

REDEFINING SOCIAL ACTIVISM THROUGH THE TRANSITION TOWARDS USER GENERATED CONTENT IN MALAYSIA

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Abstract

The public broadcasting system has often been regarded trusted and credible, offering information that are unquestionable and without biased influences. Nevertheless, the taint of political and personal influences has disabled the objectives it truly with concerns over the development of the content, aimed particularly on the interest of the very few as well as regulations. In particularly, it is most notable in the dissemination of social activism, favouring the concerns and perspectives of the public. As such, the study aims to address the research questions; (1) how are the experience of the public in the transitioning towards user generated content on social media? (2) what are contributory factors in the transition towards user generated content in realizing social activism? and (3) how are the public broadcasting principles and values of content development reflected in social media? The applied qualitative method allows for this pilot study to employ an online survey towards five informants on their experience and opinion between the public broadcasting system and social media in Malaysia. The primary findings list out ten themes across three categories, underlining social media users' experience and opinion on the transition of social activism from Malaysia's public broadcasting system to social media. Experiences of hesitation and fear, being cornered and degraded as well as enlightened and informed are shared. Furthermore, it can be viewed that social media enables for addressing issues and problems, gaining and congregate support as well as providing solutions and perspectives which actively pushes the transition towards user generated content for social activism. Moreover, universality, diversity, independence and distinctiveness are the principles and values of content development reflected in social media upon communicating social activism. As such, amidst the constraints of time and method of data collection, the study provides a redefinition of social activism particularly in the transition towards user generated content.

Keywords: *social activism, public broadcasting system, social media, media democracy, Malaysia media landscape*

1.0 Introduction

Activism has expanded beyond the social construct of the society. The notion observes its influences toward communication systems, bringing about the commercialization of activism through the advancement of digital technology that impacts the larger society, amidst being borne from the society itself. Fundamentally, it has focused on the providing information and development of the concept beyond the reach of the society especially with the participation of communication systems. Public broadcasting and social media have been highlighted as a carrier of the notion, in the recent years with racial and religious movements being conveyed through these means and medium of communication.

As referred by the Ihshan Gumilar and Abdul Rasyid [1], social activism has enabled for the gathering of public in being welcomed and to be treated equally across the different range of perspectives and opinions. Additionally, it is often viewed as a credible source of information due to it being bounded towards the regulations as framed by the governing and responsible bodies [2]. As such, Malaysia's public broadcasting has become a pioneer for the dissemination of social activism particularly in the pre-

independence era to which carries the role as a tool of knowledge and education that is open to all and intended for all, regardless of social and economic status. Its role is not limited to providing information and cultural development; public broadcasting must also entertain and appeal to the imagination.

Social media has marked a new era of social activism that enables for users for generate and develop their content amidst the potential risks and threats. According to Wok and Mohamed [3], individual media and social networking sites enable users to produce and share ideas, information, and life stories in addition to extracting information and conducting transactions. Furthermore, with the widespread diffusion of social networks and participatory platforms, the process of collecting, creating, and distributing information is no longer exclusive competence of professional journalists and media outlets but it also potentially involves all citizens that turning information into a real common good [4].

Hence, this study underlines the concept of social activism from the perspective of the public broadcasting system and the transition that is undertook in shifting to online alternative platforms such as social media. The study would point further towards the comparison and contrast of social activism that are disseminated through means of both the public broadcasting system and social media especially in Malaysia's media communication landscape.

Social issues are now addressed actively with the intent of spreading awareness and acknowledging the experience to the society at large. The views of the addressing social activism, however, are not actively distributed in the public broadcasting system of Malaysia as it oversees influences, restrictions and barriers which limits the role of the system in conveying information to the public. As such, it has become a propaganda tool viewed through the shift of the system's aim in impact the salience of certain issues and projecting positive image to the public. This is further supported by Kiouis [5] and Dragu [6], which highlighted the changes of Malaysian public broadcasting systems that are merely shedding the spotlight on preferable information that conforms to the image of the government.

