The Perception of Young Adults on Credibility of Facebook as a Source of Political Information and Its Effects towards Their Political Behaviour

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ABSTRACT

Facebook has evolved from a platform of interaction and leisure, to become a major platform for political information seeking. The use of Facebook has changed and shaped people on how they consume the information, and it has been a prevalent medium for people to get and share updates about political matters. As Facebook predominantly is being used by young people, the perceived credibility of Facebook as source of political information and its influence toward their political behavior has been a main concern. The aim of this research is to identify the degree of usage of Facebook as a platform of political information-seeking among young adults, their perceived credibility and its effect toward their political behavior. It particularly examines the perceived credibility of young adults on political information on Facebook and their political behavior as of their

usage and credibility's perception. This research employed a survey method and conducted in four districts in Selangor: Shah Alam, Subang Jaya, Kuala Selangor and Kuala Langat. The sample of population comprised of 384 respondents who are young adults with age range between 18 and 30. Regression has been used by the researcher to find the relationship between Facebook usage, perceived credibility and level of political behavior. The results found that Facebook has been used by young adults as a source of political information. The results also found that political information on Facebook has been regarded as not credible and does affect on lower political behavior. The results also suggest that the more heavily usage of Facebook will eventually lead to user to perceive the information as credible.

Keywords: *credibility, Facebook, political information, political behavior, young adults*

1.0 INTRODUCTION

Social media sites are becoming an essential asset and have changed the landscape of our daily routines. New media technologies particularly Internet and social media have become sensational platforms especially among Millennials [1].Social media can be defined as online platforms that people use to share opinions, communicate with others, as well as experience posting photos, videos, music, insides and exchange perceptions with each other. Social media at present are believed to play a big role in political landscape.

According to Boyd & Ellison [2], social networks sites are online platforms that enable users to create their own profile within a surrounded system, communicate with other that has a mutual connection, and enable us to search for people that are in adjoined circle. At the moment, social media has become a vital part of Malaysians' on a daily basis for an array of functions for example in education, business, entertainment, socializing and especially for politics and political engagement.

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People currently stumble upon a great deal of information every day and one of the main factors to filter information is based on credibility or believability. Social media especially Facebook provides a myriad of information for users every minute. As eloquently stated by McKnight and Kacmar [3], credibility of information is the nature of how one perceives information to be credible and is a strong determinant in leading user's further action. Unlike traditional media, social media offers the user to create the content, not just to review the content.

Facebook reported in June 2017, it had reached 2 billion users which makes them the largest social network sites putting Youtube at second with 1.5 billion users leaving WeChat and Twitter at 889 million and 329 million respectively [4]. In 2016, a survey carried out by Malaysian Communications and Multimedia Commission (MCMC) discovered that 96 percent of internet users in Malaysia have a Facebook account and 53.8 percent access the platform every day.

For Malaysians, they can justly take pride in their social media efficiency and proficiency as with a population of about 31.2 million, Malaysia has about 12 million Facebook users, 6.5 million Instagram users and at least 3.5 million Twitter users and it is estimated that by 2020, it will achieved about 14 million Facebook users in the country [5]. Stat Counter [6], a global web traffic analysis, analysed that Facebook holds the most prominent usage of social media in Malaysia as in November 2018 with the percentage of 82.75 % compared to other social media such as Twitter which is only at 5.14% and Instagram with only 2.05% usage. This shows that social media platforms especially Facebook will continue to be a part of Malaysian daily's routine for a period of time.

And given today's rapid usage of social media platforms such as Twitter and Facebook, scholars from different fields of studies have look into those sites and the challenges they pose for society in general, interpersonal relations, political participation and civic engagement, and for media organizations and online journalism[2]. Not only that, social media is increasingly being use as a source of up-to-date information about what is happening on the ground during major crises [7].

One of the examples of powerful social media effectiveness is the military coup situation in Turkey. We could see how social media helped defeated the military coup attempt which President Erdogan used Twitter and FaceTime to send his messages on social media platforms to call the public to occupy the streets of Turkey. Other than that, it has been known that the Obama election campaign effectively rejuvenated and mobilize the young voters through social media. Obama utilized social media especially Facebook to get in touch with public who get news on politics via social media after he used it as a platform of volunteerism and donor activities in 2008 [8]. In the 2008 presidential campaign, 500 million US dollars had been obtained through Obama's official websites, Facebook page and through more than 1800 YouTube videos.

In addition, in Malaysia, General Election in 2008 witnessed a huge number of seats by the ruling party, Barisan Nasional had been taken from the opposition parties, Pakatan Rakyat. Malaysia's Prime Minister at that time, Tun Abdullah Ahmad Badawi admitted Barisan Nasional lost because of they were more concern in using traditional media and failed to utilize the power of social media contrast of what the opposition parties did [9].

Next, the 2008 Bersih rally was successful in gaining supports through the power of social media. The wide use of Facebook had somehow made the Bersih rally take the streets. Facebook especially have become one of the major platforms for supporters to post and share updates, announcement, photos and video and its official Facebook page had managed to attract more than 190,000 users. Recently, Malaysia's General Election 14 2018showed that voters aged between 30 and 39 constitute the highest percentage at 23.92% and those aged between 21 and 29 at 17.02%. Thus, we can see that those aged between 21 and 39 make up the majority of the voters in GE14 at 41% of the total registered voters. As we can see that most of the social media users are comprised of young adults, one of the factors that boost political participation among young adults is as their usage of social media especially Faceboook.

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The particular purpose of this study is to focus on the use of Facebook and its effect on Malaysian young adults' political behaviour and how they perceive Facebook as a credible source of political information. Within the context of this study, political behaviour will refer to how teenagers use social media to disseminate and gain political information and how they use that information, and how it shape their political views and beliefs, and voting decision.

2.0 RESEARCH OBJECTIVES

Therefore, the research objectives for this paper are:

1. To assess the extent of political behaviour among young adults as of their usage of Facebook

2. To analyse the degree of credibility of political information in Facebook perceived by young adults

3. To identify the degree of usage of Facebook as a source of political information among young adults.

3.0 LITERATURE REVIEW

3.1   *Technology Acceptance Model*

This study is conceptualized with Technology Acceptance Model. Technology Acceptance Model or also known as TAM was developed by Bogozzi Davis in 1989. This model is based on the Theory of Reasoned Action that was constructed by Fishbein and Ajzen in 1975. It conceptualizes that how users accept and adapt to new technology. The model proposes that when users are introduced with a new technology, several factors will affect their decision on how and when they utilize the technology.

