THE PROFILES OF MALAYSIAN ACADEMICIANS' INTERNATIONAL NEWS VIEWING BEHAVIOURS

Somia Abdul Same'e *, Mohammad Yaacob, Mokhtar Muhammad
*Communication College, Sana'a University, Yemen
* School of Media and Communication, Faculty of Social Sciences and Leisure Management, Taylor's University, Malaysia
Communication and Media Studies Faculty, UiTM, Shah Alam, Malaysia
somayahabsi@gmail.com

Abstract

The main objective of this paper was to identify the profile of Malaysian academicians international news viewing behaviours.This paper presents three different of level of viewing high, moderate and light and also present three different and news issues types ,namely, political, economic and cultural. From the data analysis, it is concluded that 69.3% of respondents reported exposure to international news in the range of one hour or less a day, 26.7% between 2 and 3 hours, and 4.0 % more than 3 hours a day. There was also a significant difference in international news viewing hours a day by Gender (χ2=11.559, p=.003 <.01). The females were the most (75.9%) exposed to international news followed by the male (61.2%) claimed they viewed international news one hour and less a day. The analysis revealed that political issue news were the most popular genre among Malaysian academicians with 60% claiming political issues.

1.0 Introduction

With the maturation of media such as smart phones, new media began to diffuse rapidly. This had a direct impact on international news viewing behaviors and has greatly changed the global media landscape [1].News and current affairs programming are the most appealing to viewers compared to other programs and TV soaps. Furthermore, news has become omnipresent in this era where people have the opportunity to access it in many formats and platforms, as well as on countless devices [2].

For Hermida [3], this has intensified the presence of "ambient news" due to many technologies of digital communication facilitating the relay of media production channels to the public along with modifying the relationship between journalists and audiences. News has become a social experience or an interactive activity in which people can have a say about their experiences or stories, particularly with the rise of social networking media such as Facebook and Twitter, where people can post their own reactions toward such events.

Social media has been employed to assess news and to be a platform for people to participate not only in gathering news but also in evaluating and analyzing information and news.

Measuring exposure to news is taken a place among several studies. A study conducted different measures of news exposure ,for example days per week and minutes per day [4].de Hoog and Verboon [5],in their study reported the news exposure and effective states five times per day for ten days . This paper also shows the level of the viewing of news **.**The level of viewing is defined by Zia(p.62) [6]. in his study "as the number of hours devoted to viewing cable television programmes per day". For this present study, the level of viewing is the number of hours per day in which a person is exposed to international news in selected electronic media (TV and internet).Based on the previous studies, the viewers in this study are divided into type of categories which are heavy viewers, moderate and light viewers.

In this paper to measure the news exposure's time the questionnaire consist of the respondents' amount of news exposure, ranking of their favourite news issues .The same television news exposure and news media exposure categories are popular among television and media as highlighted by researchers, such as Nassar [7] and Chhachhar,at el., [8]. Therefore, numerous researchers have coded the amount of television exposure into three categories, namely low exposure (less than 2 hours a day), moderate exposure (2 to 4 hours a day) and heavy exposure (more than 4 hours a day). This technique in measuring television and other electronic media viewing hour's exposure are popular among previous researchers such as Anderson, et al., [9], Riddle et al.,[10] and Mohammad [11].Another research categorised it to low exposure was (up to two hours per day), moderate exposure (more than two but less than four hours per day), and heavy exposure (4 and more than 4 hours per day) [6].In the study of Al-Sofi and AL-Buraihi [12], low exposure is less than 2 hours, moderate exposure is from 2 but less than 4 hours, and heavy exposure involves more than four hours. In order to measure the amount of time of news exposure in this present study, respondents were asked about their international news viewing hours daily. Therefore, to make it more applicable with the sampling in the Malaysian context, the amount of news exposure to international news per day are divided into three categories namely; low exposure (one hour or less), moderate exposure (2-3 hours), and heavy exposure (more than 3 hours).
This paper raises the following research objectives:

1. To identify the profile of Malaysian academicians international news viewing behaviours.

2. To presents three different of level of viewing high, moderate and light and also present three different and news issues types ,namely, political, economic and cultural.

