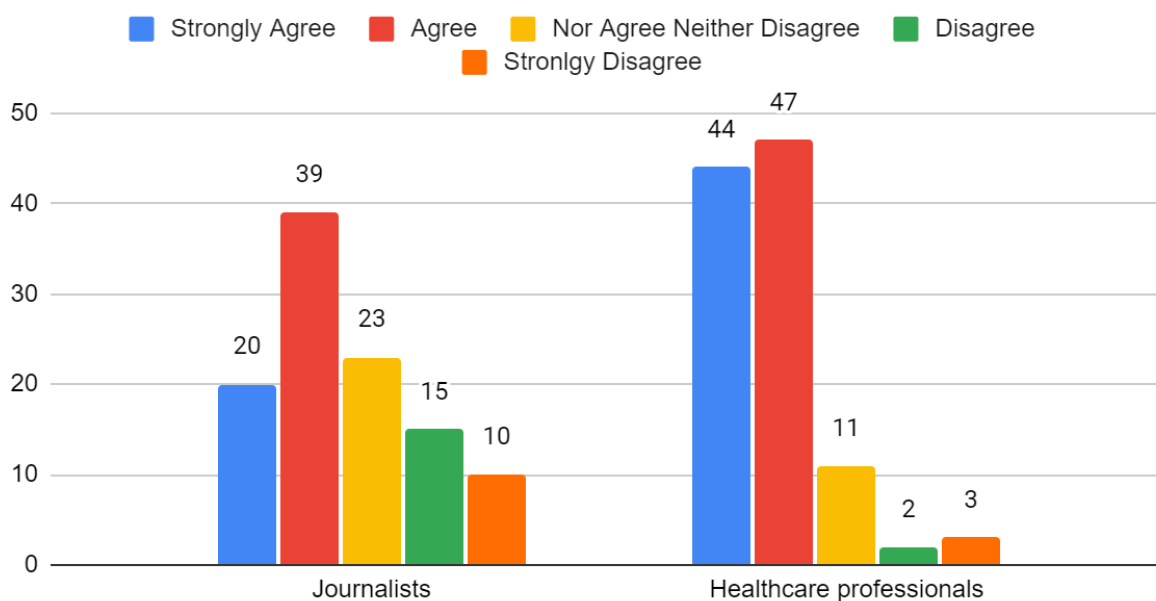I search for information about corona through media channels from
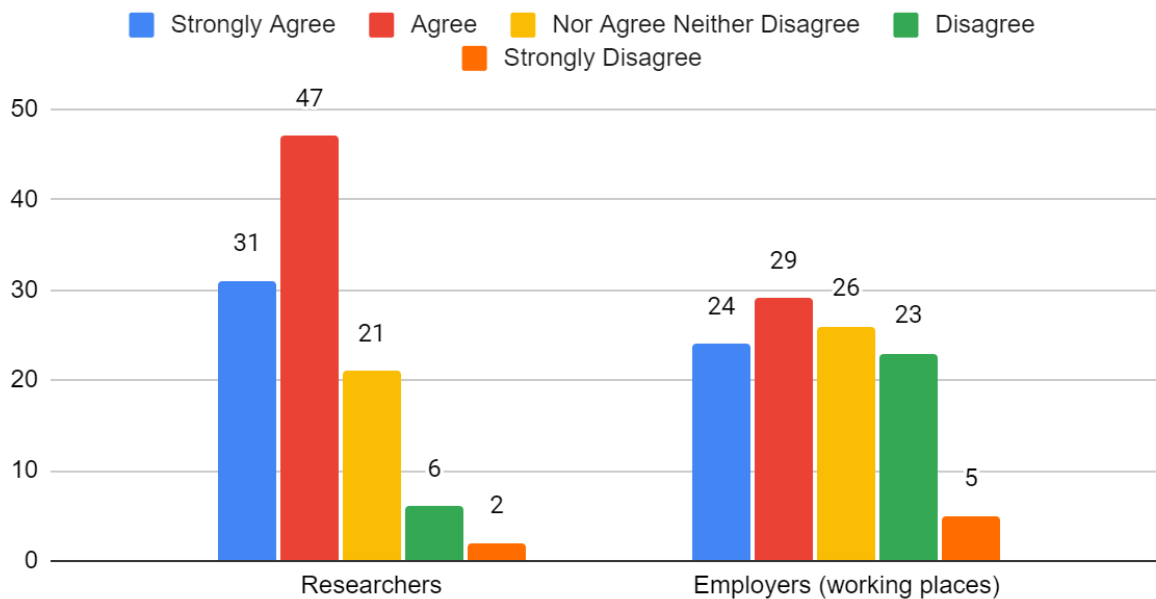
Figure 4.8.3 Respondents search for information about Covid-19 through media channels from researches and employers

Moving forward, 31 respondents strongly agree and 47 respondents agree that they look for information about Covid-19 through media channels from researchers. However, 21 respondents nor agree neither disagree on the matter. Continued by, 6 respondents disagree and 2 respondents strongly disagree that they search for information about Covid-19 through media channels from researchers.

Moving on, 24 respondents strongly agree and 29 respondents agree on searching for information about Covid-19 through media channels from employers from working places. Followed by, 26 respondents nor agree neither disagree on the matter. However 23 respondents disagree and 5 respondents strongly disagree that they look for information about Covid-19 through media channels from employers.

I search for information about corona through media channels from

Legend: Strongly Agree · Agree · Nor Agree Neither Disagree · Disagree · Stronlgy Disagree

Journalists: 20, 39, 23, 15, 10
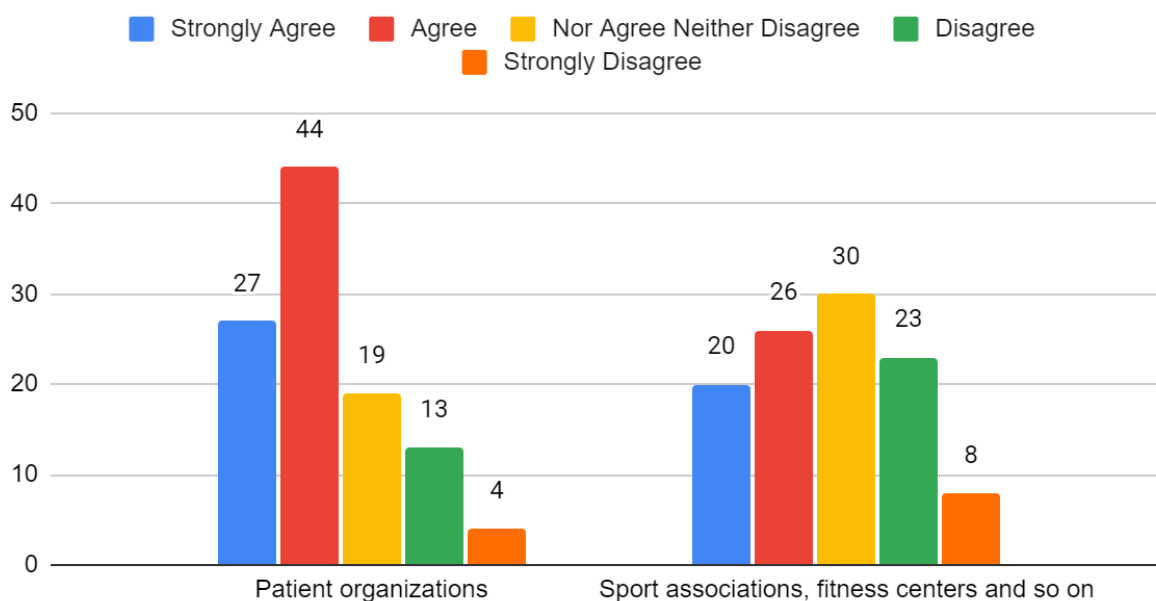**Healthcare professionals:** 44, 47, 11, 2, 3

Figure 4.8.4 Respondents search for information about Covid-19 through media channels from journalist and healthcare professionals

Next, 20 respondents strongly agree and 39 respondents agree that they look for information about Covid-19 through media channels from journalists. However, 23 respondents nor agree neither disagree on the matter. Followed by, 15 respondents disagree and 10 respondents strongly disagree on searching for information about Covid-19 through media channels from journalists.