TAM applies that there are two key factors which are the Perceived Usefulness and Perceived Ease of Use that could influence usage behaviour. Davis conceptualized that Perceived Usefulness is the degree to which

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a person believes that using a specific technology would improve their performance. While Perceived Ease of Uses denotes that to the degree a person feels that a specific technology would be beneficial for the user.

The rise of social media has somehow really changed the political landscape in Malaysia. Social media has been utilized and adapted in Malaysia especially for political matters. In the 12th General Election in 2008, a huge number of seats by the ruling party, Barisan Nasional, lost to the opposition parties. The ruling party had failed to secure two-third majority in parliament for the second time since 1969. Malaysia's Prime Minister at that time, Tun Abdullah Ahmad Badawi admitted that Barisan Nasional had failed because of they were too focused in using traditional media and failed to utilize the power of social media in their political campaign compared to the opposition parties. Below is the theoretical framework for this research.
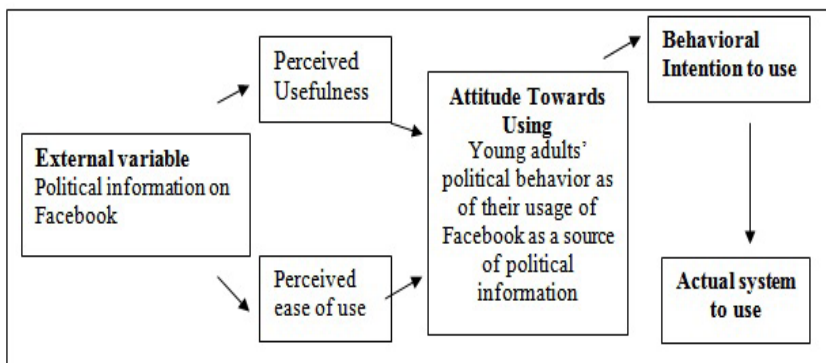
Figure 1: Theoretical Framework Based on Technology Acceptance Model

3.2 Social Media (Facebook)

Boyd and Ellison [2] asserted that social media allow users to connect with others through similar interest, political views or any other activities. As technology continues to be advanced, social media has also continued to evolve accordingly. Social media has been a major tool for socializing, communicating, sharing of information and many others. Social media is

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clearly an attractive and entertaining platform for individuals to connect with other individual as well as for self-interest. Social media offers users to gather social information or any other miscellaneous information. Social media is becoming a phenomenon which makes it one of the most influential platforms across the world at present.

Lenhart et al. [1] in their study revealed that majority of people all across the world especially young adults utilize and engage in social networking sites. In their research, they found that 72% of young adults use social media and Facebook being the most popular and favorable social media platform. It is believed that the number of social media users especially among the young adults will continue to grow rapidly. Young adults are attached to social media platforms particularly on Facebook and Twitter because of its bond to technology as a whole.

A study by Fresno Garcia, Segado Sanchez-Cabezudo& Daly [20] discovered that social media is as capable as traditional media in shaping users attitudes. This was supported by a study Njegomir [21] which he argued that social media may possibly be more effective than other traditional form of media in influencing young adults particularly in politics.

Coincides with what Zhang, Tang & Leung [22] studied, they asserted that individuals use the popular site Facebook primarily to survey and get information from other users, enhance their recognition on the site, receive and provide emotional support, expand social connections, entertain themselves, and maintain social networks. The function of Facebook on influencing youth political behavior has currently turn out to grow interest among youth on politics particularly with the growing popularity of political activities on Facebook [23]. Clearly, the use of Facebook for political participation among youth all over the world has profoundly increased [24] and they are specifically use Facebook to shift and influence social and political change.

3.3 Social Media as Political Sources Information

Several past researches have been collected that studied on social media and its usage as a source of political information and news. People are correspondingly utilizing social media to search something that they seek, be it for self-interest or even for political purposes. Numerous numbers of studies relates the use of social media as sources for information and especially for political activity. Facebook has become a prominent social media platform because of the spread of information that it offers. It allows the users to gain information on one single platform, which leads the user in political activity amongst their online friends [25]. Social media provides a platform for political purposes, for instance, political discussion and information [19].

Young people are more prone to accept technologies and to access the new media than the older people. Unlike traditional media, this new media enable them to seek diverse information, more visual content and offers interactivity [26]. Young people in this day and age are favored to use the Internet to obtain news about politics rather than the traditional media especially the newspapers. [27]

As indicated by Kushin, & Yamamoto [28] public are more prone to receive political news as social media offers state-of-the-art information that also provides a platform for political expressions. Indeed, it is demonstrated that voters regards social media as a source of news and information. Zhang, Johnson, Seltzer & Bichard [29] in their study found that 40% of social networking users utilize the sites for political information, with the number increasing to about 50% for younger users.

Studies have suggested that Facebook has become a platform from the youth in keeping themselves politically aware as well as getting involved. A study by Di Gennaro and Dutton [30] suggests that young people are likely to utilize the internet in acquiring political information compared to other age levels. In fact, social media allows citizens to directly attain political information, interact and communicate with the politician and political parties. According to Abdu, Muhammad and Muda [31] as youth

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can become friends and establish connection with politicians through Facebook, the interaction is believed to be a major source of political information and standpoint.

Conroy, Feezell and Guerrero [32] found that the exchange of information on Facebook promote civic participation, trust, political and life fulfilment among young people. This is supported by Bode, Vraga, Borah and Shah [10] which they added that social network use for politic will foster the youth to get involved in politic more widely. Noorriati, Saadiah, and Raja Suzana [33] contended that a social media site could also assist the youth in providing knowledge as well as sources of information for them, thus contributing towards the upgrading of their development.