Inevitably, the society has grew limited space for social discourse to be engaged and agenda to be projected, unless it reflects the preferred rhetoric and narratives of the government. The public broadcasting fails to reflect public concerns and voices as Malaysia has a history of media control [3]. Malaysia oversees a regulated circulation of news and information within its broadcasting system and gradually expanding towards the mass media in legislation such as the Printing Press and Publication Act 1984, Broadcasting Act 1987 as well as the Official Secrets Act 1972 and Defamation Act 1957 [3]. Hence, it offers limited space and opportunities for the engagement of social activism especially within the discourse of national development.

Subramaniam [7] underlines the emergence of digital activism as a global trend particularly in opposing filtration of content that does not conform to the views and perspectives of those in power. A case that can be referred in the social activism movement such as the *#MigranJugaManusia* movement, targeting specifically on the response to the immigration raids targeting undocumented migrants. It sparked nationwide focus through a series of posts vilifying the sweeping detainment of migrants and refugees and flooded beyond Malaysia, and continued to rage on against the biased and unfair act of the government's action.

Hence, this study is an attempt to discover a deeper interpretation to redefine social activism through the transition towards user generated content in Malaysia. It creates a focus based on the following questions:

- 1 – How are the experience of the public in the transitioning towards user generated content on social media?
- 2 – What are the contributory factors in the transitioning towards user generated content in realizing social activism?
- 3 – How are the public broadcasting principles and values of content development reflected in social media?

2.0 Literature Review

Broadcasting as the foundation of media activism

Public broadcasting has become dominant and even has monopolized the media industry in with various uses in developing for betterment or downplay issues of general concerns [8]. Public broadcasting has the ability to play an important role in preserving the general public's right to hear a broad range of non-partisan and impartial information especially in attaining credibility among its users [9]. It can also aid in the development of cultural and national identity, the innovation of democratic and other fundamental societal values, the provision of high-quality educational and informational programming, and the meeting of the requirements of minorities and other specialized interest groups. Public broadcasters must deliver the information that allows listeners to construct the most accurate picture of events as possible, thus if the information is not objective, it must at least be neutral.

Such data will enable alternative points of view to be expressed and develop a more informed understanding of current events and value creation [10]. Moreover, the information by public broadcasting must be treated with a care for in-depth clarification and scrutiny in order to inform the public on the issues at hand and thereby strengthen democratic life. It is typically the people's ability to serve as a source of knowledge that causes them to understand and identify with public broadcasting's relevance and purpose [11].

Development of user generated content

User generated content (UGC) sets forth the understanding of voluntarily contributed data, information, or media that appears before others in a useful or entertaining way, usually on the *Web* [12]. However, the notion has created changes in the styles of news reporting especially as the concept presented in social networking sites points toward the rise of eagerness to film and share what first-hand experience of what individual witnessed hence ensuring that the hidden stories were still told, amidst the presence of restrictions on news [13].

Media democracy entails the beliefs that media should be used to promote democracy because the media has an important role in establishing democracy and people's rights by providing transparency and accountability in all areas of public affairs. In short, the belief that media should be democratic itself [14]. According to Opperhuizen, Pagiotti and Eshuis [15], the development of UGC oversees the opposition against the concentration of media ownership that is not reflective and unable to promote democracy and must be critically scrutinized. With global access to mobile phones, social networks like *Twitter*, *Facebook* and *YouTube* becomes the platform of user generated content is exploding [16]. In this century, the democratic transformation, international exchange of information and support for the protection of human rights are the most generated contents in social media.

Despite UGC's effort that has brought numerous benefits to the public, it also brought countless challenges and concerns such the concerns of integrity and credibility of the information produced by individuals, behind a virtual persona or even anonymous to the general public. Intellectual property rights, confidentiality, hateful speech, slander, pornography, unwanted material, and sovereignty are the legal problems, that UGC faced in this age of advanced communication technology [17]

Digital activism and social media

The major body of a social media site is the user's representation, which includes the user's profile and, in certain cases, images, social links, and other applications [18]. Ideally, this form of media is often interchangeable between advocate media, which beholds a rather similar purpose and aim. In the study by Clark-Parsons et. al [19], the notion beholds the countless abilities of

media especially in channeling ideologies and concepts across societies that seemed borderless which serves an activist purpose.