On the other hand, 44 respondents strongly agree and 47 respondents agree on searching for information about Covid-19 through media channels from healthcare professionals. Whereas, 11 respondents nor agree neither disagree on the matter. Continued by, 2 respondents disagree and 3 respondents strongly disagree with looking up information about Covid-19 through media channels from healthcare professionals.

I search for information about corona through media channels from

Legend: Strongly Agree | Agree | Nor Agree Neither Disagree | Disagree | Strongly Disagree

Patient organizations: 27, 44, 19, 13, 4

**Sport associations, fitness centers and so on:** 20, 26, 30, 23, 8

Figure 4.8.5 Respondents search for information about Covid-19 through media channels from patient organizations and sport associations, fitness centers and so on

Additionally, 27 respondents strongly agree and 44 respondents agree that they look for information about Covid-19 through media channels from patient organizations. Followed by, 19 respondents nor agree neither disagree on the matter. However, 13 respondents disagree and 4 respondents strongly disagree on searching for information about Covid-19 through media channels from patient organizations.

Moreover, 20 respondents strongly agree and 26 respondents agree that they look for information about Covid-19 through media channels from sport associations, fitness centers and so on. Whereas, 30 respondents nor agree neither disagree on the matter. Continued by, 23 respondents disagree and 8 respondents that strongly disagree on searching for information about Covid-19 through media channels from sport associations, fitness centers and so on.

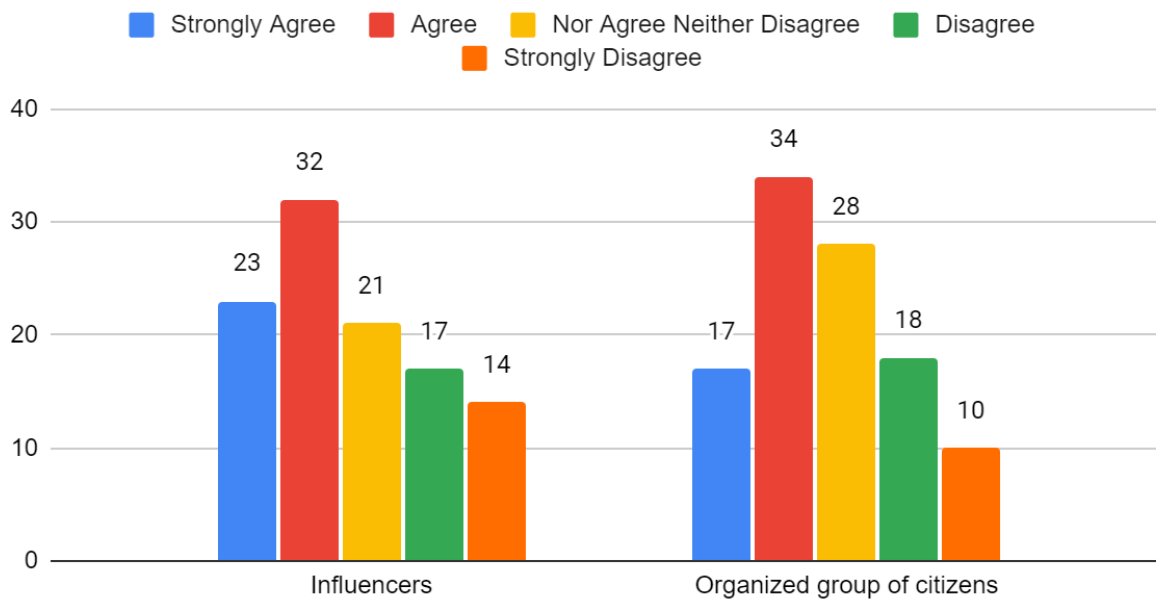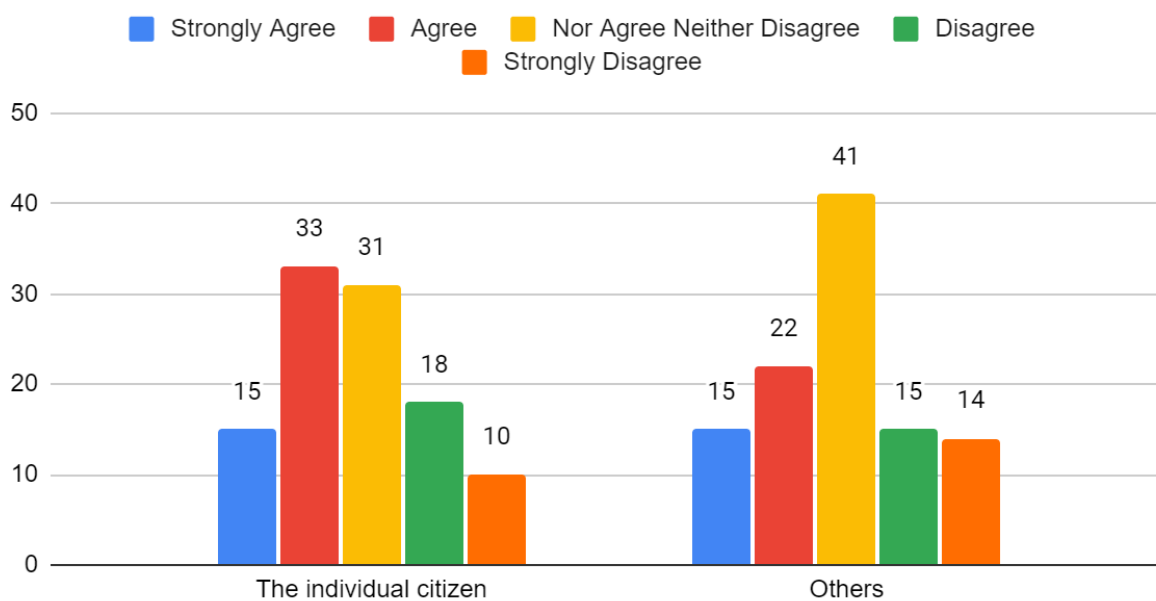I search for information about corona through media channels from
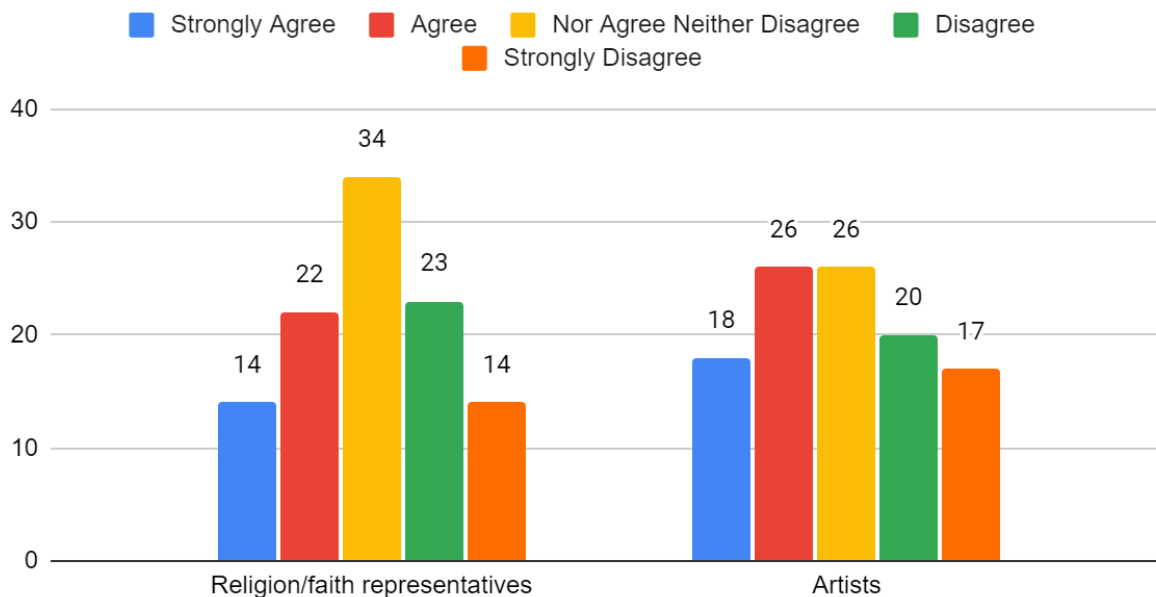
Figure 4.8.6 Respondents search for information about Covid-19 through media channels from religion/faith representative and artists