This paper also tests one hypothesis : *There is a significant difference in international news viewing hours a day by Gender* .

2.0 Literature Reviews

Nemours of studies have been done on the types of issues that viewers read and watch more. Karthika and & Vijayalakshmi [13], their research demonstrates variations in the viewership behavior of satirical programs in Kerala, depending on variables such as gender, age, income, and education. It was observed that male participants aged 35 and older

exhibit a stronger inclination towards satirical content. Most of the respondents mentioned that they choose for satires as a means to enjoy while acquiring information. Furthermore, they acknowledge that satirical shows serve as a valuable source of political information . Pew research centre conducted a pool for the people and the press indicates that (21%) aged between 18 and 29 years old turn to satirical public affairs television to gain such information about the presidential politics[14].

According to existing studies, because such contexts encourage incidental learning the knowledge gaps between those who are interested in politics and others even narrow out. But this argument does not account for why knowledge differences between men and women still exist in settings that equalize learning. Citing stereotype threat theory, I explain that women receive symbolic gender messages from news content[15]. Another study has been done by Lee et al., [16], shows that who paid more attention to news a mong news' consumers through new media such as media devices and platform have higher levels of information overload.

In various regional and national contexts, however, varies more widely in terms of proportions. Media expert Santoniccolo and colleagues [17] reported that women are still heavily underrepresented. Perhaps even worse than this underrepresentation is the fact that news coverage features men, especially as various experts' voices, so often. A recent study was done to determine the relationship between news exposure and anxiety levels among adults. The findings indicated that there no direct correlation between anxiety and news exposure [18].

Media use, political knowledge and participation in local elections are the subject of this study. A study was examined the link between newspaper news consumption and political participation.The study also found that newspaper political news exposure predicts participation in local elections among small Midwest communities. Such communications, including direct mail and candidates 'websites are more influential than political news. But in municipal elections there tend to be less advertising on display. Consequently, news is a much better predictor of community political integration than persuasive messages [19].

Another study conducted by Riffe et al .,[20] ravels that the highest percentage of respondents the internet uses consider it as the significant tool for in-depth information in science , business come as second type of issues and health as third issues, therefore, round 31% -50% of the respondents use the internet every week to obtain the news and information in these three aspects.

Patwardhan and Yang [21] said some previous study indicated that around millions of residents in US used the internet as a news source for different types of news like technology, health, science and finance. Moreover, previous studies found that there are positive attitudes towards news, while others believed that the internet and electronic newspapers had the more value, and they provide more accurate and interesting information. Furthermore, they also noted that from the "Scarborough Research's first National Internet Study, 2001", around 2000 or more of "adult internet users" were surveyed and the finding showed that 45% of users had read online newspapers in the previous month and 55% had logged on to the websites of a national newspaper such as "New York Times, Wall Street Journal, and USA TODAY". Additionally a study was conducted by Scarborough Research showed that, in general, younger individuals that were aged 18-34 tended to be the online

news readers (41%), while only 23% read traditional newspapers. Thus, it is clear that online newspapers deliberately or accidentally are aimed towards new, younger audiences [21].

In terms of news, Ahmad et al., [22] stated that Malaysians are more inclined to read online news as it is faster and more up-to-date and this is evidenced by the 35% growth in online newspaper readers that reached one million in just over a year. However, the traditional print medium is still used as nine among ten readers still read newspapers. According to the Nielsen Media Index, Internet users showed an increase in number by 21% in 2008, with 4 out of 10 users spending one to two hours on the Internet daily. Among Malaysians, the more familiar traits are using email, surfing and information gathering, but more popular activities are online TV, music, games at 47%, message, chat or blogging at 45% and reading newspapers and magazines at 35%. Majority of Malaysians (90%) are Facebook users and they consider it as their major social media network, whereas 5.14% Malaysian watch YouTube, and 1.97% use Twitter.MySpace used to be one of the top social networking sites but has since its inception, lost its popularity among other networking sites.