Often sitting between radical or moderate, the notion can be applied through various content borne by the media ensuring the purpose is channeled and served to the targeted public. Ideally, social activism in the media, in comparison to advocacy, underlines various forms that it can take such as alternative media, radical media, citizen media, underground press and social movement media due to the vast amount of space and functions it taken on in order to fulfill its purpose [19]. This is further observed in the cycle of protest guides, socially generated, shifting and carrying itself through means of medium that enables further reach to the public [20].

The construct of social activism in media is considered to be a role that is conducted by media through various channels in order to articulate interest, voice grievances and critique and proposed solutions to identified problems by a collective community [21]. The perceived achievement of such role is to inform and engaged in controversial social issues often neglected in the mainstream media due to the stance and ideology represented [22]. It is further elaborated as the exertion of pressure upon the source of problems that is addressed hence cultivating a relationship that is either competing or complementing the mainstream media. Cammaerts [21] underlines the themes often focused upon the understanding of social activism in media such as; (i) types of usage and forms of communicative practices, (ii) roles and functions, (iii) networks, ties and the relational (iv) opportunities and structural constraints and (v) spaces as a filled of contention.

Theory and model

The theory by Blumler and McQuail [23] highlight the internal and external influences of individuals in seeking out information through various media. Stemming from the information seeking model especially on political influences, it provides the approaches of an individual in identifying channels that fulfill the gratification of an individual [24] . Nevertheless, the applied theory provides several concepts in explaining the impact of seeking information namely; (i) awareness (ii) surveillance of issues and (iii) consistency [25]. This would enable individual to either approach or avoid such medium in order to fulfill the gratification of the individual upon the seek information.

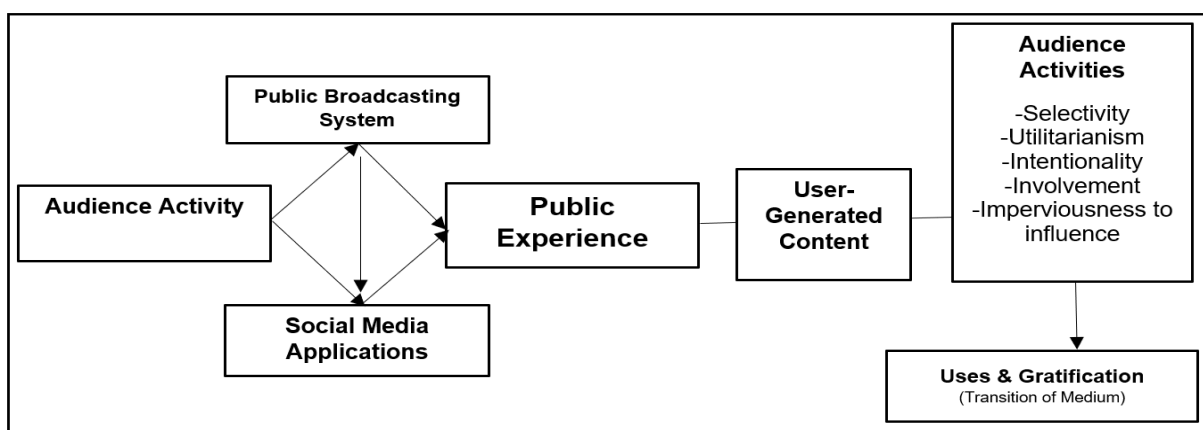


Figure 1: The conceptual framework on redefining social activism through the transition towards user generated content

Figure 1 provides the conceptual framework that fits the model of audience activity, reflecting on the Uses and Gratification theory, underlining the capacity of the public's shift on the media that disseminates information. Such activities would reflect the public perception on the role of media in communicating social activism that either compete or complement the public broadcasting system existed. Ideally, the dynamism and complexity of the medium provides the construct of the user generated content that is influenced by various ideologies and concepts. As such, the impact of these adoptions enables the public use of the medium to fulfill a certain purpose or goal. The activities of the public can be construct as (i) selectivity (ii) utilitarianism (iii) intentionality (iv) involvement and (v) imperviousness to influence [26].

