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General Election 15: Usage and Gratification of Sin Chew Daily's Facebook News Portal  
Among UTAR Undergraduates

WONG ZHI QING

A RESEARCH PROJECT  
SUBMITTED IN  
PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR  
BACHELOR OF CORPORATE COMMUNICATION (HONS)  
FACULTY OF CREATIVE INDUSTRIES  
UNIVERSITI TUNKU ABDUL RAHMAN

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Additionally, I would like to express my sincere appreciation to all the respondents who participated in filling out the questionnaire. Their contributions have been invaluable, and this research would not have been possible without their cooperation and engagement.

## DECLARATION

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

Name : WONG ZHI QING

Student ID : 2104545

Signed : 

Date : 9 SEPTEMBER 2024

**APPROVAL FORM**

This research paper attached hereto, entitled “General Election 15: Usage and Gratification of Sin Chew Daily's Facebook News Portal Among UTAR Undergraduates” prepared and submitted by Wong Zhi Qing in partial fulfillment of the requirements for the Bachelor of Corporate Communication (Hons) is hereby accepted.

Date: 9 September 2024

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Supervisor,

Ms.Jullian Khor Gee Khing

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## ABSTRACT

In the era of technology, social media has become a tool among undergraduate students to get news about GE15 from Sin Chew Daily's Facebook news portal. General Election-15 (GE-15) has brought about a significant change for Malaysia. Concurrently, social media, especially Facebook, has been essential in determining the news agenda and making it possible for all citizens to be informed about the latest information, issues, and crises. The majority of them have used social media since they were young, and their motivations for using it vary depending on what stage of life they are in. The objective of this research is to find out what the usage of Sin Chew Daily's Facebook News Portal on GE15 among UTAR undergraduates and how the usage of Sin Chew Daily's Facebook News Portal on GE15 gratifies UTAR undergraduate needs. A questionnaire was distributed online to 100 undergraduate students from the UTAR Sungai Long campus to implement the quantitative technique. The result of the research concludes that the higher usage of UTAR Sungai Long campus undergraduate students using Sin Chew Daily's Facebook news portal is to liking and sharing the posts and they are gratified by the need for information and social connection.

**Keywords:** *General Election 15, Facebook, Sin Chew Daily, usage pattern, news information*



## CHAPTER 1: INTRODUCTION

### 1.1 2022 Malaysian General Election

Malaysia holds a general election on November 19, 2022, the 15th election for the Lower House of the Malaysian Parliament (Chin, 2023). This election will contest 220 of the 222 parliamentary seats in the National Assembly and 117 state assembly seats. Every five years, Malaysia holds a general election as required by law. Since the 2018 general election, in addition to the political unrest brought on by the COVID-19 pandemic's aftermath, there have been frequent changes in the political parties or coalitions that members of parliament have joined, which has resulted in the resignation of two prime ministers and signalled the dissolution of their respective coalition governments. The Parliament of Malaysia's official website (2019) states that unless a motion of no confidence in the Prime Minister is approved or the Prime Minister suggests to the Supreme Head of State that Parliament be dissolved early, Malaysia must have elections every five years. As a result, the 14th Parliament's mandate ends on July 16, 2023, and it has been five years since its inaugural session on July 16, 2018. Therefore, according to the Constitution, the election must be held within 60 days of the dissolution. Since Malaysia's Head of State, Abdullah of Pahang, dissolved Parliament on October 10, 2022, at the request of Prime Minister Ismail Sabri Jacob, December 9 is then the most likely polling date.

In the past, Malaysia's state legislative assemblies have all had general elections at the same time, although certain states, like Sabah and Malacca, have chosen to hold their elections early owing to political unrest. Due to constitutional reform, the voting age was decreased from 21 to 18 for this election. According to The Straits Times (2019), on Tuesday, July 16, Malaysia's Mps of Parliament approved a legal amendment to the voting age from 21 to 18 (Leong, 2019). All 211 lawmakers in the Lower House voted for the amendment, making it the first Bill to

receive support from all parties since the Pakatan Harapan government took power last year (Leong, 2019). The amendment also included automatic voter registration and allowed candidates to run for election at 18 years old. As a result, young people between the ages of 18 and 20 will be able to vote starting with the general election of 2022. Furthermore, all voters will be turned into the automatic voter registration system, thus increasing the number of voters by approximately 6 million or 31% (McCarthy, 2022). In addition, Malaysia has adopted a simple the-past-the-post (FPTP) system. With 21.2 million eligible voters under the voting qualification, the turnout was 74% (Chin, 2023). In conclusion, the Yang di-Pertuan Agong appointed and swore in Pakatan Harapan chairman Anwar Ibrahim as prime minister on November 24, 2022, according to the New Straits Times (2022). This came about after support from Barisan Nasional, Gabungan Parti Sarawak, the Heritage Party, Malaysian United Democratic Alliance, Parti Bangsa Malaysia, and independent MPs.

## **1.2 Definition of News**

According to the Royal Commission on the Press (1949), a story must satisfy an event, be unique, and appeal to the public to qualify as news. This means that stories about individuals and their varied odd or amusing experiences, tragedies, accidents, crimes, or sporting events are required. In addition, another scholar Wilbur Schramm (1949) put forward his view that news is not the event itself but a description of what happened and stated that news happens in people's minds. Mark Henderson, a reporter for The Times, gave a similar explanation of the term, news as "something that is current, important and affects our lives": "News is by definition unexpected and dramatic, not mundane". Therefore, people in different fields have different interpretations or mutually agreeable views of what news is, so there is no wrong or right.

At the end of the nineteenth century, tabloids were a popular type of news at the time, characterized by being easy to read and aimed at a less demanding audience, with specific content and broadcast formats. In the tabloids, news belonged to infotainment, simplifying information, while manipulated newspaper rumours aimed at entertainment and making money. With the existence of mass media and the trend towards globalization and networking, a new paradigm of journalism has been created, correctly termed as the Internalization of news. It is considered a boon to human communication due to the ease of access to information, the speed of transmission, and the freedom of thought. As a result, recipients now have easier access to news thanks to the Internet. Nowadays, news can be disseminated through articles, videos, and many other forms to meet the preferences of different audience members.

### ***1.2.1 News in social media***

In this 21st-century era, social media are very important to the public's perception of news, especially college students, who rarely learn about news from traditional media and prefer social media, which is a mix of private and public posts. Today's news consumption habits and news environment are changing at an accelerated rate resulting in the decline of traditional news media (newspapers, radio, and television) in society. Overall, social media, such as Facebook, Instagram, and Twitter have become important sources and mediums that everyone relies on to receive news and information. Social networking sites have made access to news easier and can allow users to participate in the news process by sharing, discussing, and putting content online (Holton et al., n.d.). In addition, some of the daily news about current events is combined with various events, websites, and genres (Bode, n.d.). In today's advanced Internet environment, traditional news media have also begun to integrate gradually in order to avoid being eliminated. For example, Sin Chew Daily and The Star already have

their own social media portal. Therefore, in the context of the 2022 Malaysian general elections, a new policy has been implemented where citizens aged 18 and above will have the right to vote, and a system of automatic voter registration for all voters will be in place. During this period, voters will use social media to stay informed about various candidates and share information with friends and family. However, due to the nature of social media, individuals can freely post their opinions about candidates online, leading to a situation where unverified information is often disseminated, confusing the public. Uninformed individuals may share these unverified pieces of information as genuine news, leading to a distortion of voters' perceptions of a candidate and misguiding the public in their voting decisions.

### ***1.2.2 Sin Chew Daily News Portal***

Sin Chew Daily is owned by Sin Chew Media Corporation Berhad on 15 January 1929. It is a leading Chinese-language newspaper in Malaysia. According to the Sin Chew Daily Facebook portal, which was created on 30 November 2011, followers have 2.6M, which is a very big count of support. Sin Chew Daily News Portal is the digital extension of Sin Chew Daily, the news portal was launched to give readers immediate access to news and information online in order to keep up with the digital age, providing a dynamic and interactive channel for the dissemination of information and news. It has developed into a major news source for the Chinese-speaking community in Malaysia and around the world by providing a broad variety of information, such as business, sports, entertainment, and local and worldwide news. Furthermore, the real-time updates of Sin Chew Daily Facebook News Portal can guarantee that followers are aware of the most recent developments as they take place. Likes, comments, shares, and responses allow users to engage with posts, encouraging a more involved and participating audience.

## **1.3 Social Media**

Social media is defined as a site for communicating, interacting, sharing content, and receiving information, we can use social media to keep in touch and interact with friends, family, and others regardless of the distance (Lutkevich & Wigmore, 2021). For businesses, use social media due programs to market and promote their products and to receive customer concerns at any time. Some of the common features of social media are creating individual user accounts, filling out profile pages, personalization, updating information, and being able to manage the information users see in their news feeds, all of which bring convenience to the user (Nations, 2021). The development of social media has had a profound effect on people's lives, challenging the establishment of faith in news and information from the government as well as altering how people stay connected. Social media began in the early 2000s and Myspace was the starting point for social media sites back then as it was the first platform site to reach 1 million monthly active users (Ortiz-Ospina, 2019) Following that, an increasing number of people started using other social media platforms like Facebook, YouTube, Twitter, and others as they grew in popularity. Besides, 46% of internet users worldwide get their news through social media (Dollarhide, 2023). And 40% of users use news sites to check news. Generation Z and Millennials are most inclined to view news on social media as compared to previous generations.