Numbers of studies have signified that Facebook is more effective than traditional media as it offers identical element in terms of exposure to information but provide more advantages as of could reach worldwide, higher quality as well as faster and interactive political medium. Facebook provides more political information and promote political mobilization where it could influence people who are not politically interested [31]

On the other hand, Botterill and Dun [34] in their research on millennial and media use distinguished that millennial use social media primarily for entertainment, to socialize or for study purposes. Their study conceptualizes that millennial do not look to social media for political information and a study by Yusop and Sumari [35]discovered that social media has been used predominantly to socialize by the millennial generation but yet there is a significant number that searches for information and for educational purposes which includes political news and social issues. Nevertheless, with the numbers of political content in social media, the concept might constantly change within time.

3.4 *Platforms in Facebook For Political Information*

There are several platforms on Facebook that offers user to obtain political news or information. According to Yung and Leung [36], Facebook serves a variety of facilitating roles in political and media system: as a carrier of information, a channel of promotion, a tool of mobilization and

a meeting space for like-minded individuals. There are several outlets that user can obtain political information on Facebook.

One of the major platforms for user to obtain political news in Facebook is through news updates on Facebook. In Facebook, news updates appear on the 'Wall' based on who one is connected to rather than active searching by the user. Facebook's walls also incorporate the news feed, displaying updates made by the user such as statuses, links, pictures, and other recent activity [37] Moreover, Facebook news can afford greater "expressive potential" among users because they can simply comment, like or share news post they obtain for others to see [38].

In Malaysia, there are hundreds thousand or even millions of Facebook's users follows both online news media's Facebook page such as BeritaHarian, The Star as well as alternative online news media like 'SiakapKeli', 'OhMyMedia','SAYS' and many more to get updates about political news that has been posted. The users not only obtain the news or information, yet also share the posts and also give their comments on the post. Individual users may post comments, engage in discussions, share videos and photos, or simplyrecognize themselves as fan of prominent figures [39]. Although most of the news media does not focused on politics and mainly for entertainment news especially the alternative media, yet Facebook users simply stumble upon political information while looking for entertainment [40].

Next, Facebook provides a common space to its users to discuss a specific topic and exchange political information. Individuals in Facebook groups share their different social and political opinions. Conroy et al [32] define Facebook 's group as any social connection shared by individuals, which can enable political discussion and interaction whereas political engagement is defined here as offline conventional forms of political participation and political knowledge". Facebook's political group not only offers the user to have public discussion on that particular topic, but also offers them to disseminate political information. This is supported by Leng and Goh [41] which they asserted that Facebook user to discuss about several issues including economic, religion and political matters. Among

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the popular political group on Facebook that have thousands of followers and likes are 'SayaSayangTunDr Mahathir', 'Friends of BN', '#Malaysia Baru' and 'Friends of PAS'. Thus, there number of platforms that user of Facebook use to obtain political information or news as well as to engage in political discussion, from the news update on the wall, friends' postings, news media pages and political group pages.

3.5 Credibility of Social Media (Facebook)

Much study in recent times has been focused on social media and its credibility. Kang [42] stressed that credibility is regarded as main consideration in order to increase public participation and ensure effective communications when it comes to social media. News consumers tend to pay attention and rely on the media that they perceive as credible [43].

As social media offers variety of services and becomes one of the prominent platforms that attract billions of users all over the world, it lies whether they are as valid and reliable as traditional media. As being stated by Adeyanju [44] in his study on traditional media and new media, it is found that traditional media is measured to be more credible due to its accurate system of editorial process.

In addition, a study by Kovacic, Erjavec and Stular [45] also found that traditional media such as newspaper and television is more credible than alternative media such as online news and social network sites. A study by Nelson [12] found that the political information that is shared by Facebook user even among friends is regarded as less credible than other online media outlet. The study argued that that the difference in types of source in social media had no major impact on source credibility. It is also asserted by Kovacic et al [45] that online news media offer groundless information and spread faster without confirmation.

However, a study by Zulqarnain and Hassan [46] found that there are positive impacts on both social media credibility on the consumption of international and local political news. Besides, in a study by Fernandez-Planells [47] on factors that influence trust in alternative media regarding 15M Movements, it is found out that politically-interested online users tend

to trust more in information disseminated by alternatives media rather than mainstream media. She also concluded that the more a person engages in social media, the more they will not rely on mass media.

Number of studies has also disclosed that not only people use social media because of its ease of accessibility or quick vast of information but also because of the quality of the information as well as its credibility and reliability on the information. According to Sundar, Bellur, Oh, Jia, Kim[48], people engaged in specific media because they believed it offers them reliable and trusted information, and it can be justified that Facebook's quality of information could be a propelling element for youth in using Facebook for online political participation.

Johnson and Kaye [19] in their study revealed that social media users regard the platforms as a credible medium of political news sources as the platform only accommodates their political attentiveness.They have indicated that the more people use the platform; they lean to perceive the platform as more credible. Both of them also signified that perceived credibility of traditional media was positively connected to the credibility of the same online source and recommended that traditional media sources can embrace their credibility into new media atmosphere. Politically established blogs were found more credible than conventional media sources.

Several past researchers had conducted and developed models that explain how individuals determine site credibility [49, 50]. According to Gaziano & McGrath [50] credibility is a judgment made by the user based on a variety of aspects that comprises of believability, accuracy, fairness, depth, trustworthiness, bias, completeness, reliability. Following past research, message credibility was assessed with five items measuring participants' perceptions of the believability, accuracy, trustworthiness, bias, and completeness of the information. [49, 50]. Thus, credibility on this study was measured using five items- accurate, trustworthiness, bias, completeness and fair based on Gaziano & McGrath and Flanagin and Metzger measurement on perception of credibility.

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3.6   Social Media and Political Behaviour

Facebook is currently playing a significant part in shaping political behavior among young adults. Facebook currently providing huge impact towards youth political participation where youth are using the platform to take part in political interaction. A study by Zuniga, Jung and Valenzuela [38] aimed to test whether social media sites can promote democratically desirable attitudes and behaviour when users use it to keep up with political news and public affairs. This study asserted that informational use of social media pertained a significant and positive impact on individuals' activities aimed at engaging in civic and political action. This is also supported by Rahmawati [51] which she found that those with higher frequency of general social media use were also having higher frequency of social media use for political activities.