Followed by, 14 respondents strongly agree and 22 respondents agree that they look for information about Covid-19 through media channels from religion/faith representatives. Whereas, 34 respondents nor agree neither disagree on the matter. However, 23 respondents disagree and 14 respondents strongly disagree on searching for information about Covid-19 through media channels from religion/faith representatives.

Moving forward, 18 respondents strongly agree and 26 respondents agree on searching for information about Covid-19 through media channels from artists. Whereas, 26 respondents nor agree neither disagree on the matter. Continued by, 20 respondents disagree and 17 respondents strongly disagree with looking up information about Covid-19 through media channels from artists.

I search for information about corona through media channels from

Figure 4.8.7 Respondents search for information about Covid-19 through media channels from influencers and organized group of citizens

Next, 23 respondents strongly agree and 32 respondents agree that they look for information about Covid-19 through media channels from influencers. Whereas, 21 respondents nor agree neither disagree on the matter. Continued by, 17 respondents disagree and 14 respondents strongly disagree on searching for information about Covid-19 through media channels from influencers.

On the other hand, 17 respondents strongly agree and 34 respondents agree that they look for information about Covid-19 through media channels from organized groups of citizens. However, 28 respondents nor agree neither disagree on the matter. Continued by, 18 respondents disagree and 10 respondents strongly disagree that they search for information about Covid-19 through media channels from organized groups of citizens.

Figure 4.8.8 Respondents search for information about Covid-19 through media channels from individual citizens and others

Moving on, 15 respondents strongly agree and 33 respondents agree that they look for information about Covid-19 through media channels from individual citizens. Whereas, 31 respondents nor agree neither disagree on the matter. However, 18 respondents disagree and 10 respondents strongly disagree that they search for information about Covid-19 through media channels from individual citizens.

Lastly, 15 respondents strongly agree and 22 respondents agree on looking for information about Covid-19 through media channels from other individuals or organizations. However, 41 respondents nor agree neither disagree on the matter. Continued by, 15 respondents disagree and 14 respondents strongly disagree that they search for information about Covid-19 through media channels from other individuals or organizations.

4.9 Frequency of Looking Up Covid-19 Related Information

6. How often do you typically use media channels in a typical week during the pandemic to look up for Covid-19 related information?

How often do you typically use media channels in a typical week during the pandemic to look up for Covid-19 related information?
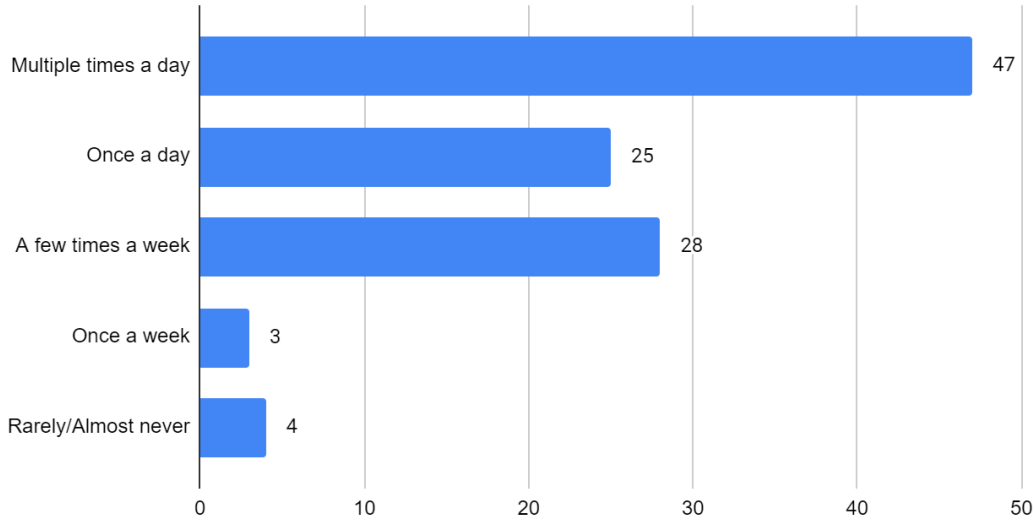
Figure 4.9 Frequency of respondents look up on Covid-19 related information

This question aims to analyze the frequency of looking up Covid-19 related information through media channels among youth in Klang Valley. The highest frequency is multiple times a day with 47 respondents. Followed by the frequency of a few times a week with 28 respondents and once a day with 25 respondents respectively. However, only 4 respondents opted for the frequency of rarely/almost never and 3 respondents stated that they look up for Covid-19 related information once a week.