### ***1.3.1 Facebook***

Facebook is a type of social media, and it has been a very popular social networking platform as well. Several Harvard students, including Chris Hughes, Andrew McCollum, Dustin Moskovitz, Eduardo Saverin, and Mark Zuckerberg, launched it in February 2004 with the original goal of building an online version of Facebook that college students could use to

communicate and exchange knowledge. The original idea behind the creation of Facebook was to give college students access to an online book of faces and a way for them to interact and share knowledge (Kerner, 2021). In the beginning, Facebook was a social network for Harvard students only, but due to its effectiveness and convenience, it was later opened to all universities (Kerner, 2021). Eventually, Facebook evolved into a social networking medium accessible to everyone in the world. In addition, there were similar social networking media before the concept of Facebook, namely Myspace, which was launched in 2003. These social media sites allow users to share content and change their status at any moment, transforming them into places where communities may share information. To become the biggest social networking platform in the world, Facebook also purchased Instagram in 2012 for \$1 billion. In 2014, it also purchased Oculus VR and WhatsApp for \$19 billion and \$2 billion, respectively (Reiff, 2022). Finally, on October 28, 2021, Facebook officially changed its name to Meta. Since its inception sixteen years ago, Meta has also grown far beyond what it started out as. After all those years, it also offers many apps and services including strong reality, photo and video sharing, chat services, and more.

### ***1.3.2 Facebook in Malaysia Context***

Social media, including social networking sites, are being used much more often in Malaysia; current data indicates that most Malaysians communicate using social media. As of right now, Facebook is the most widely used social networking site in Malaysia, with 22.7 million users. Moreover, 90.48% of Malaysians were active Facebook users as of January 2021, demonstrating a growing trend in the nation's user base (Statista Research, 2021). Malaysians use Facebook to keep in touch with family and friends, share updates, and post photos and videos. In addition to that, many Malaysian businesses and marketers will use Facebook to

build an online presence, connect with customers, promote products and services, and conduct business and marketing, a platform that allows them to enjoy convenience and effectiveness. In addition, Malaysians will use Facebook as a source of news and information, for example, in the 2022 Malaysian general election incident, many Malaysians used Facebook to get information as many news media, organizations, and individuals will share news articles, updates, and related information through this platform. However, there is also a need to be cautious about the authenticity of the information received as more and more fake news and misinformation will be spread on Facebook.

#### **1.4 Problem Statement**

With the increasing use of social media for news dissemination, in an era dominated by digital media, especially in the context of the political event of the 2022 Malaysian General Election, this study investigates the usage of the Sin Chew Daily's Facebook News Portal by undergraduate students of University Tunku Abdul Rahman (UTAR). Specifically, it is important to investigate how UTAR students use the Sin Chew Daily's Facebook News Portal to obtain news information during the 2022 Malaysian General Election (GE15). In addition, another investigation of this study is how the Sin Chew Daily's Facebook News Portal satisfies the needs of UTAR undergraduate students to obtain information about GE15. Given that the Sin Chew Daily's Facebook News Portal is widely used as the primary source of group news consumption, it is important to investigate the usage and resulting satisfaction of UTAR undergraduates. Moreover, as frequent users of online content, UTAR undergraduates play a vital role in shaping their understanding and subsequent thoughts on the 2022 Malaysian General Election based on the news they obtain through the Sin Chew Daily's Facebook News Portal.

Therefore, applying the users and gratifications theory in this study can understand that their choice to consume certain types of media is because they expect to gain specific gratifications through these choices, thus affecting their understanding of the Malaysian general election in 2022. By studying these aspects, this study aims to gain an in-depth understanding of the usage and user satisfaction of Sin Chew Daily's Facebook News Portal among UTAR Undergraduates.

### **1.5 Significance of Study**

The result of this study will contribute to the understanding of what is the usage of the Sin Chew Daily's Facebook news portal among UTAR undergraduates and how it satisfied UTAR undergraduates in several ways. First, the study provides insights into the effectiveness of using the Sin Chew Daily's Facebook news portal platform for election-related information from the perspective of UTAR undergraduates and highlights how this cohort engages with news on social media, revealing their preferences and trends in digital news consumption. In addition, the study investigated the media habits of UTAR undergraduates to find out if their needs for social interaction, election information are being met. Furthermore, the study reveals how much UTAR undergraduates follow national political events, providing a unique perspective on how this population interprets and engages with political information. Understanding how this population interprets and engages with political information is critical to the future trajectory of the nation, as they have the right to vote and should actively participate in national events such as general elections by learning about candidates, election dates, and following procedures on polling day as part of their civic responsibility. In addition, this study can serve as a reference for future research on related topics. If a similar study is conducted on different demographics, it could provide more detailed insights into this research question.



## **1.6 Research Objectives**

- 1) To investigate the usage of Sin Chew Daily's Facebook News Portal on GE15 among UTAR undergraduates.
  
- 2) To investigate how the usage of Sin Chew Daily's Facebook News Portal on GE15 gratifies UTAR undergraduate needs.

## **1.7 Research Question**

- 1) What is the usage of Sin Chew Daily's Facebook News Portal on GE15 among UTAR undergraduates?
  
- 2) How does the usage of Sin Chew Daily's Facebook News Portal on GE15 gratify UTAR undergraduate needs?

## CHAPTER 2: LITERATURE REVIEW

### 2.1 Background of Uses and Gratification Theory

The goal of the uses and gratifications theory (UGT) is to explain why and how people actively seek out particular media in order to fulfill particular wants. Originating in the early 1940s by Katz and Blumler (1974), the uses and gratifications theory seeks to comprehend why individuals engage with specific types of media, identifying their needs and the satisfactions they derive from such usage. Initially, the theory first to explain why people opted to consume the different media formats available during the 1940s. Research on gratifications was the only focus before the 1970s, but further studies were conducted during that decade. The audience's motivations and how they use the media to satisfy their social and psychological needs were then investigated by researchers (Liu, 2015).

Before that, the theory evolved along with technology and might now be used to analyze various media consumption patterns and even the behavioral intentions of users. It applies to both new and old media, including social media, as well as radio and newspapers (Hossain, 2019). Besides, four main types of satisfaction drive the use of social media, which is entertainment, convenience, information seeking, and social interaction (Moon et al., 2022). The first gratification is entertainment, the concept of entertainment is that media can provide users with entertainment and fun. The desire for entertainment can have a big impact on a person's perception of and satisfaction with a website (Hausman and Siejpe, 2009). Social media platforms offer entertaining content that contributes to users' satisfaction with their entertainment demands (Kim et al., 2021).

Moreover, convenience is the second gratification, users utilize social media sites only to pass the time when they are bored (Pelletier et al., 2020). Besides, another scholar shows convenience gratification is in the flexibility, availability, and accessibility of mobile services

in the context of social media without regard to time or place constraints, users can anytime access (Pantic, 2019). Next is information seeking, which is the process of obtaining opinions, information, or ideas from reputable sources, such as websites, news outlets, and social media platforms that offer up-to-date and relevant information about a subject is known as information seeking (Junaidi et al., 2020). Bigger networks usually connect a greater range of users for information sharing. For example, Facebook gives users access to a wealth of information that they can use to learn new things or fulfil their need to collect specific information. According to Zong et al. (2019), there will be a greater likelihood of them continuing to use social networking sites if their information needs are met.

After that, social interaction is the fourth gratification, it can be defined as the degree to which people may use websites to share their thoughts, communicate with others, and form associations with others (Papacharissi, 2019). In simple ways, it refers to the users interacting with their friends or family and even building their circle of friends by meeting new people online. According to (Pelletier et al. 2020), it shows that Facebook is the greatest platform for achieving socializing goals since it offers a communication channel.

## **2.2 Uses and Gratification Theory on GE15 via Sin Chew Daily's Facebook News Portal**

Nowadays, with the development of technology, social media has many functions, so the uses and gratification theory are relatively important in today's society. During the 2022 Malaysian general election (GE15), when the COVID-19 epidemic was severe, people frequently used Facebook as a tool for entertainment and news. According to research by Sandra Ball-Rokeach (1976) and Melvin DeFleur (1976), news about the 2022 Malaysian general election showed that people rely on Facebook because it makes it easier for them to understand the news content that the public wants to know. In terms of news understanding,

Sin Chew Daily is a well-known and influential Chinese media in Malaysia. It insists on reporting the fastest and most comprehensive domestic and foreign news to readers every day on newspaper, so it also registered the Sin Chew Daily Facebook news portal in 2011. In addition, Wok and Wan Mohd Ghazali (2011) defined audience dependence as frequency, that is, the time they spend on Facebook, and the degree of news information obtained from frequent use of this particular social media. Therefore, at that stage, Facebook was a source of satisfaction for them.

In addition, the Sin Chew Daily's Facebook News Portal allows users to have a platform to discuss and share opinions with their peers by commenting and sharing posts, which in turn promotes the integration of undergraduate groups and allows them to communicate on election-related topics. Undergraduates can obtain news and information about the 2022 Malaysian general election (GE15) through the Sin Chew Daily's Facebook News Portal to meet undergraduates' needs for strengthening personal identity, social interaction, and entertainment, helping them to understand their political stance, express their opinions and views, and enhance their awareness of politics, civic participation, and community awareness, indicating the important role of the Sin Chew Daily's Facebook News Portal in meeting these different needs. Hence, the Uses and Gratification Theory can apply to the usage and gratification of Sin Chew Daily's Facebook News Portal among UTAR undergraduates.