Political participation as illustrated by Towner [52] is the means to voice opinions and political influences in both conventional and digital platform. According to Carpini [26] bigger political participation can be achieved with the help of websites. This can be acquired by Facebook users by joining political groups and sharing opinions on political matters. Young internet users ages 18-24 are more likely to post political content on social networking sites like Facebook than any other age group, and are least likely to use the internet for more traditional political activities, such as donating money [8].

Gil de Zuniga, Molyneux and Zheng [53] stated that individuals who use social media to be informed will also tend to be involved in politics. They argued that those who use social media also tend to be in touch and interact with others to express themselves politically and likely to participate in politics both online and offline. Social media also helps to expose people on political information and it is asserted that young people are actively involved in posting political campaign information on social media. Social media especially Facebook has clearly raise awareness on political activity, information on political situation, and involvement in political work or rally. In a study by Gilman & Stokes [54] it was found that nearly half young adult users use social media to promote political

material, post their opinions on politics and a numbers of users utilize the platforms to persuade other to follow. Facebook political activities such as reading and posting political opinions, interacting with politicians on Facebook, and discussing politics with friends on Facebook groups are likely to influence interest and knowledge about positive social and political issues, later facilitating participation in other online political activities.

Baumgartner and Morris [55] found that although social media are regarded as a source of information and news among youth, however, there are not inclined to participate in politics on social networking sites. While Njegomir [21] argued that the move toward new media from mainstream media affords negative implication toward young adult in getting political information which impacted on their political behaviour. Studies on social media and political behavior seem to be contradicting on its results. Therefore, the need of the study on social media and its relationship toward political behaviour should be conducted and explored in further research.

4.0 METHODOLOGY

4.1 Research Design

As stated above, this study was conducted based on quantitative approach. The data were collected through a survey research. Quantitative approach offers various techniques to collect and measure the numerical analysis of data. The main reason the researcher select quantitative approach because this study needs to measure a large set of population. Hence, this study was conducted by a method of survey. Accordingly, all the respondents were given a standardized and similar set of questionnaires. The survey was distributed to respondents that are around the study area. By using surveys, respondents answered a set of standardized questionnaires that were provided by the researcher.

First section is consisting of the demographic variables. The following sections were measured as of research objectives which are Facebook and its usage on political news information, perceived credibility of Facebook and the level of political behaviour. These sections range on 5 points

Likert-type scale question except for the first section. The data then will be collected and analyzed through IBM Statistical Package for Social Science (SPSS) version 23.

4.2 Study Area

This study was carried out around urban and suburban area of Selangor. The researcher selected Selangor as Selangor recorded the highest number of voters. As there are large numbers of population size of young adults in Selangor, the researcher will select two urban areas of Shah Alam and Subang Jaya as these areas are mainly composed large number of young adults with diverse ethnicity especially the university students. And the suburban area will be in Kuala Selangor and Kuala Langat. These two suburban areas are the most populated among the suburban area in Selangor and consist of larger population of diverse races in Selangor. This will simply help researcher to attain the exact respondents for the study.

4.3 Research Sampling

As for this study, the needed size of respondents for this research is selected based on Morgan and Krejcie Table. Morgan &Krejcie (1970), created a table for determining sample size based on formula that have been published by National Education Association. And for this study, the estimate population size of young adults in Shah Alam, Subang Jaya, Kuala Langat and Kuala Selangor is around more than 670, 000thousands. Thus, the sample size is equal to 384 based on Morgan and Krejcie sample size calculation with 95% confidence interval with 5.0 & margin error.

Therefore, 384 young adults will be chosen to be the respondents for this study. It is also crucial for the researcher to select respondents that are using social media particularly Facebook to be involved in the sampling. They will be asked first if they have Facebook account before they answered the survey. It is vital for the researcher to have precise number of sampling in order to attain validity of the result.

TABLE 1

Morgan and Krejcie Table for determining sample size

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	181	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	373
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

Note: "N" is population size
"S" is sample size.

4.4 Stratified Random Sampling

The type of sampling that has been selected is through stratified random sampling. Stratified random sampling is one of techniques of probability sampling. Probability sampling is appropriately used for quantitative research. The principle of Stratified Random Sampling is involves dividing the entire population into homogeneous groups which are called strata.

Stratified random sampling will enable the samples to be selected from each stratum. This research was stratified using location, ethnic group, and gender. This sampling stratified the location by selecting urban and suburban area in Selangor which enable the user to obtain data from diverse ethnicity. This enabled the researcher to obtain results based on this stratification

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TABLE 2

Total Population in Selangor by districts

Pendudak dan Perancangan Sumber Manusia

Jadual A2.5: Komposisi Penduduk Mengikut Struktur Umur Mengikut Daerah, Selangor 2010 (Bilangan dalam '000)

Daerah	Sabak Bernam	Kuala Selangor	Hulu Selangor	Gombak	Hulu Langat	Petaling	Klang	Kuala Langat	Sepang	Jumlah
0-4	7,719	19,055	19,040	55,953	94,045	145,309	70,756	21,347	22,270	455,494
5-9	10,623	22,277	21,434	59,781	96,145	139,603	78,886	22,799	20,535	472,084
10-14	12,141	21,788	21,512	58,600	91,539	123,603	74,478	22,916	17,564	444,143
15-19	12,346	22,760	18,090	55,313	95,108	143,031	68,967	22,137	16,937	454,689
20-24	7,886	21,244	19,933	77,589	140,567	234,904	89,154	19,635	28,905	639,816
25-29	6,439	16,616	18,410	76,154	144,664	240,922	102,998	22,078	25,578	653,857
30-34	5,634	15,507	14,236	59,070	107,561	180,951	80,710	18,000	20,771	502,520
35-39	5,992	14,846	13,280	52,681	92,570	146,541	70,279	15,521	16,933	428,643
40-44	7,112	13,869	13,574	46,679	76,051	115,849	58,702	14,430	12,764	359,029
45-49	6,689	10,970	11,503	40,042	66,936	96,095	48,145	12,238	8,894	301,511
50-54	5,848	8,997	8,555	32,630	51,156	76,714	37,902	10,341	6,769	238,913
55-59	4,812	6,657	5,974	24,593	36,236	57,757	28,426	7,377	4,727	176,557
60-64	4,438	5,693	4,607	18,747	27,324	46,032	21,345	5,851	3,330	137,367
65-69	3,009	3,366	3,062	9,657	14,065	25,334	12,119	3,761	1,903	76,275
70-74	2,531	2,740	2,370	6,990	10,480	17,457	8,634	2,938	1,472	55,611
>75	2,557	3,128	2,553	7,749	12,138	22,532	9,689	3,279	2,009	65,634
Jumlah	105,777	209,590	198,132	682,226	1,156,585	1,812,633	861,189	224,648	211,361	5,462,141