3.0 Methodology

This study applied a qualitative online survey as method of data collection in the pilot study, which this survey is a familiar tool in social research. The open-ended questions are used in qualitative online surveys to generate long-form written or typed responses. The purpose of the questions is to elicit perspectives, experiences, narratives, or stories [27]. The application of the data collection method is through the construction of the survey protocol through online means such as Google Form. Prior to the dissemination of the survey to the informants, the researchers constructed the protocol with the assumptions on the command of English among the informants are good.

The sampling frame of the pilot study based on the method of data collection is focused generally Malaysian actively watch and listen television and radio public broadcasting and use social media applications daily. The informants have experiences in posting and developing content in social media for this online survey. This entails a process of identification and selection. The following criteria highlights the imposed characteristics:

- i. Actively use both television, radio and social media applications daily
- ii. Regardless of age, race and gender
- iii. Malaysian citizen
- iv. Have experience in posting content on social media application

The researchers identified seven informants when choosing the sample size for the primary data collecting approach of the pilot study, although this depends on data saturation [28]. Saturation is frequently recommended as an important methodological component in such work, therefore, after collecting the data, the researcher observed the online survey responses and analyse only five informants at which the point of saturation is already achieved. The sample size is to obtain sufficient data to answer all three research questions and objectives. Upon the completion of the data collection, there are systematic methods employed when interpreting the collected data from the informants, as shown their details in Table 1 above.

Table 1:
Background of the informants in the study

Informant	Job Position	Age	Social Media Applications Often Used	Public Broadcasting Programmes Often Watched/Listened
SM1	Marketing Communication Executive	24	All kind of social media applications	All kinds of television programmes
SM2	Unemployed	27	<i>Instagram, YouTube, Twitter</i>	Documentaries
SM3	Administrative Staff	24	<i>TikTok, YouTube</i>	Talk shows

SM4	Assistant Company Secretary	25	TikTok, Facebook	Documentaries
SM5	University Student	22	Twitter	Radio

4.0 Findings

The interpretation of the information retrieved from the responses provided by the informants highlights the fulfilment of research objectives laid out in this study. The public experiences on social media through the development of user generated content highlights the primary perspective towards the utilization of the medium. As social media are limited, the insights provided varies across the informants with respect to the framework developed in the study. Furthermore, the contributing factors in the transition towards user generated content underlines the perception of the public after exposure to the public broadcasting programmes that enables comparison to be done between the medium. Lastly, the reflected public broadcasting principles and values in the findings provided enables discussion between the activist role of social media as either a competing or complementary of public broadcasting.

Table 2:

Categories and sub categories derived from the online survey with informants reflecting redefinition of social activism through the transition towards user generated content

Categories	Sub Categories
Public experience in the transition towards user generated content on social media	<ul style="list-style-type: none"> • Hesitation and fear • Cornered and degradation • Enlightened and informed
Contributory factors in the transitioning towards user generated content in realizing social activism	<ul style="list-style-type: none"> • Addressing issues and problems • Gain and congregate support • Provide solutions and perspectives
Principles and values of public broadcasting content development reflected in social media	<ul style="list-style-type: none"> • Universality • Diversity • Independence • Distinctiveness

Public experience in the transition towards user generated content on social media

Hesitation and fear

The understanding on the experiences of informants on social media can be viewed through the development of hesitation and fear in creating and posting content online. Though the transition towards user generated content may deem itself to be social media, promoting the purpose of various social, political and economic motives, informants provides the experience of feeling anxious as well as worried when determining the content aimed to be posted and disseminated. In the survey conducted on the informants, they stated that: -

“...I would have the feeling of being anxious...” (SM1)