### **2.3 Reviewing Uses and Gratification Theory**

For most people, they would find it difficult to distinguish between the satisfaction obtained and the satisfaction sought (Smith and Watkins, 2020). Therefore, the uses and gratifications theory shifts the focus to how people use media rather than the effect of media on people. This theory shows that users are active participants rather than passive ones, and

they will seek media resources to meet their personal needs. According to Elliot (1974), the uses and gratifications theory is individualistic, so it may be difficult to study the social and cultural aspects of media consumption in this regard. In terms of personal choice, the scope of research will become narrow because it may be influenced by social customs, history, politics, and peer pressure factors (Ruggiero, 2000). In addition, the theory relies heavily on self-reports and believes that the audience is active, but because the theory only considers individuals and ignores factors such as the environment, the results may be biased. Furthermore, a person's understanding and perception of his or her own behaviour may be measured more through self-reports than actual behaviour (Ruggiero, 2000). Therefore, this will make future research in this area more difficult and cause confusion for researchers (Ruggiero, 2000).

## CHAPTER 3: METHODOLOGY

### 3.1 Research and Data Collection Method

The research method used for this study is descriptive research because this research question includes how. According to McCombes (2023), descriptive research aims to provide an accurate description of a group of people, situations, or phenomena. The reason why the researcher chose this method is that the descriptive research method can answer questions about what, where, when, and how, but not why. In addition, descriptive research is suitable when the purpose of the research is to determine characteristics, frequencies, trends, and categories. It corresponds to researchers who will create online survey questions and send them to the target audience. Before studying why a certain thing happened, it is necessary to understand how, when, and where it happened McCombes (2023).

This study used a quantitative research method to determine the usage and satisfaction of undergraduate students at UTAR using Sin Chew Daily's Facebook News Portal to obtain GE15 information. Quantitative research is a process of collecting and helping to analyze numerical data (Bhandari, 2023). Quantitative research can be used to conduct descriptive research, seeking an overall summary of the research variables. Moreover, for the topic of this study, quantitative research will make it easier for researchers to analyze a large sample drawn from a hundred respondents. Additionally, in future research directions, the use of quantitative research could facilitate comparisons of studies conducted across many demographics to draw broader conclusions (Aschauer, 2021).

Lastly, in this study, the researcher chose the survey method to collect data. According to McCombes (2023), survey research can collect a large amount of data and analyze its patterns. It is one of the common methods for collecting data because this method provides

accuracy and can help researchers understand the respondents' views on using Sin Chew Daily's Facebook News Portal to understand GE15 news and assess their satisfaction.

### **3.2 Characteristics & Benefits of Survey**

In this study, the researcher adopted an online survey method, which is to distribute the questionnaire to the target respondents. Respondents can participate in the survey anywhere there is an internet connection, whether using a computer, tablet or smartphone. Compared to other survey techniques, electronic data transmission provides greater flexibility and greatly simplifies the procedures for data collection, processing and analysis (Tanner, 2018). According to Ball (2019), the benefit of online surveys is that they can be distributed quickly to reach a large number of target respondents at the same time. Therefore, this can help researchers save a lot of time and money in collecting data, as 100 respondents are required in this study.

In addition, the online survey used for this study was created using Google Forms. Google Forms allows users to personalize their survey results using different types of question-and-answer formats. For example, there are drop-down lists, linear scales, and multiple choice. These customized question-and-answer formats allow users to create questions based on their preferences and needs. The platform supports multiple languages and can be used by a global audience. Besides, researchers can add photos or videos depending on the topic of the research, combining the questions to be studied with visuals and ensuring a professional appearance. "Google Forms" allows researchers to easily analyze data by generating spreadsheets using the collected information. Moreover, researchers can fill in the form through Google Form on WhatsApp, Instagram or can generate a QR code through the website for the target respondents to fill in.

### 3.3 Survey Method

In this study, the online survey was divided into four parts. The first part was demographic and psychographic questions. Demographics can help understand the audience as it can categorize respondents based on age, gender, and other to ensure that respondents meet the survey criteria while psychographics can delve into the respondents' attitudes, interests, and thus provide a deeper understanding of their motivations. Undergraduate students from UTAR Sungai Long and Kampar campuses were the target respondents for this survey. This is because university students of this age are eligible to vote in the Malaysian 2022 general election. The second part was to study the use of Sin Chew Daily's Facebook News Portal. There were 3 question-and-answer, 3 multiple-choice questions, and 1 linear scale question in this part. It was all about understanding the usage of Sin Chew Daily's Facebook News Portal by UTAR undergraduates. The third part was to study the satisfaction with the Sin Chew Daily's Facebook News Portal. There were 3 multiple-choice questions in this part. The last part was to determine the satisfaction and reliability of UTAR undergraduates with GE15 news on Sin Chew Daily's Facebook News Portal.

In addition to this, the uses and gratifications theory plays an important role in studying the satisfaction of UTAR undergraduates in using Sin Chew Daily's Facebook News Portal to obtain GE15 news information. This is because it can help determine the news information provided by the Sin Chew Daily's Facebook News Portal platform to meet their specific needs. Besides, the researchers conducted a pilot test before distributing the online survey to the target respondents. According to Simkus (2022), a pilot test is a small-scale preliminary study conducted before the main study to verify the concept of feasibility or enhance the research. It can mainly evaluate the practicality or feasibility of the main study and test the effectiveness of the research tool. The questionnaire for this study was drafted in June 2024 and then



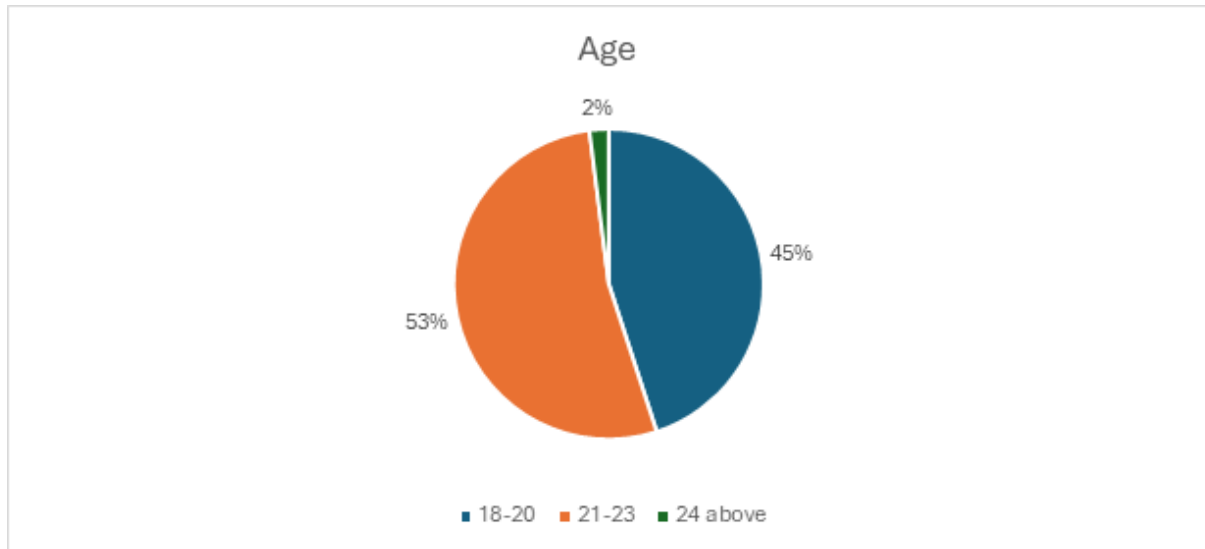
submitted for ethical review in July 2024. At this stage, the researchers selected 10 respondents to complete the pilot test. The format of the questionnaire distributed in this pilot is consistent with the actual questionnaire format.

### **3.4 Validity and Reliability**

According to Middleton (2023), both validity and reliability are concepts used to assess the quality of a study, validity is related to the accuracy of measurement, and reliability is related to the consistency of measurement. It is very important to consider validity and reliability when creating a research design, especially in quantitative research, as it may avoid leading to several types of research bias. In addition, the quality of a study can be greatly improved by adopting methods with high validity and reliability. Besides, according to Ahmed and Ishtiaq (2021), validity and reliability are the two most critical and essential elements of any data collection measurement method in a successful research project. Therefore, researchers will use the collected data to achieve the ultimate goal of the study.