As the technology keeps evolving and globalizing information, it is necessary to assess the way people retrieve, decode, and interact with international news. By using information gathered from reliable sources of knowledge, this research seeks to give an extensive analysis of the watch/following global news behaviors, taking into account the role of technology, cultural factors, and societal changes in shaping the way individuals perceives and participates in global news consumption.

The digital technology era has drastically redefined media content consumption behavior. Internet news sites, social media networks, and mobile applications emerged as people's main sources of access to news about the world. As per a study by The Pew Research Center [23], more than 60% of the adult population in the United States mainly gathers news content from online platforms which highlight the drift to online news sources rather than traditional media.

The international news viewing habits have been a backbone of the study in academia and research community. A few researches have focused on know and explain the online news browsing and engagement mechanism. As an example, Möller et al., [24] carried out a study titled "Explaining Online News Engagement Based on Browsing Behaviour" discovers behavioural differences which clearly emerge in patterns of news consumption. The findings of this study show contrasting predictors between ways of news engagement: general search-driven, social media–driven and direct engagement. By highlighting the behavioural distinctions in the news consumption of the participants, we showed that the data from tracking behaviour should be examined in relation to the self-report measures of the news engagement as part of the further investigation to better understand the type of news consumption.

Interestingly, the author is pushing forward a counter-narrative to the perception that journalists are the main ones to define how the public views news, , Nelson [25] has studied news audience behaviour, where he sheds light on the notion that there is a dynamic interplay of forces which shapes news. Furthermore, "Understanding Online News Behaviours" gives the facts about the way Americans use the news online; how news sessions in general are started and the balance between news browsing. They also learned that 20% of people began their news session with a web search followed by the social media ie.16% and the biased, people devoted 61% news session to only one news domain and that 47% of participants got

news from both sides of the political spectrum. The study concludes with some main implications in website news, social media, and search sites to promote a more impartial usage [26].

Furthermore, a study published in Nature Human Behaviour, "Negativity Drives Online News Consumption," discusses the causal negativity bias in news consumption and the impact of negative language on news engagement. This study investigates the effect of emotional and negative words on online news reading through the dataset of viral news stories that were collected from Upworthy.com. The study conducted herein carried out more than 105,000 headline variations as well as 5.7 million clicks. They selected an experimental group of 22,743 participants who participated in the randomized controlled trials. It is interesting that positive words are slightly more prevalent, but the research indicates that consumers escalate when they read headlines with negative words and the consumption rates decease with the ones that have positive words. Particularly, for an average headline length, the effect of each added negative word increased the click-through rates by almost 2.3%. The above outcomes provide an insight into what factors influence users to participate in online media [27].

Social media has been playing the role of a powerful channel of news reports and debate. They usually turn to platforms like Twitter, Facebook, and Instagram to be able to be kept updated on the global situation. The communication of news articles, videos, and opinions aids the contamination or the viral spread of information. The study on social media by Newman et al., [28] outlines the effect on news agendas and its impact on public opinion.

The cultural backgrounds and values which make people different in what they like and how they see and understand international news are the major factors of cross-cultural journalism. In line with a research done by Kim and Lee [29] cultural proximity influences news sources choice. People tend to follow the news from countries having the same backgrounds. Being mindful in this cultural difference is necessary for media organizations in their cross-cultural engagement for diverse audiences.

Cultural factors are among the most important factors determining the way we receive news. Pertinent researches have revealed a range of cultural elements that underpin international news flow, such as language, ex-colonial bonds, ethnicity, and geographical proximity.

A study examines antecedents of news avoidance behaviours, considering data from over 67,000 survey respondents in 35 countries for their analysis. It reveals traits like demographics, political orientation and news genre preferences as the most predictable variables of the adoption of the news avoidance pattern. The impact of culture-specific factors, viewed as "new ecosystems", for news consumption is highlighted which is not only about individual differences. In particular, the study concluded that countries with low freedom of press, political freedom, and stability have high news avoidance rates. These evidences suggest that the way people consume news is determined not only by personal characteristics and one's preferences but also by the availability of news, and by the cultural norms that attribute value and trustability to different sources of news [30].