4.10 Negative Effects Caused by Information of Covid-19

7. Have you experienced any negative effects related to COVID-19 information on social media?

Have you experienced any negative effects related to COVID-19 information on social media? (You may select more than 1 answer)

107 responses
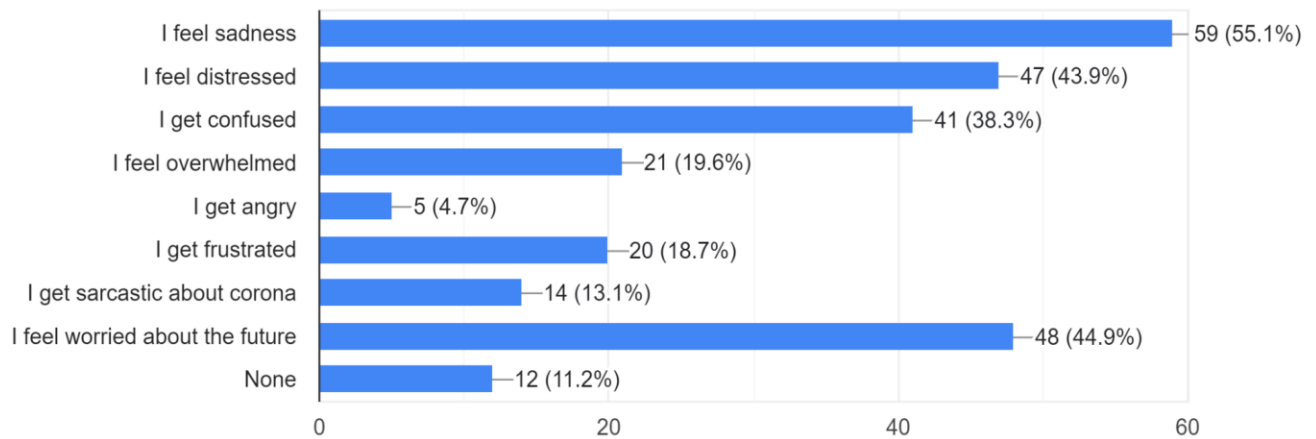
Figure 4.10 Negative effects caused by information of Covid-19

In this question, respondents are allowed to select one or more answers and the negative effects related to Covid-19 information on social media will be analyzed. Most of the respondents, 59 respondents, 55.1% of respondents, felt sadness due to the Covid-19 related information on social media. Followed by, 48 respondents, 44.9% of respondents, felt worried about the future and 47 respondents, 43.9% felt distressed.

Moreover, 41 respondents, 38.3% respondents, got confused due to covid-19 related information on social media. Whereas, 21 respondents, 19.6% of respondence, felt overwhelmed and 20 respondents, 18.7% respondents, got frustrated. Continued by, 14 respondents, 13.1% of respondents stated that they get sarcastic about Covid-19.

Moving on, 12 respondents, 11.2% of respondents opted for the option "none" stating that they did not feel any negative effects related to Covid-19 information on social media. Lastly, 5 respondents, 4.7% of respondents felt anger due to Covid-19 related information on social media.

4.11 Positive Effects Caused by Information of Covid-19

8. Have you experienced any positive emotions related to COVID-19 information on social media?

Have you experienced any positive emotions related to COVID-19 information on social media? (You may select more than 1 answer)
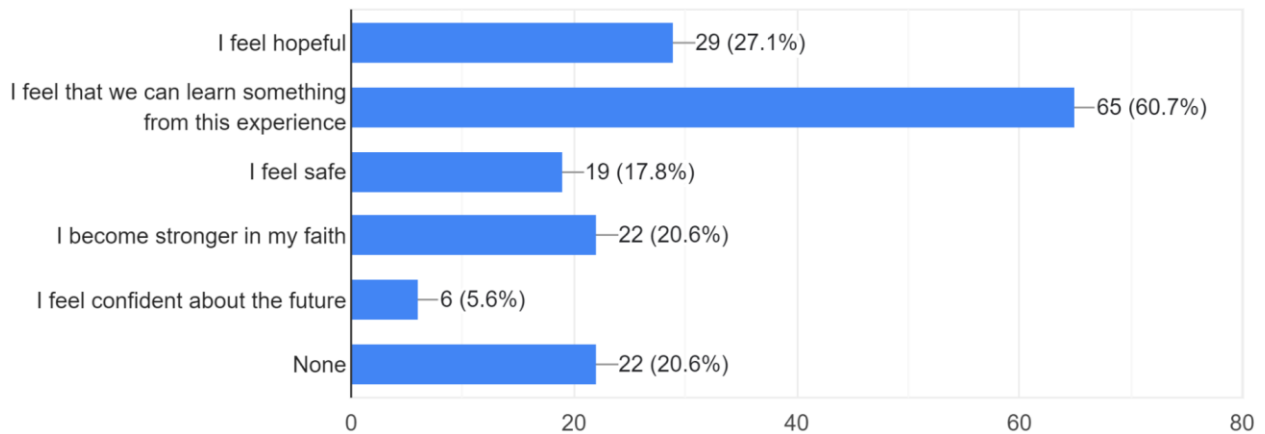
107 responses

Figure 4.11 Positive effects caused by information of Covid-19

This question aims to analyze the positive emotions related to Covid-19 information on social media. The respondents could select one or more than one answers for this question. Majority of the respondents, 65 respondents which is 60.7% of respondents, felt that we can learn something from this experience with the influence of Covid-19 related information on social media. Next, 29 respondents, 27.1% of respondents felt hopeful due to the Covid-19 related information on social media.

Whereas, 22 respondents which is 20.6% of respondents became stronger in faith and 22 respondents, 20.6% of respondents opted for "none". Moreover, 19 respondents which is 17.8% of respondents felt safe with the influence Covid-19 related information. Lastly, 6 respondents, 5.6% of respondents felt confident about the future with the influence of Covid-19 related information on social media.

4.12 Changes of Social Behaviour as Consequences of Covid-19 Information

9. Have you changed your social behaviour as a consequence of COVID-19 information on media channels?

Have you changed your social behaviour as a consequence of COVID-19 information on media channels? (You may select more than 1 answer)

107 responses
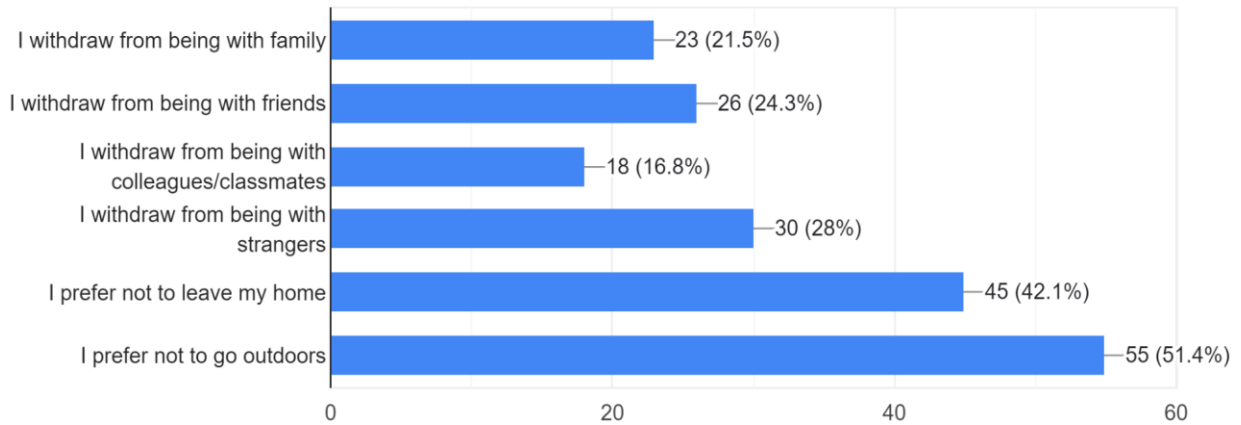
Figure 4.12 Changes of social behaviour as consequences of Covid-19 Information

This question aims to find out how Covid-19 related information on media channels affects the social behaviour of youth in Klang Valley. The respondents are allowed to select one or more answers. Most of the youth, 55 respondents which is 51.4% of respondents, preferred not to go outdoors. Whereas, 45 respondents, 42.1% of respondents preferred not to leave their home due to the information about Covid-19 on media channels.