Sumber: Kemaskini dari Taburan Penduduk Mengikut Kawasan Pihak Berkuasa Tempatan dan Mukim, Banci Penduududk dan Perumahan Malaysia 2010, Jabatan Perangkaan Malaysia

4.5 Research Instrument

The instrument for this study is the questionnaire. Questionnaire is selected as a means to collect the required information. The questionnaire is self-constructed based on the objectives of the research. A questionnaire will be disseminated randomly to 384 respondents who use Facebook between the ages of 18- 30 around the selected areas. The questionnaire consists of four sections which divided as Section A, Section B, Section C and Section D.

Section A is multiple choice questions that will cover on the demographic of respondents which include the gender, age, education background, and occupation. There are also questions on whether the respondents use social media, what kind of social media platforms that the respondents use and the amount of time the respondents spend on social media. While Section B is construct by using 5 point Likert-scale questions

and comprised of 10 questions. This section will assess on the result on the degree of usage of Facebook as a source of political information among young adults.

Section C is also constructed with the same format of Section B which contains 5 questions for respondents to answer on the credibility of Facebook as a source of political news perceived by respondents. Section D has been constructed to evaluate the results on the level of political behaviour among young adults as of their usage of Facebook. This section is also constructed with 5 points Likert-scale which contains 10 questions.

5.0 RESULTS AND DISCUSSION

5.1 Demographic

Table 3

Location area of respondents

Location	Percentages (%)	Frequency (no . of respondents)
Shah Alam	40.1	154
Subang Jaya	40.1	154
Kuala Langat	10.2	39
Kuala Selangor	9.6	37

384 respondents participated in this study. The researcher was able to gather data based on the sampling size that had been constructed in chapter 3. Both Shah Alam and Subang Jaya have equal number of percentage which is 40.1 percent (154 respondents). Kuala Langat with 10.2 percent (39 respondents) and followed by Kuala Selangor with 9.6 percent of the sample size which consist of 37 respondents.

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Table 4

Gender of respondents

Gender of respondents	Percentages (%)	Frequency (no . of respondents)
Male	61.2	235
Female	38.8	149

Majority of the respondents are come from male respondent which contributed to 61.2 percent (235 respondents) and another 38.8 percent (149 respondents) was female. The difference between the genders is quite close. The lesser number of female respondents might due to the reason they tend to avoid, and a bit disclosed on answering about politics.

Table 5

Age of respondents

Age of respondents	Percentages (%)	Frequency (no.of respondents)
18-22	26.3	101
23-26	43.5	167
27-30	30.2	116

Majority of the respondents are those who aged between 23 years and 26 years above which made up 43.5 percent (167 respondents) followed by 27-30 years who make up 30.2 percent (116 respondents). Last but not least, followed by the responded who aged from 18-22 years old which presented to 26.3 percent (101 respondents) from the total population.

Table 6

Races of respondents

Races of respondent	Percentages (%)	Frequency (no. of respondents)
Malay	62	238
Chinese	20.1	77
Indian	15.9	97
Others	2.1	8

Malays are the majority population in each the area of study chosen followed by Chinese and Indians and other races. And from the survey that had been conducted, Malays are the majority of the respondents with more than half of the total population sampling with the percentage of 62 percent (238 respondents). Whereas 20.1 percent of the respondents are contributed by the Chinese which made up 77 respondents. While, Indians contributed to the second smallest percentage which represented 15.9 percent (97 respondents).

Table 7

Education level of respondents

Education Level	Percentages (%)	Frequency (no. of respondents)
SPM	41.7	160
STPM	12.2	54
Diploma	26.3	101
Bachelor	18	69
Master	1.8	7
PHD	0	0

Majority of the respondents have SPM as highest level of education background which contributed up to 41.7 percent (160 respondents) from the total sample population. The second most is Diploma which makes up almost 26.3 percent (101 respondents) then followed by those who have Bachelor Degree with 18 percent (69 respondents). Last but not least,

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Masters' level slightly made up with 1.8 percent (7 respondents) and no Doctorate graduate contributed to this study.

Table 8

Occupation of respondents

Occupation	Percentages (%)	Frequency (no. of respondents)
Students	35.4	135
Working	54.4	209
Unemployed	3.6	14
Self-employed	6.5	25

It is depicted that most of the respondents are working which made up of more than half of population with 54.4 percent (209 respondents) from the total respondent's population. Students had contributed to the second higher group in the study done with the percentage of 35.4 percent (136 respondents) and then followed by whom are self-employed which is 6.5 per cent (25 respondents). All the students were including of pre-university and college university student aged 18 years and above. While, other employment status such as unemployed made up to 3.6 percent (14 respondents).

Table 9

Time spend on Facebook

Time spend on Facebook	Percentages (%)	Frequency (no. of respondents)
Less than 10 mins	14.1	54
10-30 mins	34.1	131
More than 30 mins	17.2	66
1-2 hours	21.4	82
3 hours and above	13.3	51

It is found out that most of the respondents at least spent 10-30 minutes on Facebook daily. The result shows that 34.1 percent (131 respondents) use Facebook everyday at least 10-30 minutes. While 21.4 percent (82 respondents) answered that they spent about 1-2 hours on Facebook followed by 17.2 percent (66 respondents) whom spent more than 30 minutes on Facebook daily. 14.1 percent which made up to 54 respondents spent less than 10 minutes; meanwhile 13.3 percent (51 respondents) spent more than 3 hours on Facebook.

Table 10

Other Types of Social Media Usage

Other Types of Social Media Usage	Percentages (%)	Frequency (no. of respondents)
Twitter	54.4	209
Instagram	76.3	293
Tumblr	14.6	56
Youtube	41.4	159
Snapchat	18.8	72

From the survey, among the other top social media usage besides Facebook that has been use by the respondents are Instagram and Twitter. Instagram is the highest with 76.3 percent (293 respondents) and followed by Twitter which made up slightly more than half 54.4 percent (209 respondents). While 41.4 percent (159 respondents) also use Youtube. Last but not least, Tumblr and Snapchat are least favourable which only 14.6 percent (56 respondents) and 18.8 (72 respondents) each respectively.

