

Pattern of Internet Usage among Youth in Malaysia

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ABSTRACT

The emergence of internet has transformed the way we communicate. Since its introduction into our daily lives we have become collective individuals, whose, lives intertwined and overlap. Slowly it is becoming the medium for people to interact, mainly due to the social media. The more we are hooked to it the more we need to depend on it. Youth usage of internet has been increasing by leaps and bounds, meaning, they are becoming more dependent of the information super highway. The aim of this study was to investigate that what is the pattern and main purpose of using internet youth of Malaysia. The study was conducted in Faculty of Modern Languages and Communication Universiti Putra Malaysia where 175 respondents participated in this study the study indicated that 81.1% of the respondents' main purpose of use internet was for entertainment, 74.3% of the respondents' main purpose of use internet was getting the information about education while 34.9% of the respondents using internet for research. However, 24.8% of the respondents often visit the Facebook and 48% of the respondents use other websites on internet. This study showed that majority of the student use internet for just entertainment and some of them use Facebook frequently to connect with their family and friends.

KEYWORDS Internet entertainment Facebook and youth in Malaysia

INTRODUCTION

Internet is the new phenomenon which had captivated the humanity since its inception into our lives. As a social being nowadays most of the people in world use internet and get information about different issues, problems and interact with each other. Most people do not know its complexity of workings. It has now become the medium for us to communicate with one another. Soon it will take over as the most utilize medium over taking verbal communication.

Social media is taking over the mainstream media in the term of trustworthiness and reliability. In the context of the communication has under gone and continues to undergo significant transformation due to the explosion in the number of mobile phones and increasing accessibility of smart phones on the one hand and to the development of social networks and media on the other. These social media are a large extent already challenging the traditional media monopoly of production and dissemination of information (Valenzuela and Kee, 2009).

In the perspective of Malaysia most youth are interested to use Wikipedia, You Tube, Facebook, Twitter and life blogs which are at the forefront of social media. Similarly social media allows individuals to collaborate on projects, blogs, content communities social networking sites, virtual games, worlds and virtual social world. Many social movements aim to influence policy agendas by defining new social problems through media coverage of their protest activities. Instead of lobbying or negotiating social movement tend to display protest activities. By resorting to demonstrations or civil disobedience movement activists challenge the control that institutional actors (Saravanamuttu, 2011).

From the social, cultural and ideological point of view, the internet is mainly about three things, freedom, interactivity and sense of establishment. The history of the internet is very closely linked to advances in telecommunications from the days of the Morse code to the invention of the telephone to the discovery of satellite communications. Telecommunications is the transmission and reception of encoded information between two or more intelligent, entities over the appreciable distance using an agreed- upon protocol or mode of communication (Koopmans, 2009).

Some people felt very strongly that the internet is an alternative mode of their existence. Without it they will never be human enough. The successes of the various movements in Malaysia and all over the globe owned their success to the social media. Thus does not depend just on various forms of political actions. They provide a means of introducing new ways of thinking to the political agenda (Cigler, 2010).

Social network technologies are a double- edged sword. While oppressive regimes use such technology to reinforce their rule, they use it out of fear- fear that their resentful subjects will utilize it better. For every site they block, a movement will grow to make it accessible. For every phone line they close, a new means of contact will open (Danitz & strobe, 1999).

The social media networking sites have provided many things such as audio and visual capabilities comprising of web-blogs, wikis, social bookmarking, media shares information spaces, Feeds, micro-blogging sites, Facebook, and LinkedIn having abilities to help in communicating and interacting . The appearance of an enhanced trend among users to hold the above social media sites particularly at school, college and university level. It seems to have changed communication patterns even at local level (Armstrong & Franklin, 2008).

There is no doubt that the popularity and wide spread use of social networking sites (SNSs), such as Facebook, MySpace, Twitter and other have created a new place for social and interpersonal interactions among users. One of the most important and basic features of these online platforms is that they enable users to create and maintain social interactions through various functions by these technologies (Burke et al., 2010; Papacharissi, 2009).

Facebook is one of the most growing social media in the world. It was first introduce in February 2004 as online social networking site. This site was opened for the general public in 2006. It was indicated that in 2006 Facebook was more than 12 million users in the world and it was increased in 2009 to 350 million (Sheldon, 2008, Urista, Dong, & Day, 2009, Facebook, 2009). Facebook is basically an online social network site where an individual could transfer, share information, knowledge, news, video clips, photographs, personal information, and contact their new and old groups of friends with one another on Facebook is one of the most famous social media networking website all over the world which has connected the world very close and becomes the global phenomenon for the last many few years (Buckman, 2005, Foregger, 2008).

It was created by Mark Zuckerberg, a student at Havard Univesity in 2004 as the system to access to the different students at once and share and get information without any trouble. When first time it was started students were trying to keep social relations with each other by use Facebook at college and university level (Markoff, 2007). The use of Facebook spread in different universities of the world and nowadays Facebook is one of the most popular social media network in the world (Boyd & Ellison, 2007). In 2007, Facebook was reported to have more than 21 million active users generating 1.6 billion page views each day. The website currently has more than 300 million users worldwide (ComScore, 2010).

MATERIALS AND METHODS

This study is a quantitative research that attempts to accumulate existing information and data regarding the youth usage of internet and how it can be linked to political activism. Information received from Faculty of Modern Languages and Communication was estimated to be 320 final year students in the faculty. Adequate sample size is necessary for statistical analysis for power and generalization. The information can be obtained through sample size formula and sample size tables minimum members. In getting the sample size substitutes are always given allowance so that minimum sample size can be obtained. Krejcie, Robert V., Mogan, Daryle W., S (1974) table for determining sample size used for this study and 175 respondents are needed to successfully carry out the research.