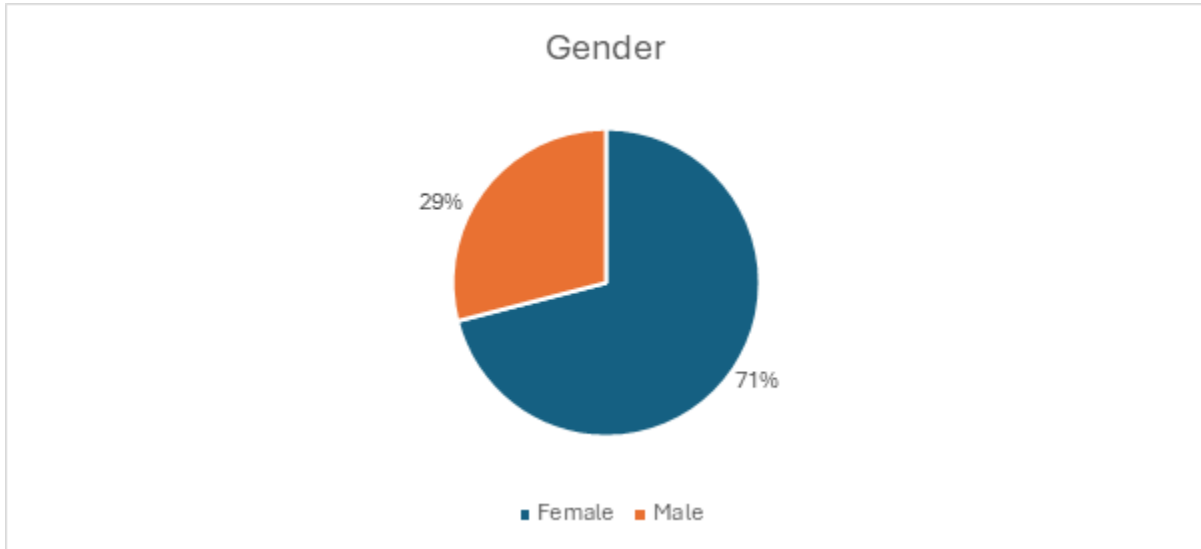
## CHAPTER 4: FINDINGS AND ANALYSIS

### 4.1 Demographic and Psychographic



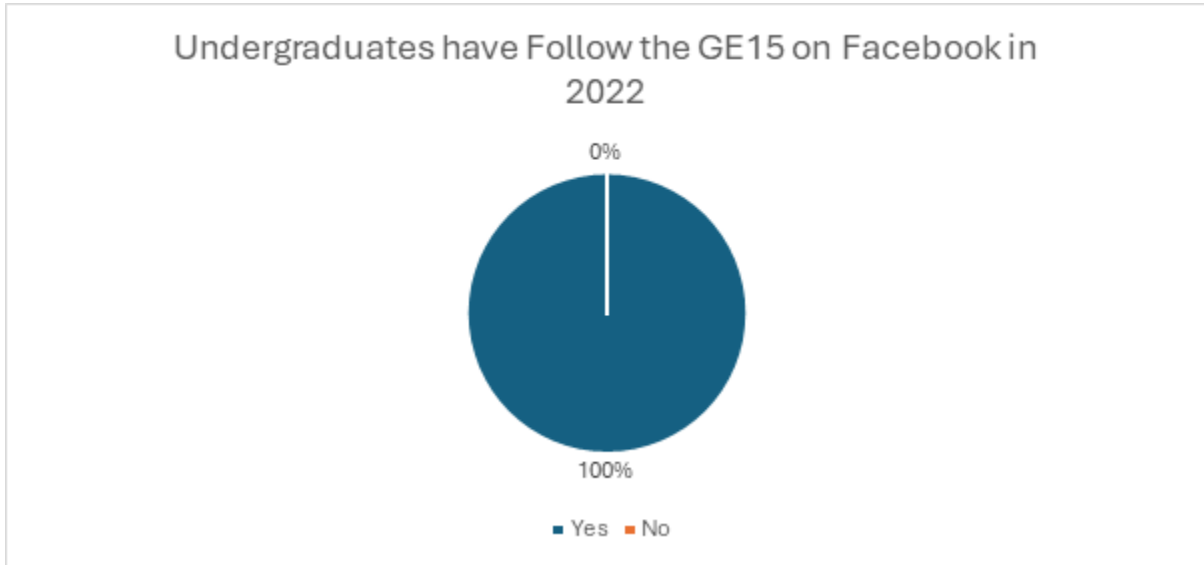
**Figure 4.1: The Age of Respondents**

Out of 100 respondents of the online survey, 53% which equals 53 people are 21-23 years old, 45% equal to 45 people is 18-20 years old and 2% equals 2 people are 24 above years old.



**Figure 4.2: The Gender of Respondents**

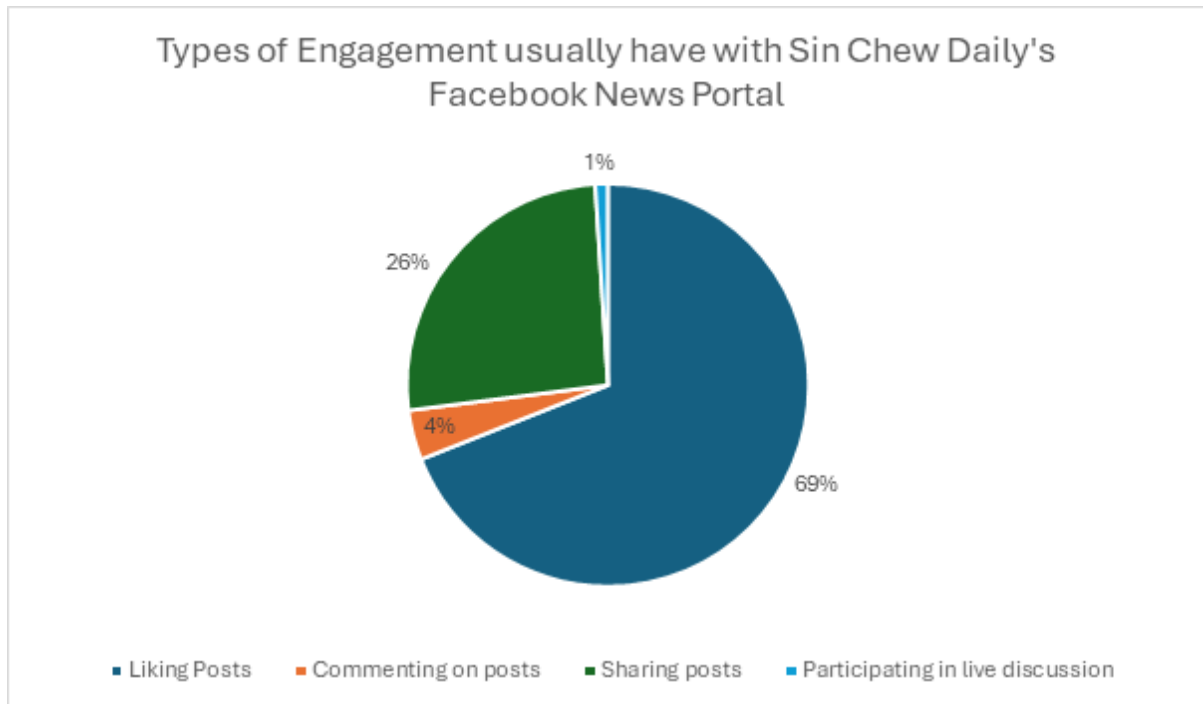
Out of 100 respondents to the online survey, 71% which equals 71 people are females, while 29% are males equals 29 people.



**Figure 4.3: Undergraduates have follow the GE15 on Facebook in 2022**

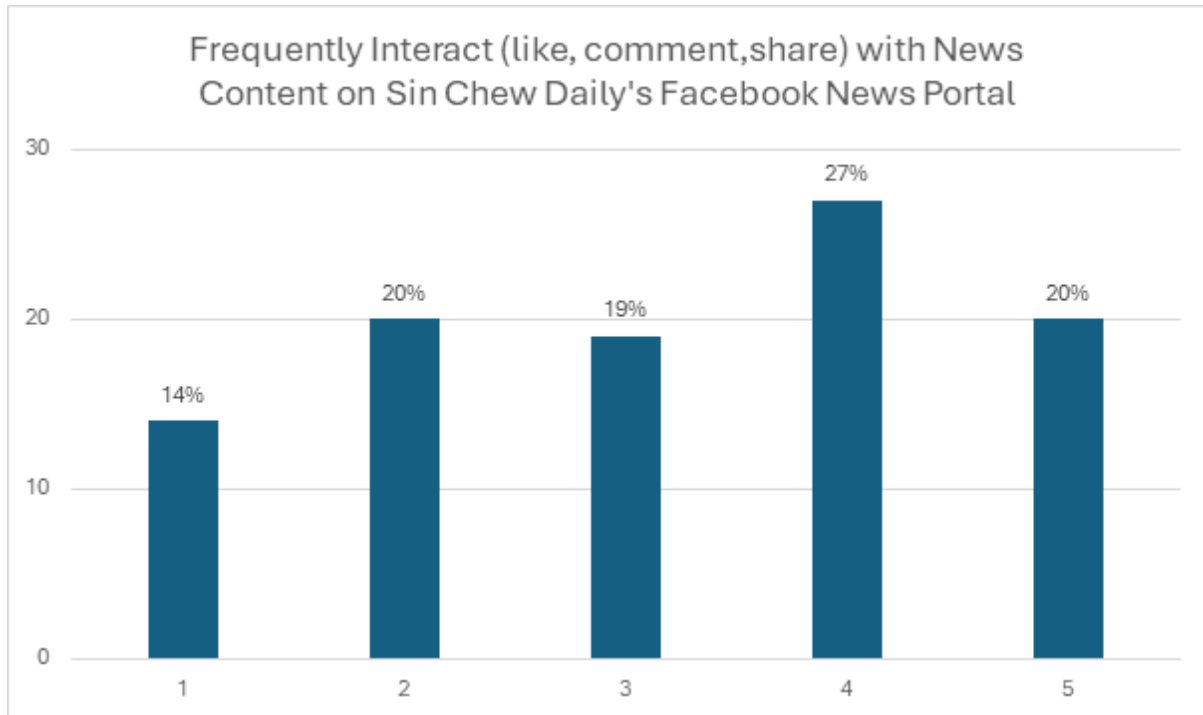
Based on the statement of “Undergraduates that follow the GE15 on Facebook in 2022” is shown in Figure 4.3 above. In response to this question, 100% of respondents which is 100 out of 100 answered ‘Yes’. Hence, it can be concluded that in participating in this online survey about GE15 on Facebook in 2022, all respondents have followed this news and they all meet the requirements.