Followed by, 30 respondents which is 28% of respondents withdraw from being with strangers and 26 respondents, 24.3% withdraw from being with friends. Moving on, 23 respondents, 21.5% respondents, stated that they withdraw from being with family. Lastly, 18 respondents which is 16.8% of respondents withdraw from being with colleagues/classmates due to the information of Covid-19 on media channels.

4.13 Effects of Covid-19 Information from Social Media on Thoughts of Physical Health

10. How COVID-19 information on social media had affected your thought about your own and others' physical health?
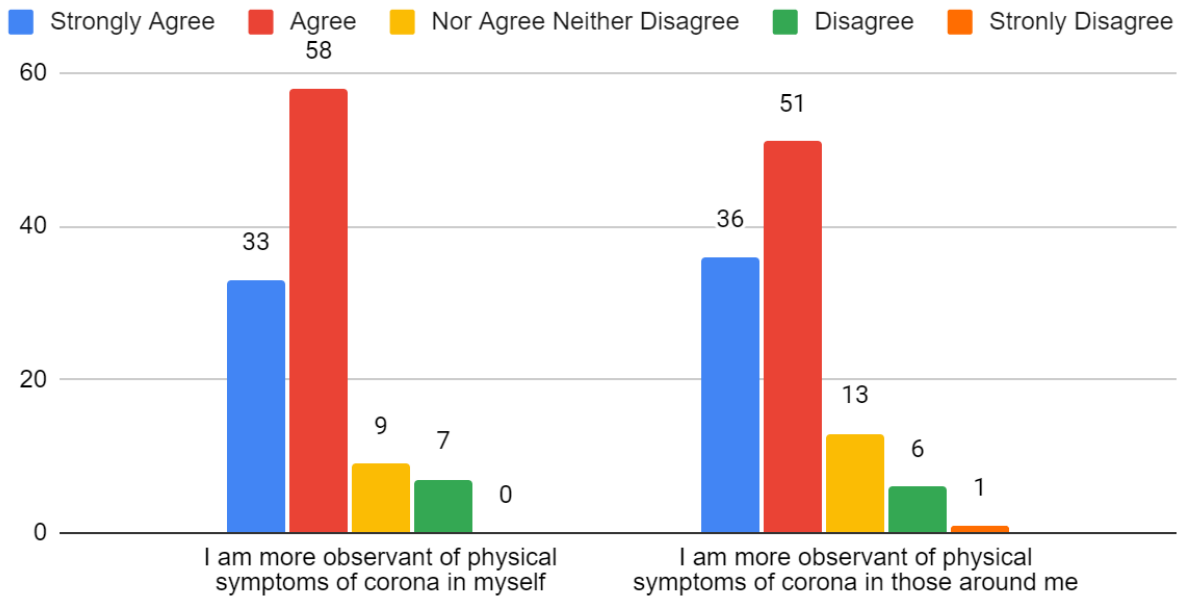

Figure 4.13 Effects of Covid-19 information from social media on thoughts of physical health

This question aims to analyze how social media has affected the respondents' thoughts about their own and other's physical health. Firstly, 33 respondents strongly agree and 58 respondents agree that they are more observant of physical symptoms of Covid-19 in themselves. Whereas, 9 respondents nor agree neither disagree on the matter. However, 7 respondents disagree and none respondents strongly disagree that they have become more observant of physical symptoms of Covid-19 in themselves due to the Covid-19 information on social media.

Moving on, 36 respondents strongly agree and 51 respondents agree on becoming more observant of physical symptoms of Covid-19 in those around them. However, 13 respondents nor agree neither disagree on the matter. Lastly, 6 respondents disagree and 1 respondent strongly disagrees that they have become more observant of physical symptoms of Covid-19 in those around them.

CHAPTER 5

Discussion and Conclusion

5.0 Introduction

In chapter 5, the data analyzed in chapter 4 will be discussed in an in-depth manner. Limitations of this research will also be discussed along with the recommendations for future studies. Lastly, the conclusion of the entire research will also be discussed in this chapter.

5.1 Major Findings

Based on the data collected in Chapter 4, social media, television, and family are the top 3 sources that the youth in Klang Valley rely on to obtain Covid-19 related information. However, the youth in Klang Valley perceive that television, daily newspaper and social media are the three highest reliable sources for Covid-19 information. This could be seen that the youth perceive that some of their sources of information are not reliable such as the information from their family members. Instead, the daily newspaper is a form of traditional media and is responsible for disseminating accurate information to the public. Therefore, the youth consider the daily newspaper as a reliable source of Covid-19 information.

In addition, Facebook, Instagram and YouTube are the three most preferred social media platforms to obtain Covid-19 related information for the youth in Klang Valley. The youth tends to search for information such as authoritative facts about Covid-19, world news about Covid-19 and comparison about Covid-19 and medical issues regarding Covid-19. Therefore, these are the types of information that mainly influence the perception, attitudes, beliefs regarding Covid-19. Additionally, the youth search for information about Covid-19 through media channels from The World Health Organization (WHO), National Health Boards and other authorities, and healthcare professionals.

Moving on, the majority of the youth looks up Covid-19 related information on media channels with frequency of multiple times a day. Next, the majority of the youth felt sadness, worried about the future and distressed due to the influence of Covid-19 related information on social media.

However, 60.7% of the youth felt positive emotions such as feeling that we can learn something from this experience. Moreover, the youth have faced changes in social behaviour as a consequence of Covid-19 information on media channels such as prefer not to go outdoors, prefer not to leave their home and withdraw from being with strangers. On the other hand, the majority of the respondents have become more observant of physical symptoms of Covind-19 in themselves and in those around them.

According to the data collected, most of the respondents search for Covid-19 related information on media channels multiple times a day. Whereas, only 11.2% (n=12) of respondents did not feel any negative emotions with the exposure of Covid-19 information on various media channels and 20.6% (n=22) of respondents did not feel any positive emotion due to the influence of Covid-19 related information on media channels. Therefore, the higher the frequency of exposure to Covid-19 related information on media channels, the more negative emotions an individual will be produced.

5.2 Limitations

The limitation of this research is that the respondents of this study lack diverse age groups as the majority of the respondents are 21 and 22 years old. Whereas, the other age group has a very low rate of response which only consists of 1 to 5 respondents. However, the youth age group stated in Malaysia is between 15 to 40 years old. It is important for researchers to obtain data from each age group to ensure that the data collected could represent the youth population in Malaysia.

On the other hand, the second limitation of this study is the sample size. It was mentioned that the total population of youth in Klang Valley is 9 million. However, the sample size of this research is 107, which is approximately 0.119% of the population. Therefore, the sample size of this study may not represent the population in Klang Valley.