“The fear of knowing too much about something I don’t know want to know because it might involve the spreading of fake news.” (SM4)

From the perspective of the referred informants, expressing views and opinions are often blocked by such feelings due to the fear of not conforming to the majority. This can be supported in the study by Anderson et. al [29], underlining the impact of surrounding influences and control that imposes fear over the development of user generated content on social media. As a result, it encourages the experience of hesitation and fear among the public. Another stated that: -

“...to know for sure that the content is true and does not offend the feelings of the people involve.” (SM4)

“Most probably, afraid if our opinion might not be in the same boat as other person” (SM5)

Both informants highlight the fear of being disagreed on the content that is created and disseminated hence encouraging the need to be cautious on social media. Even with the purpose to eliminate harm, the fear of being struck as well as called out highlights the experience of the public in generating content on social media. Olaniran and Williams [17] provide the capability of these content to be hijacked into unlawful, slandering as well as confidential content that further enables the public to be hesitant and fear upon disseminated content borne from the users. Hence, it can be concluded that public experience hesitation and fear upon the activities of content generation on social media.

Cornered and degradation

The study by Manning (2014) highlights the development of user generated content on social media often results into the intertwining of public aspects such as personal and professional perspectives, hence cornering and forcing to degrade themselves out of the “mess”. As referred to the subcategory mentioned above, the activities of generating content by users are often contributing to an environment that is discouraging on the public particularly over issues that may deemed sensitive. They stated that: -

“I often have to downgrade my self-esteem...” (SM1)

“...exposed to negativity and to have lack of sensitivity and lack of humanity” (SM2)

The informants provide the experience of being exposed to the degradation of the user upon the creation and posting of content on social media. The act to withstand the opposing perspectives as well as views from other users often forces the exposure of being cornered to ideologies as well as concepts that conforms to the majority. This is highlighted by the statement provided: -

“...sometimes it can be emotionally impacting, especially with what is going on right now” (SM2)

“...the possibility to not be in the same boat as everyone and opened to the possibility to be questioned by others.” (SM5)

The inability to express personal views and perspectives as well as influencing others are faced by users of social media. This is particular is mostly referred to the views and perspectives that are considered to be unaligned with the direction often viewed or listened through public broadcasting programmes. Generally, this can be elaborated through the study by Clark-Parsons et. al [19], which points out the ideologies and concepts of activist purposes are often challenged even through social media due to unorthodox direction of the focus that differs greatly from the majority. Therefore, the public do experience being cornered and degraded especially when disseminated content are not aligned to the ideology of the majority.

Enlightened and informed

The informants highlighted the experience of being enlightened as well as informed through the generated content borne out of the social media users’ themselves. Ideally, it provides newer and fresher perspectives that is not controlled and filtered, in order to fulfil the similar purpose of public broadcasting. This is further supported in the study conducted by Cammaerts [21] pointing out towards the ability of social media in addressing content to cultivate relationship that would complement perspectives that is failed to be disseminated by the mainstream media. This can be viewed from the statements: -

“Gaining new knowledge and update social and new skills...” (SM1)

“A lot of information....” (SM2)

“Enhance my knowledge and help me to connect with people” (SM4)

“...express freely without having to go through complicated bureaucracy or stages of approval” (SM5)

Most of the informants provided the content present in social media to be enlightening and informative hence further extending its capability in the development of user generated content. The dissemination of content in social media underlines the potential for purpose to be channelled without the obstruction of opposing ideologies and concepts. This can be supported by the study by Hu [20] which provides the content to not only socially generated, but to shift and carry itself through the medium hence enabling further reach. Therefore, public experience enlightenment and informant of content within social media.