Another study outlines the literature on international news flow in general and presents the case of cultural factors, which influence the dissemination of news from one country to another. It categorizes these factors into four types: language, history of colonialism, ethnicity, and geographical closeness. The paper holds that in the post–Cold

War era, though playing an important contribution in the determination of the international news flow, the cultural factors are not sufficient to explain its key determinants. It brings the unbalanced nature of international news to the front and establishes that a few powerful countries monopolize the market and thus, are responsible for elimination of cultural diversity because they only espouse their perspectives in international reality [31].

Moreover, cultural factors are identified as influential in news avoidance behaviours, operating at both at the individual and country level. According to Ohlsson&Arkhede [32] the previous research has shown a rise of news outlet consumption fracture among the citizens. In the meantime not much has been paid attention to the class and especially the cultural capital and the way it forms a construct which influences how different groups of people form a choice for different types of online news. Referring to a representative national survey in Sweden (N=11,108), a country respectively known as an exemplar of egalitarian news norms, we demonstrate that cultural capital underpins inclinations in boosting appetite or suppressing taste for different national online news providers. This is evident in that those who have cultural capital are more likely to access 'quality' information and indulge 'popular' information. Conversely, the limited cultural capital is the reason of the somewhat opposite order. News habitat in digital media landscape is a subject of cultural differentiation.

Differences relate to demographics, political attitudes, and preferences as to the genre kind of news consistently result to news avoidance in different information environments. A study made to analyze the relationship between demographic data, habits of consumption, and perceptions in a context of the presence of the media, the content and the devices. A major task was to analyse how youths include the news and make their own use of it, as the meaning of these two moves was on a transition at that moment. Besides other things, it targeted to show disparities in behaviors and attitudes about media consumption among the group in comparison with other segments thus sorting out distinctive features of this generation [33].

Societal changes, such as political developments, economic shifts, and global crises, influence news consumption patterns. The COVID-19 pandemic, for example, led to a surge in online news consumption globally. Research by Nielsen [34] indicates a significant increase in the use of news websites and apps during the pandemic, reflecting the heightened interest in global developments during crisis periods.

The results of previous study show that there are indeed causal and reciprocal relationships between political interest and attention to political news, and between political interest and exposure to some, but not all, news media. Overall these results lend stronger support to the perspective of media mobilization theories than media malaise theories [35].

In another study of the attitudes towards news platform, the findings show there is a strong degree of support for an old and traditional news media such as printed news media and television. This support is found among the older generation rather than younger generation who trend more for other forms of news such as internet, and social media networks [36].

Astudy of Trilling and Schoenbach [37] has confirmed that younger people avoid to complete news overviews and who are in general less educated, they exposed more to entertainment content rather than news or political information, however, are only weakly interested in politics .In the same area, "The strongest influence is exerted by age: being one

standard deviation older increases exposure to news overviews by 15%, one standard deviation of political interest results in 13% more exposure. One standard deviation less entertainment preference increases exposure by 10%, while one standard deviation of civic duty only adds 6% (ibid, p.43).In addition ,the same study found that ,only very small number of people does not use any news or information channel at all for news overviews at least once per week. Majority of people seem to expose to different news sources to get overviews of the news around the world [37]. Lee and Yang [38] have conducted a cluster analysis contained of three repertoire groups that are news avoiders (72.7%), emerging news seekers (9.6%) who prefer newer media such as Internet, mobile, and SNSs , and traditional news seekers (17.7%) who heavily rely on older media. Furthermore, traditional news seekers outperformed emerging seekers as well as avoiders in the acquisition of political knowledge, and the high education group possessed more political knowledge than the low education group. Ultimately, the magnitude of the knowledge gap between the high and low education groups was statistically significant for both the news avoiders and traditional seekers, but not for the emerging seekers.