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5.2 The Degree of Usage of Facebook as a Source of Political Information among Young Adults

Table 11

Degree of Usage of Facebook as a Source of Political Information among Young Adults

Statement	Percentage (%)				Frequency	Mean	SD
	Strongly disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5		
I use Facebook to get updates about politic	14.1 54	12.0 46	18.5 71	45.3 174	10.2 39	3.26	1.217
I use Facebook to watch videos / photos or link about politics	9.4 36	16.9 65	25.0 96	38.8 149	9.9 38	3.23	1.131
I use Facebook to discuss about political issues	22.7 87	34.4 132	25.0 98	15.1 58	2.9 11	2.41	1.083
I use Facebook to get to know more about the present political situation	8.6 33	15.1 58	24.0 92	37.0 142	15.4 59	3.35	1.165
I use Facebook to write and share about politics	31.8 122	27.3 105	24.7 95	13.8 53	2.3 9	2.28	1.120
I use Facebook to post status updates on politics	29.4 113	33.9 130	21.9 84	13.0 50	1.8 7	2.24	1.069
I use Facebook to read political news rather than through exposure from traditional media	7.0 27	24.0 92	24.2 93	32.6 125	12.2 47	3.19	1.142
I use Facebook to see political content from a political party / politician	10.7 41	19.3 74	24.7 95	28.3 148	6.8 26	3.11	1.125
I use Facebook to follow the political parties or politician(s) in Facebook to keep myself updated with them	9.6 37	30.5 117	20.3 78	34.6 133	4.9 19	2.95	1.111
I use Facebook to seek for political information	7.8 30	18.2 70	22.7 87	36.2 139	15.1 58	3.33	1.166

From the data collected, majority of the respondents agreed that they use Facebook to get updates and to know more about the present political situation. In addition, majority of them agreed that they use Facebook to watch videos, photos or links about politics. This result is concurrent with a study by Kim, Yoo-lee and Sin [56] on a study on the social media usage as information source. They found that social media sites like Facebook were mainly used to get news or updates and seeking for information.

A study by Taibi, Husin and Ishak [57] on the perception of undergraduates about political cynicism based on the information that they consumed from Facebook also found that Facebook has been the preferred platform for political information seeking. This means that young adults prefer to use Facebook seek political information as Facebook provides advanced feature in term of faster and large exposure to political information.

Additionally, when asked whether they prefer Facebook than the traditional media, it is found that young adults preferred to read political news on Facebook rather than from the traditional media. This might due to the advantageous of social media platform like Facebook which is a faster medium and cost-free unlike the traditional media such as newspaper. According to Baruah (2012), social network sites provide various sources of information which let people search for content for free.

Next, the finding also found that majority of young adults follows and see political content from political parties or politician on Facebook. This indicated that it is easier for them to get close and keep themselves updated with their favoured political parties or politicians. The finding is concurrent with a study by Sualman [58], on the role of social media on Malaysian voting trend and behaviour. He suggests that one of the significant information sources during election campaigns is through political advertising. Therefore, it is believed that some political advertising on social media by politician might help young voters to aware on political issues especially the current one.

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However, when it comes to whether they use Facebook to discuss about political issue and posting status updates about politics, majority of them were disagreed. One of the reasons to why they avoid political conversation on Facebook is mainly to prevent themselves from being involved in intense in discussing political matters on Facebook. Young adults may feel afraid that their opinion and political support may jeopardize them for instance their Facebook friends may be offended what have been posted and shared as they have different political ideas and stand, thus affecting the relationship.

The findings of this study shows that social media has become a major platform to get political information as it quite obvious that can be effective alternative medium to replace traditional media as main sources of political information as it provide faster information and dissemination in which the users could become a part in spreading and circulate the information without having to engage in the gate-keeping process. And with the rising number of social media, it creates varieties and will make it easier for its users to gain access in seeking political information.

5.3 *Young Adults' Perceive Facebook as Credible Sources of Political Information*

Table 12

Young Adults' Perceive Facebook as Credible Sources of Political Information

| Statement | Percentages (%) | | | | Frequency | Mean | SD |
	Strongly disagree (%) 1	Disagree (%) 2	Neutral (%) 3	Agree (%) 4	Strongly Agree (%) 5		
	23.4	27.6	31.5	16.1	1.3	2.44	1.058
Political news/ content/ information in Facebook can be trusted	90	106	121	62	5		
Political news/ content /information in Facebook are fair	19.5	28.6	27.1	20.3	4.4	2.61	1.141
	75	110	104	78	17		
Political news / content/ information in Facebook are accurate	22.7	28.6	37.0	10.9	0.8	2.39	0.979
	87	110	142	42	3		
Political news/ content/ information in Facebook tell the whole truth	22.1	32.6	29.2	15.1	1.0	2.40	1.025
	85	125	112	58	4		
Political news/ content/ information in Facebook are balanced	22.9	16.4	30.7	23.4	6.5	2.74	1.230
	88	63	118	90	25		

The study found that although young adult use social media especially Facebook to get political information, yet they perceive political information on Facebook as less or not credible. This study found that young adults in general perceived credibility of Facebook quite low in credibility, mean of below 3 on 1-5 score index. This is concurrent with a study by Flanagin and Metzger [50] where they mentioned that although the credibility of information in social media and internet is questionable, majority of young adults and internet users depend on it as it is easily accessible medium of sources. It is important for social media user to only posts and shared political information that is valid and reliable as the users are increasingly using Facebook as a source of political information.

From the study, when asked whether political news, content or information in Facebook can be trusted and accurate, the result shows that majority of young adults disagreed on this matter. This result was supported by Howard, Kollanyi, Bradshaw and Neudert [59] which they asserted that social media is also a platform where numbers of fake news including political, economic or cultural news which contain misleading and inaccurate information that purporting to be true. Thus, we can see that although the result shows that they are more prefer to obtain political information on Facebook than traditional media, yet they still judged political information cannot be trusted and inaccurate. This shows that respondents are literate in term of using Facebook to obtain political news where they are not simply going to believe political postings.