5.3 Recommendations

As studies about the influence of media on public perception of Covid-19 is still relatively new in Malaysia, further research is needed in order to allow the general public to understand how perceptions are formed by utilizing media channels. On the other hand, this study is only limited to the youth in Klang Valley which could not represent the entire youth population in Malaysia. Therefore, future research could be conducted to target the youth across Malaysia to obtain more accurate information, data and findings. In addition, the government authorities such as MCMC must always be aware of the fake news that is spreading across the various media channels to prevent the people from obtaining and further spreading of false information. Lastly, the audience and users of the media channels should only trust and share information from trusted authorities to prevent misconduct.

5.4 Conclusion

In conclusion, this research aims to find out the influence of media on public perception of Covid-19 among youth in Klang Valley. With the help of Uses and Gratification Theory, it was found that the frequency of exposure to Covid-19 related information on media channels has a significant impact on the perception of youth in Klang Valley. Besides, this research has successfully identified the types of media sources that the youth rely on and the types of Covid-19 related information that the youth tend to look up during the pandemic which are television, social media and family members. In addition, this study has also found out the media sources that are considered reliable by the youth including television, daily newspaper and social media. The media channels that they obtain information from and the media channels they consider reliable have a slight difference. This shows that the youth have the ability to differentiate the accuracy of the information they obtain. In short, youth should verify the accuracy of the information obtained from the various media channels to avoid spreading false information and shaping false perceptions.

Besides, this study has shown that the frequency of consuming Covid-19 related information affects the risk perceptions among youth in Klang Valley. The higher the frequency of consuming Covid-19 related information, the more negative emotion the youth will undergo. Therefore, the youth must obtain information from trusted sources such as The National Health Boards, The World Health Orgainization, Healthcare Professionals and others to ensure that the information they consume are accurate and to prevent misconduct in prevention of Covid-19.

REFERENCES

Anwar et al. (14 September 2020). Role of mass media and Public Health Communications in the COVID-19 Pandemic. Cureus.
https://assets.cureus.com/uploads/review_article/pdf/38293/1612430945-1612430941-20210204-18204-1cr8v6x.pdf

Bahfiarti & Arianto. (2022). Uses and gratifications approach: influence of COVID-19 media exposure on millennial generation in Makassar city, Indonesia. Heliyon.
https://www.cell.com/heliyon/pdf/S2405-8440(22)00992-6.pdf

Definition of youth. (n.d.) United Nations.

https://www.un.org/esa/socdev/documents/youth/factsheets/youth-definition.pdf

"Donald Trump drank bleach to cure Covid", claims man behind "Magic cure." (22 June 2021). WION.
https://www.wionews.com/world/donald-trump-drank-bleach-to-cure-covid-claims-man-behind-magic-cure-393147

Elengoe. (June 2020). Covid-19 outbreak in Malaysia. Osong public health and research perspectives.
https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7258884/

Expert help guides: SPSS: Correlation Analysis. (n.d.). SPSS.

https://latrobe.libguides.com/ibmspss/correlation

Fleetwood. (27 November 2023). *Quantitative research: What it is, practices & methods*. QuestionPro.

https://www.questionpro.com/blog/quantitative-research/#:~:text=Quantitative%20research%20collects%20statistically%20significant,be%20depicted%20in%20numerical%20form.

Han et al. (25 March 2022). How media exposure, Media Trust, and media bias perception

influence public evaluation of covid-19 pandemic in international metropolises. MDPI.

https://www.mdpi.com/1660-4601/19/7/3942

Hossian. (12 February 2019). Effects of uses and gratifications on social media use: The Facebook
case with multiple mediator analysis. PSU Research Review.
https://www.emerald.com/insight/content/doi/10.1108/PRR-07-2018-
0023/full/html#:~:text=The%20UGT%20refers%20to%20the,et%20al.%2C%202010).

Kiousis. (2001). Public Trust or Mistrust? Perceptions of Media Credibility in the Information Age.

Mass Communication and Society, 4(4), 381–403.

https://doi.org/10.1207/S15327825MCS0404_4

Liu et al. (4 November 2020). Media exposure to COVID-19 information, risk perception, social
and geographical proximity, and self-rated anxiety in China- BMC Public Health. BioMed Central.
https://bmcpublichealth.biomedcentral.com/articles/10.1186/s12889-020-09761-8

Liu&Liu. (30 June 2020). Media exposure and anxiety during COVID-19: The mediation effect

of media vicarious traumatization. MDPI.

https://www.mdpi.com/1660-4601/17/13/4720

Magnani et al. (3 January 2021). Older adults' risk perception during the COVID-19 pandemic in
Lombardy .Taylor & Francis Online.
https://www.tandfonline.com/doi/full/10.1080/01634372.2020.1870606

Mheidly & Fares. (21 August 2020). Leveraging media and health communication strategies to
overcome the COVID-19 infodemic - journal of public health policy. SpringerLink.
https://link.springer.com/article/10.1057/s41271-020-00247-w

Moh. (3 July 2023). Belanjawan 2023 provides relief, opportunities for youths Amid Tough Times. The Malaysian Reserve.
https://themalaysianreserve.com/2023/07/03/belanjawan-2023-provides-relief-opportunities-for-youths-amid-tough-times/

14-Day movement control order begins nationwide on Wednesday. (16 March 2020). NST Online.
https://www.nst.com.my/news/nation/2020/03/575180/14-day-movement-control-order-begins-nationwide-wednesday

What is frequency analysis? (n.d.). Research Optmius.
https://www.researchoptimus.com/article/frequency-analysis.php#:~:text=Frequency%20Analysis%20is%20a%20part,%2C%20dispersion%2C%20percentiles%2C%20etc.

APPENDIX

Faculty of Creative Industries

Research Project Evaluation Form

Supervisor / Reviewer: _____Mr Raduan Bin Sharif

_____

 Student's Name: _____Lee Zhi Ying

_____

 Student ID: _____2003195_____

Programme: Bachelor of Communication (HONS) Corporate

Communication_____

Research Project Title: ___ The Influence of Media on Public Perception of Covid-19: Case Study

on Youth in Klang

Valley._____

_____

Instruction:
Please score each descriptor based on the scale provided below:
(1 = very poor, 2 = poor, 3 = average, 4 = good and 5 = very good)

Abstract (5%)	Score	Convert
1. Adequately describes the entire project		
2. States clearly the research problem		
3. Describe briefly and clearly the approach/methodology of the study		
4. Highlights the outcomes/significance of the study		
Sum		
Subtotal (sum / 4)		

Remark:

Introduction (10%)	Score	Convert
1. Fitting introduction to the subject of the study		
2. Concepts/definitions well explained		
3. Scope of study well described		

4. Statement of the research problem/research questions		
Sum		
Subtotal (sum / 2)		
Remark:		
Literature Review (15%)	**Score**	**Convert**
1. Latest research/work done in the area of study		
2. Explication of theories used		
3. Constructive discussion on publications in relation to the topic of study		
Sum		
Subtotal (sum *1)		