Social networks and search engine channels are linked with an increase in exposure of individual to content or materials form the individual less preferred part of the political spectrum. Mostly, the consumption of online news is accounted by viewers or individuals only browsing the home pages of their favourite, "typically mainstream, news outlets, tempering the consequences both positive and negative of recent technological changes" [39].

Analysis of two years' worth of Canadian news articles reveals distinct gendered patterns in source representation, with women prominently quoted in lifestyle, entertainment, and healthcare articles, while men dominate sports, politics, and business articles. This reinforces care giving and leadership stereotypes [40].

The gender gap in political news consumption appears less pervasive on social media, where women are more likely to use it and engage more intensely for relationship maintenance (Gender Policy Report, 2020) as another study shows that the internet is primary source for news (58.7%) among Malaysian academicians , indicating a shift towards digital platforms [41]. Reading international policy comparison news increases understanding of differences in policies. Hearing international policy comparison news makes people more in favor of adopting policies similar to the ones used overseas [29].

In a survey of audience behavior in 11 countries, women were more trusting as a whole than man. This could be because they place relatively greater value on interpersonal relations. But the same study also indicates that men consume news more on social media, while women do so through traditional channels. Such differences in news consumption patterns can affect how men and women read the same piece of news, or judge its credibility. Though men and women consume news in different ways, the former rely more on social media to get their fix while the latter prefer traditional information [42].

Theoretical frameworks such as media mobilization theories and stereotype threat theory provide valuable insights into news consumption behaviors [35][15].Media dependency theory suggests that individuals rely on media for information and guidance, particularly in times of uncertainty or crisis. News consumption habits may reflect individuals 'dependence on news media for understanding current events and making sense of the world around them [43].

Understanding these frameworks is crucial for contextualizing the findings of this study and elucidating the complex interplay of factors influencing news consumption habits. Media Dependency Theory has been applied in various contexts, including political communication, health communication, and crisis communication. For example, during times of political elections, individuals may rely heavily on media for information about candidates and policies, leading to increased media dependency. Similarly, during public health crises, such as pandemics, media serve as important sources of information about health risks and preventive measures, further reinforcing individuals' dependency on media. Overall, Media Dependency Theory highlights the complex relationship between individuals and media, emphasizing the role of media in shaping perceptions, attitudes, and behaviors. It underscores the importance of understanding individuals' dependency on media in order to effectively analyze media effects and communication processes.

The evolving landscape of international news viewing behaviours presents both challenges and opportunities for media organizations. Adapting to the digital era requires addressing issues like misinformation, maintaining trust, and engaging with diverse audiences. Additionally, personalized news recommendations and interactive content offer opportunities for enhancing user experience and fostering a more informed global citizenry.

3.0 Methodology

This research identified the profile of Malaysian academicians international news viewing behaviours. Another aim for this research is to determine three different of level of viewing high, moderate and light and also present three different and news issues types ,namely, political, economic and cultural.

Based on a survey, a total of 300 Malaysian academicians from five public universities located in Klang Valley in Malaysia were selected to answer the questionnaire to achieve the purpose of this paper. The universities are namely, UiTM, UPM, UKM, and IIUM.In this study ,the population size was 2543 academicians from social and human science faculties only were selected based on the academic level (PhD and Masters), the stratified sampling was used and the questionnaire was distrusted to 150 Masters' and 150 PhDs' lecturers. The total number of human and social science faculties for the five universities are 32 faculties and the lecturers were randomly chosen during data collection process.

The rational of this sample size, Wimmer and Dominick [44] suggested common sample sizes of 50 to 100 for each group in studies, with additional subjects for multivariate analysis. According Forzano, and Gravetter [45] a sample size of 200 would be appropriate, whereas, some had a problem with the figure being below 100. A sample of 300 consisting both of sufficient numbers to conduct a robust statistical analysis and of low external error ensures a tight confidence interval of the population parameter. It is possible to introduce 150-sole-case for each dependent variable group that will achieve a comprehensive analyzing, representative findings.