Next, in terms on determining whether political information on Facebook is fair and balanced, the results found that young adult's judge that political information on Facebook is not being fair and balanced. This might due to the fact that particular political parties or politician as well as Facebook's users can post and share political information on Facebook. Political parties or politicians benefiting from Facebook by posting any political information as much as they like that might be able to influence the citizen to support them. Hence, this could form unbalanced and unfairness in political information as one might fully utilized this feature by actively posting and sharing their political promotion that favours on one's side. It

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is vital to posts equal political information so that users can see both sides and judged the information comparatively based on the balanced political information or news.

The study found that there is a significant relationship between political usage of Facebook and its perceived credibility by young adults. It is indicated that the more young adults use and spend time on Facebook to seek for political information; eventually they perceived Facebook as credible medium and tend to select Facebook as main platform in political information seeking. Although, the findings shown that respondent highly perceived Facebook as not credible, it is very important for the users to always be conscious in obtain political information in Facebook or any other social media in order to prevent to get easily influenced.

5.4 *The Extent of Political Behaviour among Young Adults With Regards To Their Usage of Facebook*

Table 13

Political Behaviour among Young Adults with Regards To Their Usage of Facebook

Statement	Percentage (%)					Mean	SD
	Strongly disagree (%) 1	Disagree (%) 2	Neutral (%) 3	Agree (%) 4	Frequency Strongly Agree (%) 5		
I will vote / voted for a political party / politician that are actively engaged on Facebook	15.6 60	45.1 173	30.2 116	7.6 29	1.6 6	2.34	0.886
I will vote /voted based on political news/content/ information that I attained on Facebook	16.1 62	40.9 157	27.6 106	12.2 47	3.1 12	2.45	1.003
I encourage others to vote based on my preference on Facebook	25.8 99	31.3 120	21.9 84	16.7 64	4.4 17	2.43	1.167
I am interested in politics because of political news, content or information Facebook	15.6 60	27.1 104	31.0 119	37.0 95	24.7 6	2.70	1.056
I participate in politic because of political news/ content/information I attained on Facebook	21.1 81	34.6 133	29.7 114	13.0 50	1.6 6	2.39	1.009

Statement	Percentage (%)					Mean	SD
	Strongly disagree (%) 1	Disagree (%) 2	Neutral (%) 3	Agree (%) 4	Strongly Agree (%) 5		
I promote politician(s) / political parties on my Facebook page because of political news, content or information Facebook	19.5 / 75	32.6 / 125	23.2 / 89	22.7 / 87	2.1 / 8	2.55	1.104
I follow any political pages that I found on Facebook because of political news, content or information on Facebook	10.4 / 40	29.7 / 114	21.9 / 84	32.6 / 125	5.5 / 21	2.93	1.121
I attend political meetings / rallies that are promoted on Facebook	28.9 / 111	29.2 / 112	13.5 / 52	25.0 / 96	3.4 / 13	2.45	1.238
I support political parties due to news/ content/ information I found on Facebook	20.6 / 79	34.1 / 131	24.7 / 95	15.4 / 59	5.2 / 20	2.51	1.133
I voted/will vote based on the credibility of news/ content/information I attained on Facebook	22.7 / 87	29.9 / 115	25.5 / 98	18.5 / 71	3.4 / 13	2.50	1.131

The study found that the level of political behaviour among young adults as of their usage of Facebook is quiet low which the data resulted mean at the range between 2 and 3 at 1 to 5 point for all statements. This indicated that young adults do not highly participate in politic although they do use Facebook to seek for political information and news. This is consistent with Taibi, et, al.[57], where their respondents showed disinterest in politics but yet claimed that they are paying attention to political news.

In term of young adults' voting decision, it is found that young adults will not vote or voted politician or political parties that are actively engaged on Facebook. Additionally, they also will not vote andencourage others based on political news or information that they attained on Facebook. Thus, it can be seen that although they do use Facebook to seek political information on Facebook, this does not affect their voting behaviour. This is concurrent with a study by Riezebos, Sjord de Vries, Peter de Vries and

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de Zeeuw [60], which they indicated found that usage of social media for political purposes does not influence voting decision.This implies that young adults are matured enough in making decisions with regards to political information.

Next, it was found that majority of the respondents do not follow any political pages that they found on Facebook as well as promoting politician or political parties on their Facebook page. As been mentioned earlier, young people tend to avoid from being politically active in Facebook. This result is consistent with a study by Njegomir [21] which he asserted that young people might feel that engaging in political discussion in social media counts as formal political participation. This is due to the notion that young adults may feel social media platform is the medium to read political matters only, not to be engage with.

In terms of political participation, majority of the respondents denied that they participate in politics because of political news on Facebook and attend any political meetings or rallies that are promoted on Facebook. Although numerous studies found that social media such as Facebook facilitate young adults' political participation and have significant effect in promoting people to join protest [11,13], the result of this study shows conversely. This result however may indicate that young adults might not easily influence on political agenda that are promoted in Facebook as they do not highly regard Facebook as credible.

The study found out that there is significant relationship between credibility of Facebook and level of political behaviour among young adults as of their usage of Facebook. The hypothesis signify that the lesser young adults perceive Facebook as credible medium for political information seeking, the lower their level of political behaviour. On the other hand, the result also indicates that the more frequent young adults engaging and using Facebook as their source of political information, eventually they will regard Facebook as a credible platform thus will increase their level of political behaviour. A study by Hashim, Mahpuz, Khan, and Daud [61] on social media usage among middle class urban young adults in Malaysia demonstrated that there would be potential change on Malaysia's politics. Thus, it is important for young adults' social media user in using Facebook

as a political information source efficiently as it hopefully would affect them towards building better nations.

5.5 *Relationship between Variables*

In this research, simple linear regression has been conducted in order for the researcher to check whether there is a significant relationship between two variables. By using simple linear regression test, the researcher will be able to use to check for any acceptance or rejection for all the hypotheses that have been constructed. The relationship between usage of Facebook as source of political information and credibility of Facebook as well as the credibility of Facebook and political behaviour are listed in the tables below.