	Score	Convert
Remark:		
Methodology (10%)	**Score**	**Convert**
1. Research method explained clearly(inclusive of clear explanation of sampling techniques used, where applicable only)		
2. Appropriate research design/framework/questionnaire		
Sum		
Subtotal (sum * 1)		
Remark:		
Findings & Analysis (20%)	**Score**	**Convert**

1.	Data analysis is appropriate		
	2. Data analysis is detailed		
	3. Pertinent use of diagrams/tables/graphs, correlated with content/Analysis supported by evidence		
	4. Clear interpretation, well explained		
Sum			
Subtotal (sum * 1)			
Remark:			
Discussion & Conclusion (15%)		Score	Convert
1. Appropriate; related to the objective of the study			
2. Shortcomings of the study & recommendations for future study			
3. Conclusion is apt, clear			
Sum			

	Score	Convert
Subtotal (sum * 1)		
Remark:		
Language & Organization (15%)	**Score**	**Convert**
1. **Correct use of English and technical language**		
2. **APA format is followed**		
3. **Comprehensiveness of content and presentation**		
Sum		
Subtotal (sum * 1)		
Remark:		

Presentation (10%)	Score	Convert
1. Ability to answer questions from the panel (4 Marks)		
2. Presentation delivery is clear (4 Marks)		
3. Body language (2 Marks)		
Subtotal (sum * 1)		
Remark:		
	TOTAL	
		100%
Penalty: maximum 10 marks for late submission or poor attendance for consultation with supervisor		

	FINAL MARK	
		100%

**Overall Comments:

Signature: _____
        (2024)   **Date:**

TURNITIN REPORT

The Influence of Media on Risk Perception towards Covid19
Case Study on Youth in Klang Valley.docx

ORIGINALITY REPORT

19% SIMILARITY INDEX	15% INTERNET SOURCES	10% PUBLICATIONS	% STUDENT PAPERS

PRIMARY SOURCES

1	eprints.utar.edu.my Internet Source	5%
2	www.researchpad.co Internet Source	3%
3	Ayça Burcu Kahraman, Yılmaz Yıldız, Kısmet Çıkı, Halil Tuna Akar et al. "Invisible burden of COVID-19: enzyme replacement therapy disruptions", Journal of Pediatric Endocrinology and Metabolism, 2021 Publication	2%
4	www.ncbi.nlm.nih.gov Internet Source	1%
5	ophrp.org Internet Source	1%
6	www.mdpi.com Internet Source	1%
7	www.celcom.com.my Internet Source	1%

| 8 | www.coursehero.com
Internet Source | 1% |

| 9 | www.researchgate.net
Internet Source | 1% |

| 10 | Zainab AlMeraj, Iyad Abu Doush, Dari Alhuwail, Shok Shama, Ahmed AlBahar, Mohammad Al-Ramahi. "Access and Experiences of Arabic Native Speakers With Disabilities on Social Media During and After the World Pandemic", International Journal of Human–Computer Interaction, 2022
Publication | 1% |

| 11 | Sigrid Stjernswärd, Anna-Karin Ivert, Stinne Glasdam. "Perceptions and effects of COVID-19 related information in Denmark and Sweden – a web-based survey about COVID-19 and social media", Journal of Public Health, 2021
Publication | <1% |

| 12 | digitallibrary.loyolacollegekerala.edu.in:8080
Internet Source | <1% |

| 13 | www.globalscientificjournal.com
Internet Source | <1% |

| 14 | Wei Ren, Xiaowen Zhu, Yi Hu. "Differential effects of traditional and social media use on COVID-19 preventive behaviors: The | <1% |

mediating role of risk and efficacy perceptions", Journal of Health Psychology, 2021
Publication

15   Abdo A. Elfiky. "Anti-HCV, nucleotide inhibitors, repurposing against COVID-19", Life Sciences, 2020   <1%
Publication

16   Ruixia Han, Jian Xu, David Pan. "How Media Exposure, Media Trust, and Media Bias Perception Influence Public Evaluation of COVID-19 Pandemic in International Metropolises", International Journal of Environmental Research and Public Health, 2022   <1%
Publication

17   rewards.mystartr.com   <1%
Internet Source

18   listens.online   <1%
Internet Source

19   Yixuan Zhang, Nurul Suhaimi, Nutchanon Yongsatianchot, Joseph D Gaggiano et al. "Shifting Trust: Examining How Trust and Distrust Emerge, Transform, and Collapse in COVID-19 Information Seeking", CHI Conference on Human Factors in Computing Systems, 2022   <1%
Publication

20 www.austinpublishinggroup.com
Internet Source
<1%

21 5dok.org
Internet Source
<1%

22 repository.gij.edu.gh
Internet Source
<1%

23 pubmed.ncbi.nlm.nih.gov
Internet Source
<1%

24 repository.i3l.ac.id
Internet Source
<1%

25 webapi.bu.edu
Internet Source
<1%

26 Dina Keumala Sari, Rina Amelia, Ridha Dharmajaya, Liza Meutia Sari, Nadya Keumala Fitri. "Positive Correlation Between General Public Knowledge and Attitudes Regarding COVID-19 Outbreak 1Month After First Cases Reported in Indonesia", Journal of Community Health, 2020
Publication
<1%

27 Zachary J. Eisner, Peter G. Delaney, Haleigh Pine, Kenneth Yeh, Ilyas S. Aleem, Krishnan Raghavendran, Patricia Widder. "Evaluating a novel, low-cost technique for cervical-spine immobilization for application in resource-
<1%

limited LMICs: a non-inferiority trial", Spinal Cord, 2022
Publication

28 | "The Reshaping of China-Southeast Asia Relations in Light of the COVID-19 Pandemic", Springer Science and Business Media LLC, 2021
Publication
<1%

29 | Asjad Naqvi. "COVID-19 European regional tracker", Cold Spring Harbor Laboratory, 2021
Publication
<1%

30 | Wirichada Pan-ngum, Tassawan Poomchaichote, Pimnara Peerawaranun, Natinee Kulpijit et al. "Perspectives on public health interventions in the management of the COVID-19 pandemic in Thailand", Wellcome Open Research, 2020
Publication
<1%

31 | dev.dosm.gov.my
Internet Source
<1%

32 | esu-online.org
Internet Source
<1%

33 | mmal20.school.blog
Internet Source
<1%

34 | www.prin.or.id
Internet Source
<1%

35 www.wionews.com
Internet Source
<1 %

36 Diep Ngoc Su, Kim Phuong Thi Tran, Ly Ngoc Thi Nguyen, Tram Huyen Thi Thai, Thanh Hoai Thi Doan, Vinh Trung Tran. "Modeling behavioral intention toward traveling in times of a health-related crisis", Journal of Vacation Marketing, 2021
Publication
<1 %

37 Petar Jandrić. "Postdigital Research in the Time of Covid-19", Postdigital Science and Education, 2020
Publication
<1 %

38 Prabhsimran Singh, Surleen Kaur, Abdullah M. Baabdullah, Yogesh K. Dwivedi, Sandeep Sharma, Ravinder Singh Sawhney, Ronnie Das. "Is #SDG13 Trending Online? Insights from Climate Change Discussions on Twitter", Information Systems Frontiers, 2022
Publication
<1 %

39 Stephen R. Neely, Christina Eldredge, Robin Ersing, Christa Remington. "Vaccine Hesitancy and Exposure to Misinformation: a Survey Analysis", Journal of General Internal Medicine, 2021
Publication
<1 %

40 Uchechukwu L Osuagwu, Khathutshelo P Mashige, Godwin Ovenseri-Ogbomo, Esther Awazzi Envuladu et al. "The impact of information sources on COVID-19 Vaccine hesitancy and resistance in Sub- Saharan Africa", Research Square Platform LLC, 2022
Publication

<1%

41 ijonmes.net
Internet Source

<1%

42 ir.uitm.edu.my
Internet Source

<1%

43 Ammina Kothari, Kimberly Walker, Kelli Burns. "#CoronaVirus and public health: the role of social media in sharing health information", Online Information Review, 2022
Publication

<1%

44 www.icsf.net
Internet Source

<1%

45 cgrc.zums.ac.ir
Internet Source

<1%

46 ground.news
Internet Source

<1%

SURVEY QUESTIONNAIRE

The Influence of Media on Public Perception of Covid-19: case study on youth in Klang Valley.