#### 4.2 Usage of Sin Chew's Facebook News Portal



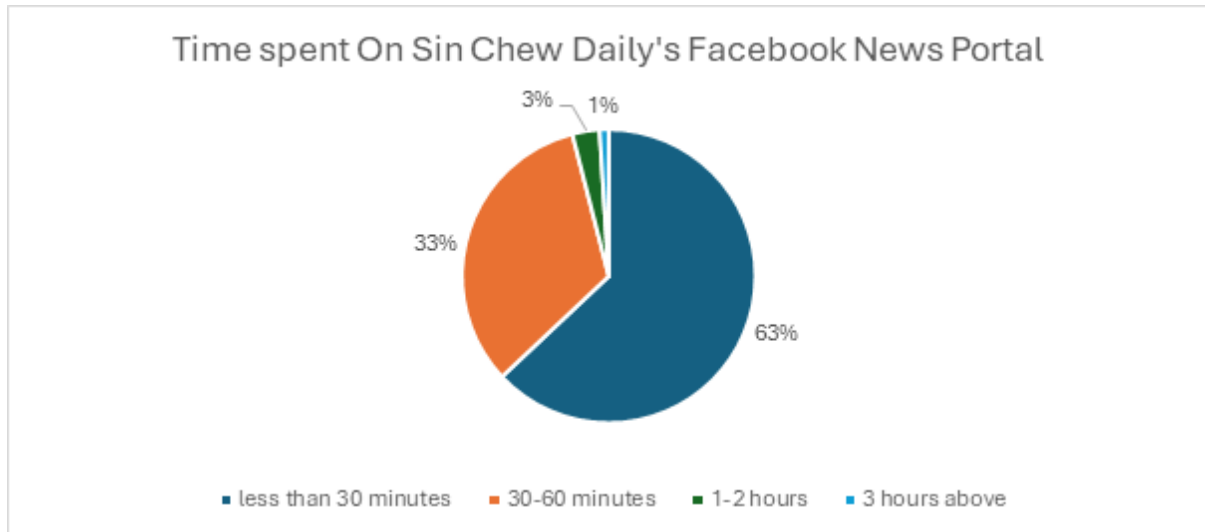
**Figure 4.4: Types of Engagement usually have with Sin Chew Daily's Facebook News Portal**

Figure 4.4 shows the types of engagement usually have with Sin Chew Daily's Facebook News Portal are liking posts, commenting on posts, sharing posts, and participating in live discussion. The highest number of respondents have chosen liking posts, which consists of 69% out of 100 respondents. The second highest is sharing posts which was selected by 26% out of 100 respondents. The third highest is commenting on posts which consists of only 4% out of 100 respondents. The lowest is participating in live discussion which is 1 respondent's choice.



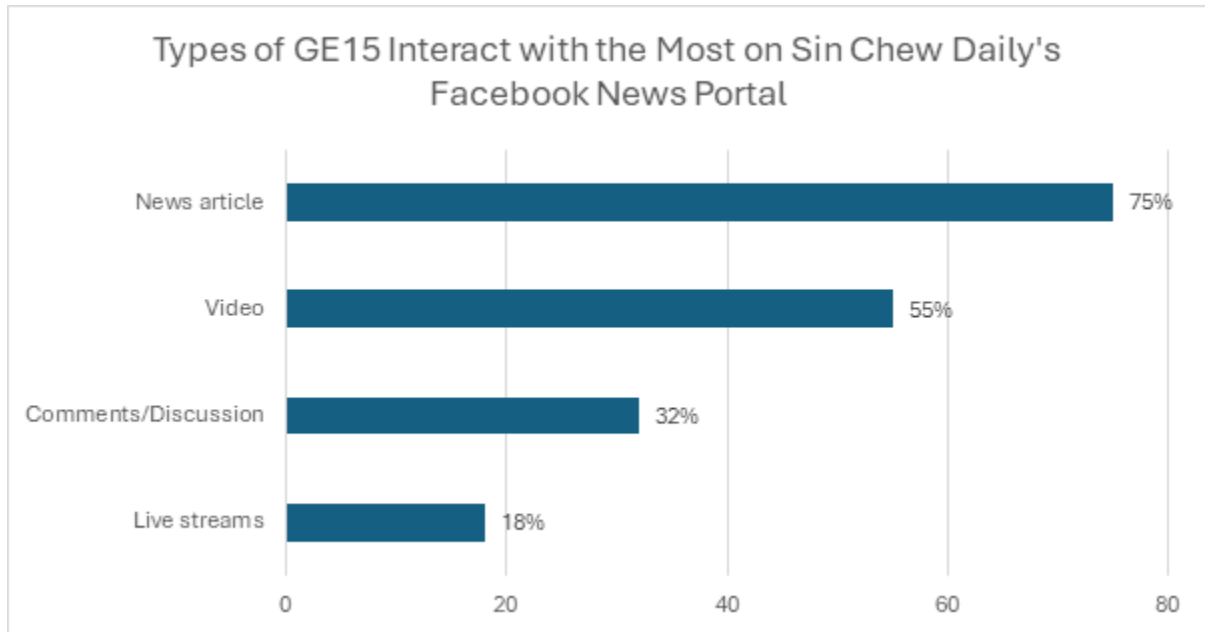
**Graph 4.1: Frequently Interact (like, comment, share) with News Content on Sin Chew Daily's Facebook News Portal**

Based on the statement “Frequently of Interact (like, comment, share) with News Content on Sin Chew Daily’s Facebook News Portal” is shown in graph 4.1 above. It is a linear scale type, which means there is a frequency from level 1 to 5, 1 means very frequent, 2 is Infrequently, 3 is sometimes, 4 is frequent, and 5 is Very Frequently. On the graph 4.1 shows that 27% equal 27 respondents frequently interact (like, comment, share) with News Content on Sin Chew Daily’s Facebook News Portal, levels 2 and 5 respectively 20% of respondents, which the total is 40% equal to 40 respondents choose level 2 (Infrequently) and 5 (Very frequently). Level 3 (Sometimes) is chosen by 19 people out of 100 respondents. The lowest is level 1 (Very Infrequently) chosen by 14% equal to 14 of respondents.



**Figure 4.5: Time spent on Sin Chew Daily's Facebook News Portal**

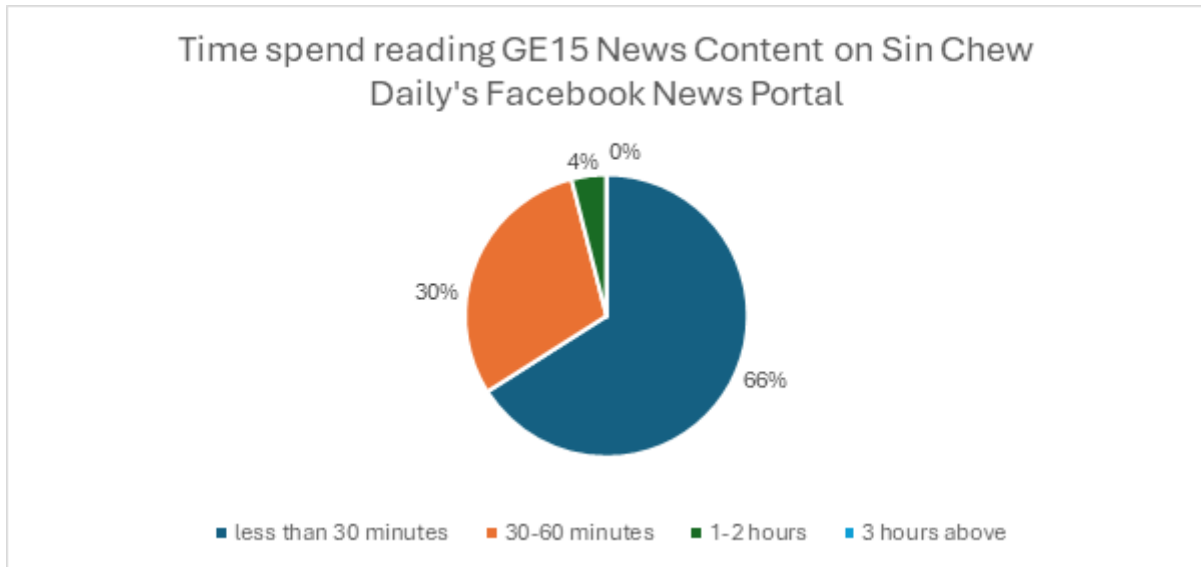
Based on figure 4.5 above, it has shown that there are 4 choices of selection of time spent on Sin Chew Daily's Facebook News Portal. There are 63% out of 100 respondents who spend less than 30 minutes, 33% equal to 33 respondents spending 30-60 minutes, 3% spending 1-2 hours and the lowest is 1% spending 3 hours above.



**Graph 4.2: Types of GE15 News Content Interact with the Most on Sin Chew Daily's Facebook News Portal**

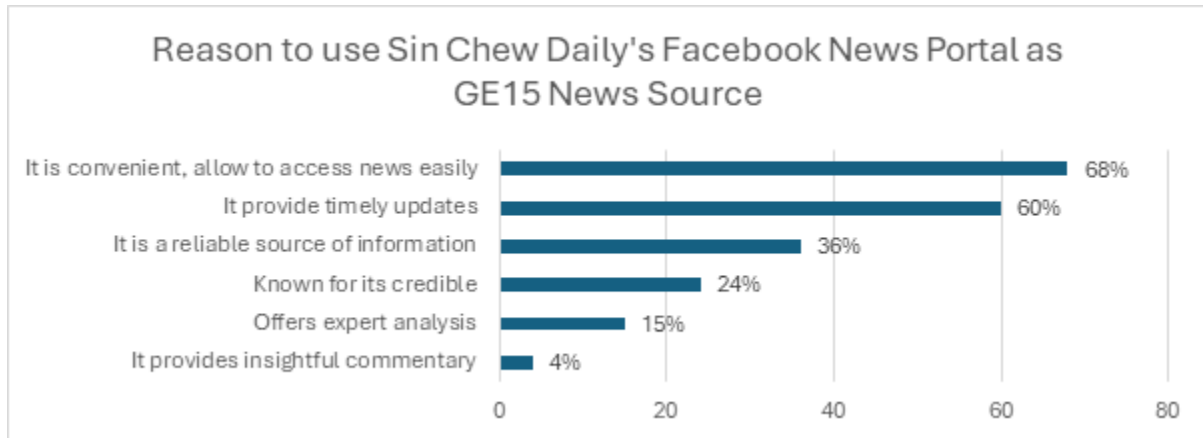
Graph 4.2 has provided the types that interacted with the most by respondents about GE15 news content on Sin Chew Daily's Facebook news portal. In this question, the respondents are allowed to choose more than one question. The most chosen option is news articles which was chosen by 75 respondents (75%). Videos have 55% equal to 55 respondents while 32% equal to 32 respondents choose comments/discussion. Live streams were the least chosen type which has 18 respondents equal to 18%.