The contributory factors in the transitioning towards user generated content in realizing social activism

Addressing issues and problems

The user generated content allows for social activism to be promoted, which users frequently share their experiences online and bringing to the attention of the news or issues. From the online survey that was distributed, all the informants agreed that the contributory factors of user generated content on the transition, is addressing issues and problems which they want to confirm facts, read current issues, and keep updated on the contents. Below are some of their statements stating that:

“Say, I read political contents, I read them to confirm or to further add facts to what info I've already gathered and such.” (SM2)

“The rising of Covid-19 cases (11,000 +), rising of suicide cases in Malaysia, Down syndrome kid being abused.” (SM4)

“I feel like I need to keep up to date on every details of the mention contents so that I would be able to connect the dots in the latter.” (SM5)

The above statement from these informants is similar with the study by Chon [30], that citizens in this social media active society have become increasingly informed about and engaged in controversial social issues. Social media are central to contemporary social activism as advanced tools of communication and information regarding on the current issues such COVID-19. Beyond simply sending and receiving messages, social media facilitate collective action, reduce cost and time, and overcome the cognitive constraints of individuals [31] with the correct facts and up to date.

Gain and congregate support

As the survey was conducted in the midst of the coronavirus pandemic, the transition towards user generated content in social media due to the gain and congregate of support from the audiences and social media users. The audiences mostly agreed with the social activism especially towards social media because it portrays the same way that the response should be towards the current issues and the awareness of such political issues are increasing. Below are some of the informant's statement:

“The way people think and react.” (SM1)

“Awareness.” (SM4)

“My aim is to actually see people with mostly the same thinking as mine presence or talk about their points.” (SM5)

Social media becomes a tool for government and community leaders to carry out their publicity as well as campaigns and for activists to create awareness on political issues and mobilize protests as mentioned in Muhammad Amir Syafiq Asri and Ismail Sualman [9], that is aligned with one of the informant’s statements above. In times of desperation and social exhaustion, the network of weak ties on social media plays a critical role in sustaining the connections among social activism in social media and participants in community movements. Ketchell [32] provides the citizens gaining and congregate support towards the commentary and response about the movement in social media. As such, it would enable the creation of a community ideology to ensure people think and react the same way.

Provide solutions and perspectives

Other factors that contribute in the transitioning towards user generated content on social media is the ability to provide solutions and perspectives. Nowadays, the citizens shift from public broadcasting to social media to get enough information with several applications and sites to counter fake news. Social activism in social media with the presence of user generated content are able to come out with solution to solve the certain issues and provide the full truth to the social media users. Below are some of the informants’ statement:

“Excluding the lies and get the truth” (SM1)

“To come out with solution to solve the issues” (SM4)

The responses that were given by the informants showed that this contributing factor plays an important role to gain trust from the citizens. According to Oyedele (2015), in the advancement of communication technology, social media creates platforms to discuss and gives opinion about the current issues such as support for the protection of human rights. The scholars stated digital media content can be quickly updated without expending a significant amount of time, money and physical effort, which enables digital media users to easily pursue their communication goals through different activities online [33]. As a result, it would be enabled for the truth and solutions be extracted regarding the several issues.

The principles and values of public broadcasting content development in social media

Universality

Universality is a quality that involves or sharing among the people or things. According to World Radio and Television Council [11], each individual in the country should have access to the public broadcasting content. This is a profoundly equitable and democratic purpose in the sense that it equalizes all people, regardless of background or income. In other words, the public can utilize the access without any permission needed, moreover, the access is not limited even though they are from a rural area or urban. In this survey with the informants, they stated that:

“Because of its accessibility, everyone can watch it, even kids that are not of age.” (SM2)

“...social media...acquire the news instantly...”(SM5)

The informants mentioned that it is easy to access as they want regards of age, and they can require the news immediately. Moreover, the principles and values of public broadcasting has achieved its goal in the universality as it is accessible to everyone and there is no limitation for people to use it. Rather, this would strive to make all of its programmes available to the general public. This is not about technical accessibility; it is more about making sure that everyone can comprehend and follow the programmes. Thus, it can be concluded that the universality could be seen in the public broadcasting reflected in social media.

Diversity

According to World Radio and Television Council [11] , by providing a variety of programmes ranging from newscasts to light programming, which public broadcasting represent the range of public interests. Some programmes may be targeted towards a specific segment of the population with varying expectations. Finally, public broadcasting should reach out to everyone, not only via individual programmes, but through the diversity of all programming.