Dear respondents, I am Lee Zhi Ying a final year undergraduate student from Universiti Tunku Abdul Rahman (UTAR), Sungai Long Campus who is currently pursuing Bachelor of Corporate Communication (Hons). I am currently conducting research for my final year project on the title of "The Influence of Media on Public Perception of Covid-19: case study on youth in Klang Valley.". The aim of this research is being conducted to examine the risk perception of Covid-19 among youth in Klang Valley with the influence of media channels.

This survey will take approximately 5 to 10 minutes to complete and all responses will be kept confidential. Your participation will be greatly contributed to the success of this research.

Don't hesitate to contact me via email at zyinglee@1utar.my if you have any inquires.

Thank you in advance for your collaboration to answer the questionnaire.

zyinglee@1utar.my Switch account

* Indicates required question

Email *

☐ Record zyinglee@1utar.my as the email to be included with my response

Name *

Your answer

Gender *

○ Male

◉ Female

Age *

Your answer

Acknowledgement *

☐ I hereby concur and consented to fill up this survey form

Next   Clear form

Never submit passwords through Google Forms.

This form was created inside of Universiti Tunku Abdul Rahman. Report Abuse

Google Forms

The Influence of Media on Public Perception of Covid-19: case study on youth in Klang Valley.

zyinglee@1utar.my Switch account

Your email will be recorded when you submit this form

* Indicates required question

Section B

Which is (are) your source(s) of information regarding Covid-19? *
(You may select more than 1 answer)

☐ Television

☐ Radio

☐ Employers

☐ Daily Newspaper

☐ Social Media

☐ Friends

☐ Family

☐ Colleagues/Classmates

☐ Other:

84

Which are, according to you, reliable sources of information about Covid-19? *
(You may select more than 1 answer)

☐ Television

☐ Radio

☐ Employers

☐ Daily Newspaper

☐ Social Media

☐ Friends

☐ Family

☐ Colleagues/Classmates

☐ None of the above

☐ I don't know

☐ I don't care

☐ Other:

I look for/at information about corona in social media on the following platforms *

	Strongly Agree	Agree	Nor Agree Neither Disagree	Disagree	Strongly Disagree
Facebook	○	○	○	○	○
Twitter	○	○	○	○	○
Instagram	○	○	○	○	○
Youtube	○	○	○	○	○
LinkedIn	○	○	○	○	○
TikTok	○	○	○	○	○
Snapchat	○	○	○	○	○
Blogs	○	○	○	○	○
Others	○	○	○	○	○

I look for/at this kind of information about corona through media channels *

	Strongly Agree	Agree	Nor Agree Neither Disagree	Disagree	Strongly Disagree
Authoritative facts about Covid-19	○	○	○	○	○
World news about Covid-19	○	○	○	○	○
News about friends/relatives/my network regarding Covid-19	○	○	○	○	○
Personal Stories about Covid-19 experiences	○	○	○	○	○
Comparison about Covid-19 and previous epidemics	○	○	○	○	○
Conspiracy theories about Covid-19	○	○	○	○	○
Science fiction	○	○	○	○	○
Novels and/or poems about Covid-19	○	○	○	○	○
Music and/or art about Covid-19	○	○	○	○	○
Financial issues regarding Covid-19	○	○	○	○	○
Medical issues regarding Covid-19	○	○	○	○	○
National political strategies regarding Covid-19	○	○	○	○	○
International political strategies regarding Covid-19	○	○	○	○	○

87

Covid-19

Labour market issues regarding Covid-19	○	○	○	○	○
Ethical issues regarding Covid-19	○	○	○	○	○
Religion/faith and Covid-19	○	○	○	○	○
Everyday life/activities/exercises during Covid-19 pandemic	○	○	○	○	○
Jokes about Covid-19	○	○	○	○	○
Supportive initiative related to Covid-19 (eg: neighbour assistance)	○	○	○	○	○
Others	○	○	○	○	○

I search for information about corona through media channels from *

	Strongly Agree	Agree	Nor Agree Neither Disagree	Disagree	Strongly Disagree
Politicians	○	○	○	○	○
National Health Boards and other authorities	○	○	○	○	○
The World Health Organization (WHO)	○	○	○	○	○
The pharmaceutical industry	○	○	○	○	○
Researchers	○	○	○	○	○
Employers (working places)	○	○	○	○	○
Journalists	○	○	○	○	○
Healthcare professionals	○	○	○	○	○
Patient organizations	○	○	○	○	○
Sport associations, fitness centers and so on	○	○	○	○	○
Religion/faith representatives	○	○	○	○	○
Artists	○	○	○	○	○
Influences	○	○	○	○	○

Organized group of citizens	○	○	○	○	○
The individual citizen	○	○	○	○	○
Others	○	○	○	○	○

How often do you typically use media channels in a typical week during the pandemic to look up for Covid-19 related information? *

○ Multiple times a day

○ Once a day

○ A few times a week

○ Once a week

○ Rarely/Almost never

Have you experienced any negative effects related to COVID-19 information on social media? *
(You may select more than 1 answer)

☐ I feel sadness

☐ I feel distressed

☐ I get confused

☐ I feel overwhelmed

☐ I get angry

☐ I get frustrated

☐ I get sarcastic about corona

☐ I feel worried about the future

☐ None

Have you experienced any positive emotions related to COVID-19 information on   *
social media?
(You may select more than 1 answer)

☐ I feel hopeful

☐ I feel that we can learn something from this experience

☐ I feel safe

☐ I become stronger in my faith

☐ I feel confident about the future

☐ None

Have you changed your social behaviour as a consequence of COVID-19   *
information on media channels?
(You may select more than 1 answer)

☐ I withdraw from being with family

☐ I withdraw from being with friends

☐ I withdraw from being with colleagues/classmates

☐ I withdraw from being with strangers

☐ I prefer not to leave my home

☐ I prefer not to go outdoors

How COVID-19 information on social media had affected your thought about your * own and others' physical health?

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
I am more observant of physical symptoms of corona in myself	○	○	○	○	○
I am more observant of physical symptoms of corona in those around me	○	○	○	○	○

Back   Submit   Clear form

Google Forms

RAW DATA

APPROVAL FOR QUESTIONNAIRE ADAPTION