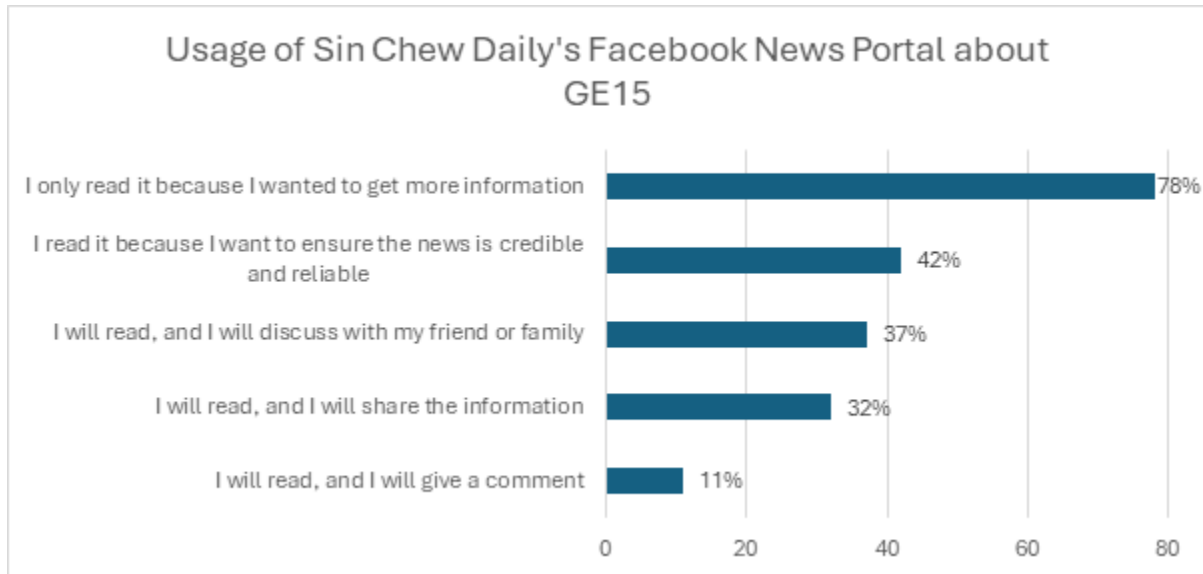
**Figure 4.6: Time Spend reading GE15 News Content on Sin Chew Daily's Facebook News Portal**

There is a total of 66% equal to 66 people out of 100 respondents who spend less than 30 minutes reading GE15 news content on Sin Chew Daily's Facebook News Portal. 30% equal to 30 people spend 30-60 minutes, and 4% of respondents spend 1-2 hours. The lowest is 3 hours above which was not chosen by any respondents.



**Graph 4.3: The reason to use Sin Chew Daily’s Facebook News Portal as GE15 news source**

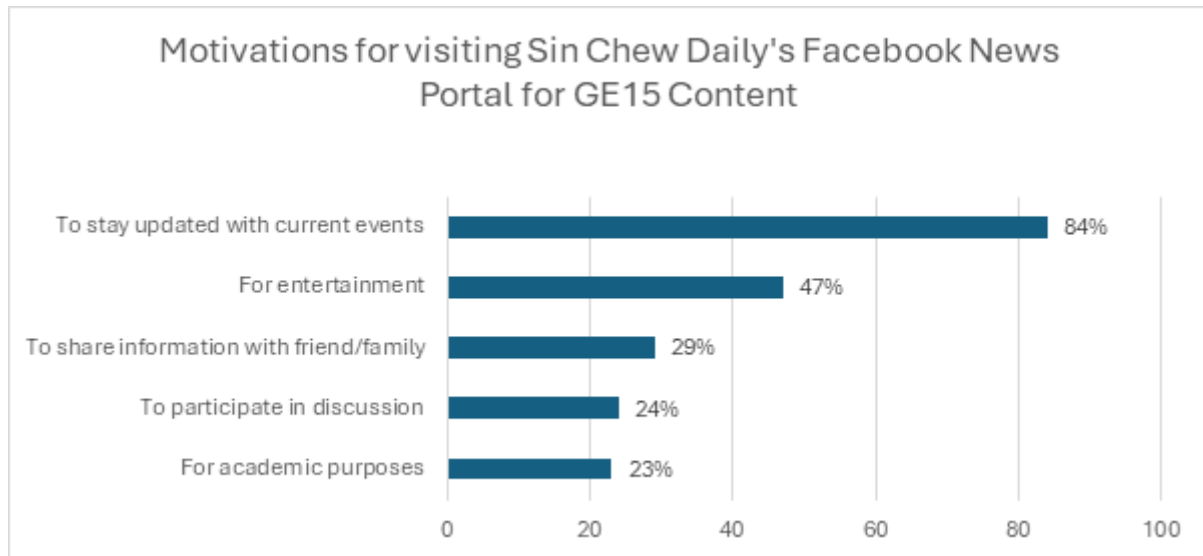
This section has provided us with the reason to use Sin Chew Daily’s Facebook News Portal by the respondents as a GE15 news source. In this question, the respondents are allowed to choose more than one option. The most chosen option is It is convenient and allows to access news easily which was chosen by 68% of respondents. The reason it provides timely updates is 60 respondents while 36 of the respondents choose the reason it is a reliable source of information. Besides, the reason known for its credibility is chosen by 24 respondents, and 15 respondents chose the reason of offers expert analysis. The lowest of respondents chose is the reason it provides insightful commentary, which only have 4 respondents.



**Graph 4.4: Usage of Sin Chew Daily's Facebook news portal about GE15**

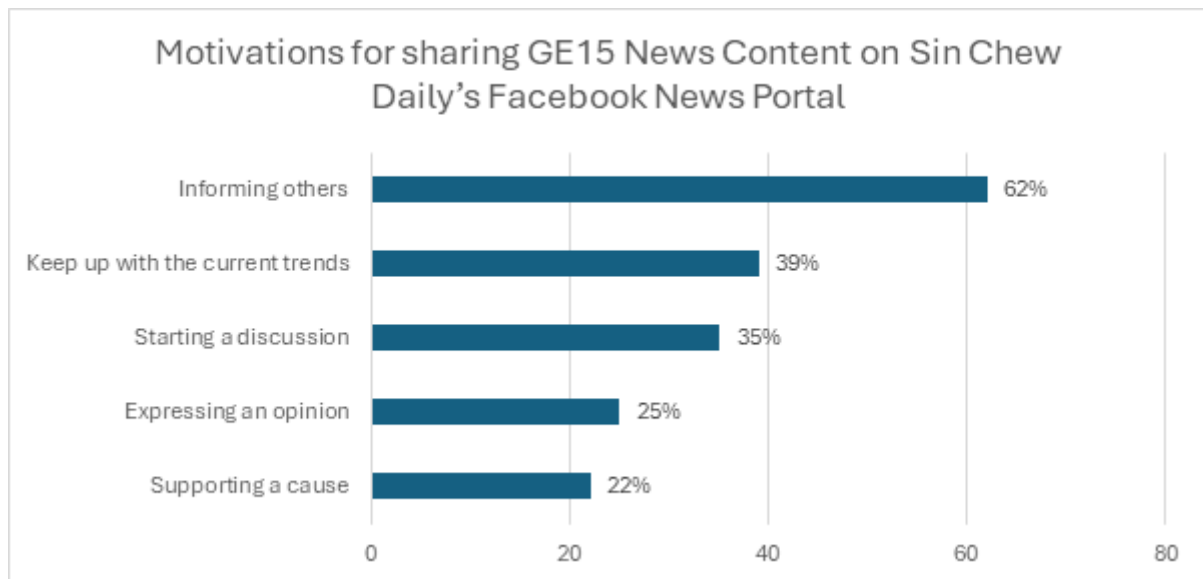
The graph 4.4 shows the usage of UTAR undergraduates utilizing Sin Chew Daily's Facebook news portal about GE15. In this question, the respondents are allowed to choose more than one option. A significant majority (78%) accessed “I only read it because I wanted to get more information”, highlighting a strong desire to stay informed. Additionally, 42% of the respondents choose “I read it because I want to ensure the news is credible and reliable”, indicating a concern for accuracy. Moreover, 37% of respondents chose “I will read, and I will discuss with friends or family”, reflecting the portal's role in encouraging conversations about GE15. The answer “I will read, and I will share the information” was also common, with 32% of respondents disseminating news within their networks. A smaller portion (11%) actively engaged by “I will read, and I will give a comment”.