5.5.1 *Regression Tests between usage of Facebook as source of political information and credibility*

Table 14

Regression Tests between usage of Facebook as source of political information and credibility

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	8350.799	1	8350.799	188.769	.000[b]
Residual	16899.020	382	44.238		
Total	25249.820	383			

Model	Unstandardised Coeffiecients		Standardised Coeffiecients	t.	Sig.
	B	Std. Error	Beta		
(Constant)	14.407	.933		15.438	.000
Perceived credibility of Facebook	1.149	.084	.575	13.739	.000

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Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.575[a]	.331	.329	6.65119
a. Predictors: (Constant), Perceived credibility				

The result from the regression test shows relationship between usages of Facebook as a source of political information that has significant with perceived credibility of Facebook among young adults, $b = .575$, $t = 15.438$, $p < 0.05$. A significant regression was found $F = 188.769$, $p < 0.05$, with an R square 0.331. Although we can see that the result shows on Table 4.10 that most of the respondents perceived on Facebook political information as not credible, yet they do use Facebook as a source of political information; eventually they will regard the political information as credible. In this case, it is believed that even though that young adult regarded Facebook as less or not credible, it cannot be denied that they still choose Facebook as their source of political information. This is similar to a study by Johnson and Kaye [19] which they indicated that the more people use the social network sites; the more they will perceive the platform as more credible. Thus, it is believed that young adults whom heavily use Facebook as political information source will eventually regard Facebook as a credible source. Thus, hypothesis is accepted.

5.5.2 Regression Tests between credibility and political behaviour

Table 15

Regression Tests between credibility and political behaviour

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2614.595	1	2614.595	269.151	.000[b]
Residual	3710.835	382	9.714		
Total	6325.430	383			

a. Predictors

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.643[a]	.413	.412	3.11677
a. Predictors: (Constant), Political Behaviour				

The result from the regression test shows relationship between perceived credibility of Facebook that is significant with political behaviour among young adults, b =.575, t=4.256, $p < 0.05$. A significant regression was found F = 269.151, $p < 0.05$, with an R square of 0.413. The result on Table 4.10 shows that there is significant relationship between the perceived credibility of Facebook among young adults and their political behaviour. From this data, it can be concluded that that the lesser young adults perceive Facebook as credible, the lesser their level of political behaviour. According to a study by Abdu, Muhammad and Muda [31] they found that usage of Facebook and the quality of information play a significant factor toward youth political participation. In short, the level of political behaviour may increase if they perceive political information on Facebook as credible.

6.0 CONCLUSION

It is apparent that social media especially Facebook has become one of the foremost platform to seek political information. This study has proven that young adults use Facebook to seek for political information. This shows that young adults rely on social media, in this case, Facebook, to get latest updates on political situation. It is believed that the Facebook and other social media are very dependable especially at the time of election. The vast amount of information or news in Facebook may influence young adults' political behavior especially when it comes to support and voting decision.

In this study, it can be concluded that majority of young adults agreed that Facebook is their source of political information, contents or news. This is due to the fact that information or news on Facebook circulates faster and could be access at anytime and anywhere. People especially

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the younger generation favour the new media as it user friendly where obtained through their mobile phones. It is clear that Facebook and other social media such as Twitter and Instagram has been a medium to search for information regarding politics. Even the traditional media such as newspaper has come out with online news portal to keep up with this technological advancement.

When it comes to how young adults regard the credibility of political information on Facebook, it can be concluded that young adults does not perceive political information on Facebook as credible. Majority disagreed that political information on Facebook are accurate and can be trusted, tells the whole truth as well as providing fair and balance content. Political information or news circulating in Facebook might be some form of political propaganda that being posted or shared by political parties, politician or the user themselves.

Not all political news or information is transparent and credible especially when it is posted by users. In this study, it is found that young adults' user does not regard political information on Facebook as credible. Although the results on the usage shows that young adults highly utilize Facebook as a source of political information, they still perceived Facebook as not credible enough.

However, it is believed that they will tend to believe and trust the political information they obtained on Facebook if they were to rely only on Facebook. Therefore, this might change young adults' perception and support toward political parties or politician. Younger generation especially young adults continues to become highly relying on Facebook to keep them updated with latest news, thus eventually they Facebook or other social media will become accountable which could influence their political behaviour. According to Kim (2011), the more people dependent on social network sites, the more likely they will be unconsciously exposed to information that could change their point of view.

Still, the fact that political information on Facebook can influence young adults political behaviour is cannot be rejected. Malaysia's General Election 13 and 14 showed that the influence of social media has played

a significant role toward the nation's political change. From the findings, it can be seen that their perception towards the credibility of political information may affect their political behaviour. The level of political behaviour among young adults is based on to what extent they perceive the credibility of the information.

Hence, it is crucial for political parties, politician or supporters to use Facebook as medium to gain influence by providing and sharing credible information towards the users. Posting information that can be trusted, fair and balance and especially accurate might create some form of belief among the users to supports based on the information. It is vital for political parties, coalition or politician to take this matter into consideration as social media definitely plays a significant role towards politics progression.

6.1 Limitation of Study

This study faced few limitations. First, this study is only focus on young adults between the ages of 18-30 years old in Selangor. So this study cannot signify young adults in Malaysia as whole but young adults who own Facebook account. Second, the area of the this study is only limited in the two urban and two suburban area of Selangor which are Shah Alam, Subang Jaya, Kuala Langat and Kuala Selangor. Due to time constraint, the researcher selected four study areas that consist of two urban areas and two suburban areas in Selangor in order collect the data. This study also faces limited financial costs. If there is no limitation of financial cost, the sample size could be larger and the study area could be enlarge thus will provide more reliability and validity of the results.

6.2 Recommendations

The researcher has several recommendations that could be taken for future researches in similar area. First, as this study found out that Facebook has become the platform for political information seeking among young adults, future research can be conducted to study on several other social media specifically such as Twitter and Instagram as these social media platform are also among the popular ones in Malaysia currently not just mainly Facebook. Future study could also study on Malaysians' adults to determine whether there is a difference between them and young

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adults. Next, future study could also survey on the credibility of political social media profile by conducting a content analysis method especially on election campaign to find out whether the perception of credibility of these profiles increased. Lastly, the researcher would like to recommend for future research to merely study on specific political behavior as there are not many studies on specific categorization of political behavior.

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