Statistical analysis, conducted using SPSS version 29.0, included descriptive statistics for demographic profiles and NML levels

The analysis of data was by using SPSS version 20 th for preliminary data analyses. Specifically,SPSS was used for descriptive analysis for demographic profiles and types of

issues. And chi-square was used to test the hypothesis which is : *There is a significant difference in international news viewing hours a day by Gender* .

For ethical consideration, and prior to the data collection, after they were informed of the research procedure, all participants who volunteered provided informed consent before participating. Participation was totally voluntary, and they were given to know the aims of the research, the procedures involved, the potential risks and benefits, the measures for confidentiality and the option to execute the study any time without penalty.

To insure ethical data collection, participants were informed that strict adhering to the principles of privacy of participant information, confidentiality of the data that was used in researching this study was strictly followed at all times. Data collected will only be used for investigational purposes and in no case will the identifiable data of the respondents be in any way revealed.

4.0 Findings and Discussion

This section of the article presents the results and discussions of the main findings of the study main points: i) The profiles of academicians' international news viewing behaviours, **ii)** News issues types that classifies news genres into three main types of issues namely, economic, political and cultural issues.

4.1 The profiles of academicians' international news viewing behaviours

The technique of measuring general television exposure in hours a day is popular among previous researchers [9] ; [10]. In some previous studies, researchers have coded the amount of television exposure into three categories, namely low exposure (less than 2 hours a day), moderate exposure (2 to 4 hours a day) and heavy exposure (more than 4 hours a day). In recent study of Al-sofi & AL-Buraihi [12] low exposure (less than 2hours), moderate exposure (from 2-less than 4 hours), and heavy exposure (more than four hours). For this study, were low exposure (one hour or less a day), moderate exposure (2 to 3 hours a day) and heavy exposure (more than 3 hours a day).

Table (1) shows that 69.3 % of respondents claimed they exposed to international news one hour or less a day, 26.7% between 2 and 3 hours, and4.0 % more than 3 hours a day. The table also shows international news viewing behaviours by demographic factors. Both PhD and master showed the closed distribution of news exposure. Almost (66.7%) of PhD lecturers and (72.0) of master claimed they watched international news one hour and less a day. They recorded same percentage in term of watching news in highest level both with (4.0%), and in moderate level between 2 and 3 hours PhD were more with (29.3%) while master 24 %.There was also a significant difference in international news viewing hours a day by Gender ($\chi2$=11.559, p=.003 <.01). The females were the most (75.9%) exposed to international news followed by the male (61.2%) claimed they viewed international news one hour and less a day.

TABLE 1

General news exposure (Hours a day) by demographic variables

Demographic variables		Low 1hrs or less		Moderate 2-3hrs		High More 3hrs		χ2 &p
		N	%	N	%	N	%	
Gender	Male	82	61.2	42	31.3	10	7.5	χ2=11.559
	Female	126	75.9	38	22.9	2	1.2	P=.003*
Age	35 or below	55	73.3	19	25.3	1	1.3	
	36-45	80	68.4	32	27.4	5	4.3	χ2=4.747
	46-55	54	71.1	19	25	3	3.9	P=.577**
	56 and above	19	59.4	10	31.2	3	9.4	
Religion	Islam	193	69.2	75	26.9	11	3.9	
	Buddhism	2	50.0	2	50.0	0	0.0	χ2=7.742
	Christianity	8	100	0	0.0	0	0.0	P=.459**
	Hinduism	3	50.0	2	33.3	1	16.7	
	Sikhism	2	66.7	1	33.3	0	0.0	
Highest Academic	PhD	100	66.7	44	29.3	6	4.0	χ2=1.108
	Master	108	72.0	36	24.0	6	4.0	P=.575**
Total		208	69.3	80	26.7	12	4.0	

*significant   and **No significant

In term of age, most of the respondents were most exposed to international news one hour or less than four hours a day. Respondents aged between with35 or below (73.3%), followed by aged between46-55 (71.1%), aged between 36-45 (68.4%), and then 56 and above (59.4%).The table clearly indicated that there was no a significant difference in international news viewing hours a day by religion, age, place of teaching (University) and highest academic. This findings go with the same line with the study was done by Benesch [46] which revealed that women's news consumption is less than that of men, and this article delves into the factors contributing to this divergence. In the United States, it's not attributed to variables such as education or income; instead, it appears to be shaped by the dual responsibilities of paid employment and domestic chores. Furthermore, when examining various nations, the gender disparity in news consumption is linked to the degree of gender equality in economic and political spheres.