### 4.3 Gratification of Sin Chew Daily's Facebook News Portal



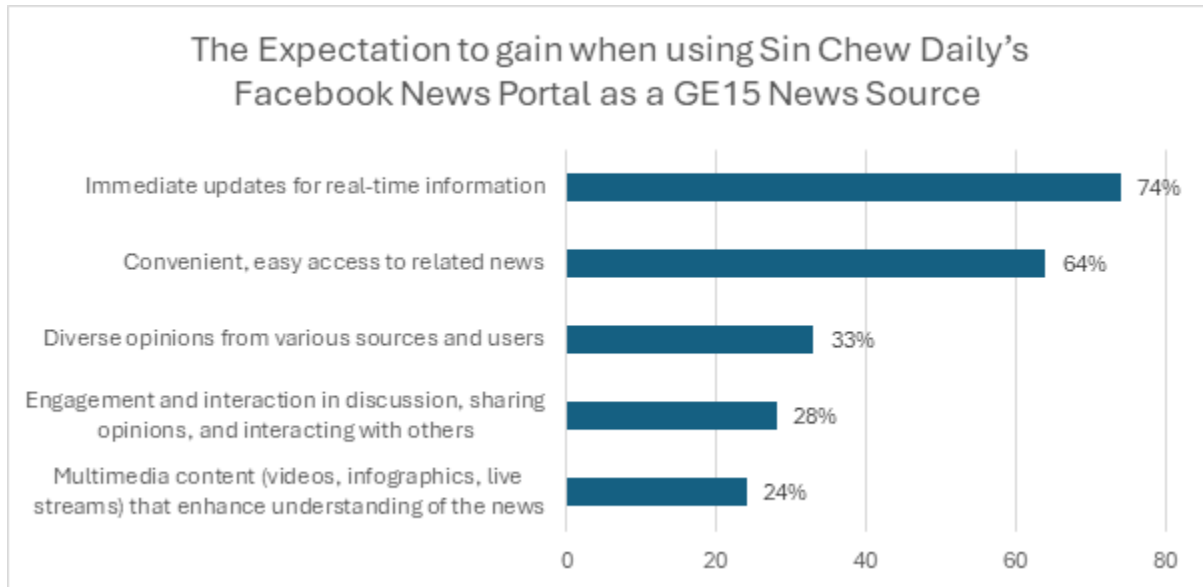
**Graph 4.5: Motivations for visiting Sin Chew Daily's Facebook News Portal for GE15 Content**

The graph 4.5 illustrates the various motivations behind UTAR undergraduates visiting Sin Chew Daily's Facebook news portal for GE15 news. The data in this question reflects responses where participants were allowed to select more than one option. The primary motivation, with 84% of respondents, is to stay updated with current events, emphasizing a strong focus on being informed during the election period. Entertainment also played a role, as 47% of the respondents indicated this as a motivating factor. Besides, 29% of the respondents were motivated by the desire to share information with friends or family. Additionally, some respondents (24%) visited to participate in discussions, while 23% of respondents accessed the portal for academic purposes.



**Graph 4.6: Motivations for Sharing GE15 News Content on Sin Chew Daily's Facebook News Portal**

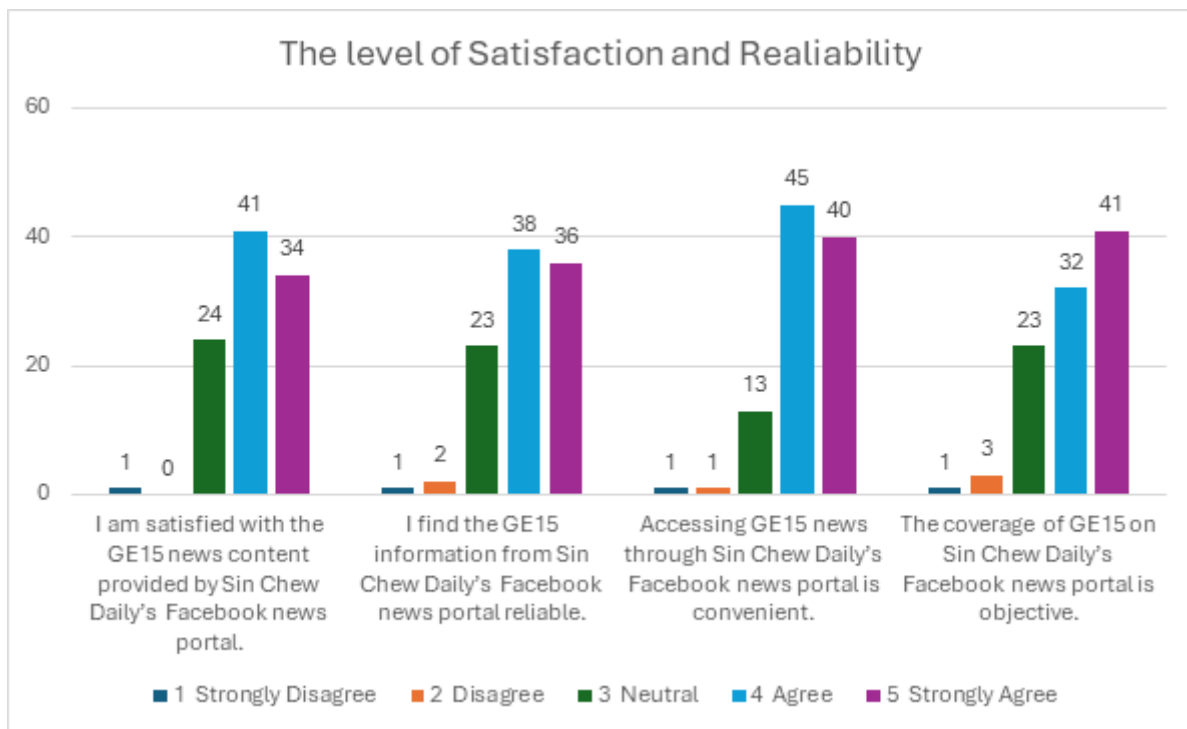
The data highlights the primary motivations that drive UTAR undergraduates to share GE15 news content on Sin Chew Daily's Facebook news portal. In this question, respondents were allowed to choose multiple options. The leading reason, chosen by 62% of respondents, is to inform others, demonstrating a strong inclination toward spreading information within their networks. Additionally, 39% of participants share content to keep up with current trends, indicating that staying relevant is also a significant motivator. Around 35% share news to start discussions, reflecting a desire to engage in conversations about GE15. Expressing an opinion is a motivation for 25% of respondents, while 22% are driven by the need to support a cause.



**Graph 4.7: The Expectation to gain when using Sin Chew Daily's Facebook News Portal as a GE15 News Source**

Graph 4.7 has provided the expectation to gain by the respondents when using Sin Chew Daily's Facebook News Portal as a GE15 news source. In this question, the respondents are allowed to choose more than one option. The highest number of respondents have chosen immediate updates for real-time information, which is 74%, second higher is convenient, easy access to related news, third higher is diverse opinions from various sources and users, which is 33% of respondents, the fourth higher is engagement and interaction in discussion, sharing opinions, and interacting with other, 28% of respondents chose. The lowest is 24% respondents, which is multimedia content (videos, infographics, live streams) that enhance understanding of the news.

#### 4.4 Satisfaction and Reliability



**Graph 4.8: The level of Satisfaction and Reliability**

This section has provided us with the results of the level of satisfaction and reliability agreed by the respondents for using Sin Chew Daily's Facebook News Portal about GE15. In the question of "I am satisfied with the GE15 news content provided by Sin Chew Daily's Facebook news portal", there have 1 respondent chose Strongly Disagree, 24 respondents chose Neutral, 41 respondents chose Agree and 34 respondents chose Strongly Agree. For the second question "I find the GE15 information from Sin Chew Daily's Facebook news portal reliable", 1 respondent chose Strongly Disagree, 2 respondents chose Disagree, 23 respondents chose Neutral, 38 respondents chose Agree, and 36 respondents chose Strongly Agree. Besides, the third question "Accessing GE15 news through Sin Chew Daily's Facebook news portal is convenient", Strongly Disagree and Disagree respectively had 1 respondent chose, Neutral had 13 respondents chose, Agree have 45 respondents and Strongly Agree have 40 respondents. In

the last question, “The coverage of GE15 on Sin Chew Daily’s Facebook news portal is objective”, 1 respondent chose Strongly Agree, 3 respondents chose Disagree, 23 respondents chose Neutral, 32 respondents chose Agree and 41 respondents chose Strongly Agree.



## CHAPTER 5: DISCUSSION AND CONCLUSION

### 5.1 Discussion

In the current era of technology, getting news online has become a common thing because many traditional media have moved online. For example, Sin Chew Daily's Facebook News Portal. In this study, the first research question sets out to explore the usage of Sin Chew Daily's Facebook News Portal on GE15 among UTAR undergraduates. The results have shown a prominent level of platform engagement, as 100 (100%) of the respondents followed GE15 news via Sin Chew Daily's Facebook page. This demonstrates the importance and reach of the portal among undergraduates. The data reveals that liking posts 69 (69%) is the primary type of engagement, sharing posts 26 (26%) coming in the second type, followed by commenting 4 (4%), and participating in live discussion 1 (1%). Besides, there was variation in the frequency of engagement, with 27 (27%) engaging frequently, and a combined 40 (40%) showing infrequent and very frequent interaction. The majority of undergraduates spent less than 30 minutes on the portal, and 75 (75%) undergraduates mostly interacted with Sin Chew Daily's Facebook News Portal news articles. A survey showed that most Generation Z in Malaysia, including university students 62 (62%), follow GE15 news at least several times a week, and Facebook is one of the three most used current affairs platforms, indicating that most Generation Z receive this GE15 news through Facebook (Chai, 2022). This usage pattern reflects a selective engagement where undergraduates prioritize quick updates and basic interactions, likely due to time constraints or a preference for concise information. The results show that the portal was widely used by UTAR undergraduates during GE15, with a high level of basic interaction.