“News from TV1, TV3, Awani...Drama, tv shows, etc (Neflix, YouTube channels).” (SM2)

“...news related to the concern of the public...poverty, suicide, and any crime coverage.” (SM5)

Two of the informants prefers to watch programmes providing by the public broadcasting and social media based on their interest. Broad generalist programming aimed for wide audiences, as well as more diversified and specialized programming, has previously been entrusted to the public service media mandate [34]. In terms as to whether public broadcasting offer a variety of content than private broadcasting, the vast majority of previous studies assert that public broadcasting offers a wider range of genres than private broadcasting which clearly distinguishable that public broadcasters more preferred compared to private broadcaster [3].

Independence

Public broadcasting provides a platform for free expression of ideas, as well as the dissemination of information, thoughts, and critiques. This is only feasible if public broadcasting's independence—and hence its freedom—is preserved against commercial and political influences, moreover, people would lose faith in the information supplied by the public broadcaster if it were influenced by the government.

“...freely to voice out personal opinion in the social media...restricted for public broadcasting...” (SM1)

“...Social media applications...opinions, criticisms, and etc. can be read and reacted by everyone...” (SM2)

“...politics landscape in Malaysia, I believe public broadcasting programmes should not be filtering or even placing any misguided news...agenda setting theory...the media is

only showing what is wanted to be showed by the ruling authorities...public broadcasting should fulfil every aspect of the news.” (SM5)

Based on the informants, the public broadcasting did not apply for a freedom of speech and expression regards their opinion, ideas, and criticisms. However, they have the freedom in the social media in giving their thoughts. We can see that the public broadcasting coexists alongside for-profit commercial services and the influence of politic [11].

Distinctiveness

The public must be able to recognize what separates public-service programming from other services, both in terms of quality and unique character. It's not just a matter of producing programmes that other services are really not interested in or focusing on audiences those others are not really interested in or dealing with topics not everyone is interested in.

“Social media is a floodgate of information, that sometimes...take a step back and organize all of them...is accurate, appropriate and etc.” (SM2)

“Public broadcasting is more...related to our country while social media is more to public issue.” (SM3)

“...Some of the content shared or posted in social media only covered a part of the issue...refer to the public broadcasting programmes...to know the whole story.” (SM4)

“...public broadcasting programmes should filter as much information to respect the sensitivity of the issue.” (SM5)

The informants prefer public broadcasting when it comes to the quality of the story or news that being covered, even though they received the information in social media faster than public broadcasting because they need to reconfirm the credibility of the news that they received. We can conclude that public broadcasting has used principles and value of distinctiveness by thinking beyond the box without eliminating any genre in attract the attention of their audiences.

5.0 Conclusion

This conceptual study has managed to address the problem that highlights the limitation of the public broadcasting system in Malaysia. Such limitations point out the tailoring programmes that meet the expectations of the community that beholds power hence disseminating ideologies and concepts that further distorts content of these programmes. As such, it reflects the imbalance of representation especially in the development of the content that conforms to those who are in power and own the media organizations themselves. This study further highlights the development of content within public broadcasting that experience filtration and stages of approval in order to eliminate any chances of threatening these programmes. The study was able to explore the public experiences of social media through the development of user generated content that underlines the environment and setting that encourages the transition on social activism.

Ideally, the absence of activities and processes of control do not enable the efficiency of social media in developing user generated content. Furthermore, the researchers have highlighted the understanding of contributory factors of user generated content on the transition towards social media. As such, user generated content can be developed to provide solution and perspectives in

social media hence enabling the act of social activism. As the study underlines on understanding the principles and values of public broadcasting reflected in social media, it determines the functions it plays along with the presence of public broadcasting. As both mediums develop user generated content, the reflection of principles and values highlight the parallel role social media has with public broadcasting mediums. Generally, the study provides a primary insight on the redefinition of social activism through the transition towards user generated content.

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