Another study concluded with the same result as well which found that in developed, wealthy countries with enhanced gender parity, women are inclined to steer clear of news more frequently compared to men, creating potential consequences for political involvement. This study conducts qualitative interviews with 43 individuals from the UK who infrequently engage with news to investigate the factors contributing to this divergence in news consumption between genders. The research reveals that choices regarding news consumption are frequently shaped by the perception that news is primarily tailored for men and by systemic disparities, including gender-related divisions of labor and the predominant assumption of caregiving responsibilities by women. The study emphasizes that addressing

these underlying factors is essential in effectively minimizing the gender gap in news consumption [47].

The findings suggest that higher levels of education do not necessarily correlate with increased news consumption, challenging the assumption that individuals with advanced degrees are more likely to be avid consumers of news media. In term of gender the study aligns with previous literature highlighting the influence of gender dynamics on news consumption behaviors. The findings suggests that younger individuals may be more inclined to engage with international news, potentially driven by factors such as technological familiarity and interest in global affairs. However, it's noteworthy that even among older demographics, a substantial portion reported regular news consumption, indicating a diverse range of preferences across age cohorts.

These findings, then, suggest that no links between higher levels of education and the news consumption , as suggested by the commonly held belief that individuals with better education are more likely to be dedicated readers of the media. As regards to gender ,this study is in line with the previous studies findings that attribute the ongoing gender dynamics for generating those consumption behaviours. The findings also indicated that generational differences in news consumption behaviour may have an influence on international news engagement. The young people may be eager to consume international news probably due to factors such as technological literacy and awareness about world events. Nevertheless, the fact is that one can see even among the people older than 55, there was a sizeable group, which also reported that they read news almost every day. Thus, it can be known that there is a diverse behavior among people of different age cohorts when it comes to consuming news.

4.2 News issue types

This paper assessed exposure to various types of news issues and classified news genres into three main categories: economic, political, and cultural issues. Table (2) presents respondents' news viewing behaviors regarding these genres. The analysis revealed that political issue news was the most popular genre among Malaysian academicians, with 60% claiming interest in political issues. This was followed by cultural issues news (47%), economic issues news (42%), and "others" news genre (14.7%).

TABLE 2
Exposure to News Genres

New issue	Preferences						Rank
	Yes		Sometimes		No		
	N	%	N	%	N	%	
Economic issue	127	42.3	114	38	59	19.7	3
Political issues	180	60	97	32.3	23	7.7	1
Cultural issues	141	47	110	36.7	49	16.3	2
Other	44	14.7	-	-	256	85.3	4

Further analysis "Other" refer to entertainment, sport, Islamic knowledge, current issues, local issues, travel issues, lifestyle, religious issues, current affair, human interest, and education issues.

Research suggests that men watch political news more than women due to several factors, including differential political media coverage, gendered access to networks, and the framing of news stories. A meta-analysis found that male politicians are, on average, 17 percentage points more visible than female politicians in proportional representation systems, which can be attributed to the predominance of male journalists in the political journalism profession and gendered access to networks [48] Moreover, conversation about political matters tend to exclude women outright, or include them in a way that makes them less appealing as candidates. This is another obstacle for females upholding governmental responsibilities [49].

The data analysis shows, there is a significant gender inequality in term of consumption of political news, with male academicians showing higher interest compared to their female counterparts. This finding is consistent with previous research results attributing the imbalance to differential media coverage, access to networks, and societal norms that influence political engagement.