Furthermore, the second question in this study is how the usage of Sin Chew Daily's Facebook News Portal on GE15 gratifies UTAR undergraduate needs. According to the results,

the primary motivations for using the Sin Chew Daily's Facebook news portal by 84 (84%) UTAR undergraduates were staying updated with current events, and 47 (47%) of them were for entertainment. Other motivations are 29 (29%) of them sharing information with friends or family, and 24 (24%) participating in discussions. This illustrates how the portal fulfils the needs of undergraduates for both social and informational purposes by offering content that can be shared and debated across social circles in addition to the most recent news. Regarding expectations, most respondents, which is 74 (74%) desired immediate updates for real-time information, and 64 (64%) had convenient, easy access to related news, while fewer 33 (33%) had diverse opinions from various sources and users and 24 (24%) had multimedia content. This indicates a desire for quick, trustworthy information over in-depth analysis or a variety of viewpoints. Students at universities are more likely to use social media to stay in touch with one another and information sharing (Kircaburun et al., 2020). According to Sandra Ball-Rokeach (1976) and Melvin DeFleur (1976), publics choose to rely on Facebook for news about GE15 because the platform makes it easier for them to get news content that the public wants to know, which it is gratified their need of convenience access to the news. Audience dependence is higher in societies where the media performs many of their core information functions and during periods of rapid social change or widespread social conflict. The Uses and Gratifications Theory (UGT) plays an important role in helping to understand this question because it supports that participants actively seek out media that meet their specific needs. Besides, the result aligns well with the Uses and Gratifications Theory, showing that the Sin Chew Daily's Facebook news portal satisfies undergraduates' needs for staying informed and for casual entertainment.

## **5.2 Limitation**

Two limitations need to be acknowledged in this study. The first is that the sample size of the study is very small because the results are only from 100 UTAR undergraduate students at Sungai Long Campus, so this participant limitation affects the accuracy and statistical power of the data. Besides, the second limitation is that the data may be a non-representative sample because a sample size of only 100 participants may not fully capture the diversity of all UTAR undergraduate students. Factors including year of study, political interests, cultural background, and differences in academic majors may have a significant impact on how students use news websites, and a small sample size may not be able to fully capture these effects.

## **5.3 Recommendations**

Based on the two limitations mentioned above, the researcher could increase the sample size to more than 100 or include the UTAR's Kampar campus, which would expand the scope of the study and help capture more diverse views and behaviours. A larger sample size would provide more reliable data, thereby reaching a wider group of undergraduate students at UTAR Kampar Campus. In addition, a larger sample size would ensure that different demographic groups, academic majors, and levels of political participation are appropriately represented, thus better representing the entire UTAR undergraduate population.

## **5.4 Conclusion**

This study of UTAR undergraduates' use of Sin Chew Daily's Facebook news portal during GE15 was able to identify the key role that the platform played in meeting undergraduates' needs for information, social interaction, entertainment, and convenience. Sin

Chew Daily's Facebook news portal was used among undergraduates primarily for their need to obtain timely and reliable information about the election. At the same time, the platform also provided real-time updates and promoted student engagement through activities such as liking and sharing posts, suggesting that it was effective in meeting undergraduates' information needs. These engagement levels are consistent with the information-seeking aspect of the user and gratification theory, which suggests that individuals actively seek out media that meet their information needs. In addition, the platform also facilitated undergraduates' social interaction, allowing them to connect with their peers by sharing news content and participating in discussions. Despite some limitations, this study supports the view that Sin Chew Daily's Facebook news portal effectively met UTAR undergraduates' needs for information and social connection during GE15.

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## APPENDIX: SURVEY QUESTIONNAIRE

9/9/24, 8:24 PM

General Election 15: Usage and Gratification of Sin Chew Daily's Facebook News Portal Among UTAR Undergraduates

## General Election 15: Usage and Gratification of Sin Chew Daily's Facebook News Portal Among UTAR Undergraduates

Greetings,

I am Wong Zhi Qing, a Year 3 student studying for Bachelor of Corporate Communication (Honours) course at Universiti Tunku Abdul Rahman (UTAR). This survey is conducted for UJMZ3056 Final Year Project purposes.

Thank you for agreeing to participate in this research. The objective of the research is to investigate the usage of Sin Chew Daily's Facebook News Portal on GE15 among UTAR undergraduates and how the usage of Sin Chew Daily's Facebook News Portal on GE 15 gratifies UTAR undergraduates' needs.

The researcher will ensure that the responses and information of the respondents will be kept private and confidential. Your personal data will be handled responsibly and will only be used for research purposes.

Hereby, I would like to express my gratitude for your time and effort in participating in this survey.

\* Indicates required question

1. Email \*

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### Section A: Demographic and Psychographic

9/9/24, 8:24 PM

General Election 15: Usage and Gratification of Sin Chew Daily's Facebook News Portal Among UTAR Undergraduates

2. 1. What is your age? \*

*Mark only one oval.*

- 18-20
- 21-23
- 24 above

3. 2. What is your gender? \*

*Mark only one oval.*

- Male
- Female

4. 3. Did you follow the GE15 news on Facebook in 2022? \*

*Mark only one oval.*

- Yes
- No

**Section B: Usage of Sin Chew Daily's Facebook News Portal**

5. 1. What type of engagement do you usually have with Sin Chew Daily' Facebook news portal? \*

*Mark only one oval.*

- Liking posts
- Commenting on posts
- Sharing posts
- Participating in live discussion
- Other: \_\_\_\_\_

9/9/24, 8:24 PM

General Election 15: Usage and Gratification of Sin Chew Daily's Facebook News Portal Among UTAR Undergraduates

6. 2. How often do you interact (like, comment, share) with news content on Sin Chew Daily's Facebook news portal? \*

Mark only one oval.

1 2 3 4 5

Very      Very Frequently

7. 3. How much time do you spend on Sin Chew Daily's Facebook news portal? \*

Mark only one oval.

- less than 30 minutes  
 30-60 minutes  
 1-2 hours  
 3 hours above

8. 4. What types of GE15 news content do you interact with the most on Sin Chew Daily's Facebook news portal? (You may select more than one answer) \*

Check all that apply.

- News articles  
 Videos  
 Live streams  
 Comments / Discussion  
 Other: \_\_\_\_\_

9/9/24, 8:24 PM

General Election 15: Usage and Gratification of Sin Chew Daily's Facebook News Portal Among UTAR Undergraduates

9. 5. How much time do you spend reading GE15 news content on Sin Chew Daily's Facebook news portal? \*

Mark only one oval.

- less than 30 minutes  
 30-60 minutes  
 1-2 hours  
 3 hours above

10. 6. Why do you use Sin Chew Daily's Facebook news portal as your GE15 news source? (You may select more than one answer) \*

Check all that apply.

- It is convenient, allow to access news easily  
 It provide timely updates  
 It is a reliable source of information  
 Known for its credible  
 Offers expert analysis  
 It provides insightful commentary  
 Other: \_\_\_\_\_

11. 7. How do you use the news obtained on Sin Chew Daily's Facebook news portal about GE15? (You may select more than one answer) \*

Check all that apply.

- I only read it because I wanted to get more information  
 I read it because I want to ensure the news is credible and reliable  
 I will read, and I will share the information  
 I will read, and I will give a comment  
 I will read, and I will discuss with my friend or family  
 Other: \_\_\_\_\_

### Section C: Gratification of Sin Chew Daily's Facebook news portal



9/9/24, 8:24 PM

General Election 15: Usage and Gratification of Sin Chew Daily's Facebook News Portal Among UTAR Undergraduates

12. 1. What motivates you to visit Sin Chew Daily's Facebook news portal for GE15 news content? (You may select more than one answer) \*

*Check all that apply.*

- To stay updated with current events
- For entertainment
- For academic purposes
- To participate in discussion
- To share information with friend/family
- Other: \_\_\_\_\_

13. 2. What motivates you to share GE15 news content on Sin Chew Daily's Facebook news portal? (You may select more than one answer) \*

*Check all that apply.*

- Informing others
- Starting a discussion
- Expressing an opinion
- Supporting a cause
- Keep up with the current trends
- Other: \_\_\_\_\_

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General Election 15: Usage and Gratification of Sin Chew Daily's Facebook News Portal Among UTAR Undergraduates

14. 3. What do you expect to gain when using Sin Chew Daily's Facebook news portal as a GE15 news source? (You may select more than one answer) \*

*Check all that apply.*

- Immediate updates for real-time information
- Diverse opinions from various sources and users
- Engagement and interaction in discussion, sharing opinions, and interacting with others
- Convenient, easy access to related news
- Multimedia content (videos, infographics, live streams) that enhance understanding of the news
- Other: \_\_\_\_\_

#### **Section D: Satisfaction and Reliability**

Please answer your level of agreement of each of the following statements by ticking (/) once on the appropriate box.

1. **Strongly disagree**
2. **Disagree**
3. **Neutral**
4. **Agree**
5. **Strongly agree**

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## 15. Please indicate your level of agreement with each statement. \*

*Mark only one oval per row.*

	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
I am satisfied with the GE15 news content provided by Sin Chew Daily's Facebook news portal.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find the GE15 information from Sin Chew Daily's Facebook news portal reliable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessing GE15 news through Sin Chew Daily's Facebook news portal is convenient.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The coverage of GE15 on Sin Chew	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>