5.0 Conclusions

The finding indicated that majority of Malaysian academicians drop on the light viewer level of international news category (one hour or less). And they prefer to gain political news rather than other news. The significant difference of the amount of exposure to international news across the gender group may be attributed to the fact that the male viewer spends more time watching news than the female viewer. Female Malaysian academicians' perhaps prefer to watch other programmes or local news rather than international news. Therefore, it is valid to say that the women consume news less than men. For instance, Stanley and Niemi in 1998, reported that while women spend more total hours watching television more than men, they spend fewer hours of regular television compared to men, and woman are less exposed to news from various sources [50].

In their study Patwardhan and Yang [21] found "a significant gender difference, with males spending more time than females on reading news online. The strong predictive correlation between social understanding and online news reading, indicated that people depend on the Internet's information resources to understand the world around them" (p.66).

Recently, studies on Twitter political discussions found comparable engagement between men and women, regardless of resource levels, during periods of high and low gender salience. Both women of colour and white women increased political discussion during high-gender salience, highlighting social media's role in mitigating the gender gap [51].

Twitter studies indicate that womeN are less likely to engage in political discussions and retweet political content compared to men,suggesting gender discrepancies in discursive political engagement and influence on the platform [52].

Future researchers, in the digital era should focus on reducing the gap between men's and women exposure to news and politics .Recommendations include investigation   the effects of specialized digital literacy programmes, probing into social media and news aggregator platform systems, and reviewing cultural factors. Triggering media organizations to create integrated contents, scrutinizing the educational efforts and carrying out follow-up studies are also required. Designing gender-inclusive features through collaboration with the tech industry and intersectional thinking in research are also necessary steps. These recommendations collectively serve to promote a more level playing field for women in digital media, raising their access and involvement with international news and political content.

Additionally, media environments that having more women represented especially in hard news like the printed media may result in the smaller gender differences in political interest Too, the need of journalistic consciousness-raising should be there to make gender representation in media proper [53].

Some research results show the two things that are associated with women-participation bias is that more women being reported leads to more minor differences between men's and women's declared political-interest levels. This gender dissimilarity is particularly seen in the increase of such broadcasting found in more hard-news oriented media like the print press and economic affairs, when more women are seen as experts, which traditionally are more identified as masculinised [54].

In conclusion, the study presented highlights the gender differences in news media consumption and political engagement among Malaysian academician. Both men and women spend considerable time following news, male audience predominantly have an interest in international and political news, while women are more inclined towards different types of programming or local news. Nonetheless, some disparities still exist, as far as politics are concerned, and balanced media platforms such as Twitter have helped address this gender gap in the political conversation and participation. In this stage more of emphasis should be on eliminating the gender gap in media and public participation while using programs for digital literacy, being gender-representative in media and fostering intersectional thinking in research. Through the implementation of gender-equal components and cooperative actions of the tech industry a more appropriate stage for women can be arranged so that they have equal access and involvement in the world's news and politics. Besides, the presence of more women in the hard news media of print press has also the tendency to reduce the gender gaps between men and women in political interest. Sustainably, journalistic profession needs to become more conscious of the gender representation in media so as to support the more inclusive media outlet.

6.0   Limitation and Recommendations for Future Researchers

This study relied on a sample primarily composed of Malaysian academicians from five public universities, which brings forth important limitations. Further research should aim to mitigate these limitations by employing larger participant pools from diverse geographical areas over longer durations.

The study highlights the necessity of considering demographic differences when analyzing news readers' behavior. This underscores the importance of strategically

targeting interventions to bridge the divisions in news consumption, especially among vulnerable groups. Future research should delve into the factors contributing to gender gaps in news consumption and devise strategies to promote equitable access to information.

Qualitative examinations are instrumental in gaining insights into individuals' perceptions of news content and understanding the systemic factors influencing news consumption. Addressing these constraints, including under-discussed issues, will significantly enhance future research efforts, facilitating the development of more effective theories regarding societal engagement with news.

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