RESULTS AND DISCUSSIONS

Demographic profile of the Respondents

The result showed that (53.7%) of the respondents were female students while 46.3% of the respondents were male students participated in this study. On their education level result indicated that(63.4%) of the respondents degree level education, 12% of the respondents were STPM, 11.4% of the respondent education level was diploma Furthermore, 10% of the respondents' education level was SPM however 2.3% of the respondents education level was post graduate. The respondents were also asked about their ethnicity; the result indicated that 67.4% of the respondents were Malay while 14.3% of the respondents were Chines 12.6% of the respondents were Indian and 5.7% were from other ethnicity groups. The respondents were also queried about their age 77.7% of the respondents age ranged from 19 to 22 while 17.8% of the respondents age was 23 to 25 however only 4.5% of the respondents age was 26 to 29 years (Table 1).

Table: 1 Demographic profile of respondents

| Variable | Frequency | Percentage |
|------------------|------------|-------------|
| Gender | | |
| Female | 94 | 53.7 |
| Male | 81 | 46.3 |
| Total | 175 | 100% |
| Education | | |

| | | |
|------------------|------------|-------------|
| Degree | 111 | 63.4 |
| STPM | 21 | 12 |
| Diploma | 20 | 11.4 |
| SPM | 19 | 10.0 |
| Post Graduate | 4 | 2.3 |
| Total | 175 | 100% |
| Ethnicity | | |
| Malay | 181 | 67.4 |
| Chines | 25 | 14.3 |
| Indian | 22 | 12.6 |
| Other | 10 | 5.7 |
| Total | 175 | 100% |
| Age | | |
| 19-22 | 136 | 77.7 |
| 23-25 | 31 | 17.8 |
| 26-29 | 8 | 4.5 |

STPM: Malaysian Certificate of Higher Education

SPM: Malaysian Certificate of Education

Internet usage location of access to internet and duration of internet use

Result showed that most of the youth respondents use internet frequently and they know all the information about different websites as well as blogs and search engines for getting the information about their study and increased their knowledge. The respondents were asked regarding the location and ways access to the internet and duration on internet use. The result indicated that 37.1% of the respondents were accessing the internet at their home, while 31.1% of the respondents accessed the internet at their hostel however 9.7% of the respondents accessed of the internet at the library. Additionally 5.7% of the respondents accessed at their faculty and 5.1% were accessing at their room where they use the internet 4.3% were using at the university campus, 2.7% of the respondents responded that they have access of internet in their office and 2.2% of the respondents access the internet at U spot and café. The respondents were inquired about the main way to access internet where the more than of the half of the respondents (67.4%) said that their main access of the internet was through laptop, 16.6% accessed of the internet from smart phone. 13.7% of the respondents' main access of internet was computer desk top and only 1.1% of the respondents' main access was the tablets. The respondents were also investigated about the spent time or logging they time on internet more (62.3%) of the respondents said that they spent 1 to 5 hours on internet daily while 21.2% of the respondents spent 6 to 10 hours on the internet, 11.4% of the respondents spent 11 to 16 hours on the internet while 5.1% spent 17 to 24 hours on the internet where they work at the office as well as university research and assignments.

Table: 2 Distribution of location of access to internet and time spent

| Variables | Frequency | Percentage |
|----------------------------------------|------------|-------------|
| Location of internet access | | |
| Home | 65 | 37.1 |
| College/hostel | 55 | 31.1 |
| Library | 17 | 9.7 |
| Faculty | 10 | 5.7 |
| Room | 9 | 5.1 |
| University campus | 8 | 4.3 |
| Office/work | 5 | 2.7 |
| Cafe | 2 | 1.1 |
| U spot | 2 | 1.1 |
| Cyber cafe | 1 | .6 |
| Total | 175 | 100% |
| Main way to access internet | | |
| Computer laptop | 118 | 67.4 |
| Smart phone | 29 | 16.6 |
| Computer desk top | 24 | 13.7 |
| Tablets | 4 | 1.1 |
| Total | 175 | 100% |
| Hours logging onto the internet | | |
| 1-5 | 109 | 62.3 |
| 6-10 | 37 | 21.2 |
| 11-16 | 18 | 11.4 |
| 17-24 | 12 | 5.1 |
| Total | 175 | 100% |

Respondents' main purposes of using internet

In the table 3 the respondents were asked about the main purpose of using of the internet where 81.1% of the respondents responded that they use internet just for entertainment, 74.3% of the respondents said they use internet for their education purpose, 65.7% of the respondents said that they use internet for social activities.

Furthermore, 34.9% of the respondents used internet for research and want to find new research around the world, 16% said that they use internet to get information about political issues and activities of different countries and 11.4% of the respondents said that they used the internet for getting the information about sports.

The respondents investigated about the shopping in which 9.1% of the respondents said that they use internet for their shopping purpose however majority (90.9%) of the respondents said that they did not use internet for shopping. Similarly 4% of the respondents said that they use internet for obtaining the information about tourism and finally only 2.3% of the respondents use for economic information.

Table 3 Distribution of respondents' main purposes of using internet

| Variable | Yes | No |
|------------------------------|------|------|
| Entertainment | 81.1 | 18.9 |
| Education | 74.3 | 25.7 |
| Social | 65.7 | 34.3 |
| Research | 34.9 | 65.1 |
| Political | 16 | 84 |
| Sports | 11.4 | 88.6 |
| Shopping | 9.1 | 90.9 |
| Tourism | 4 | 96 |
| Economic other than shopping | 2.3 | 97.7 |

Respondents on three websites that they often visit

The result indicated that 48% of the respondents said that they often use the other websites, 24.8% of the respondents use Facebook often while 15.7% of the respondents said that they often use the Google as a search engine and find different information about their study and research. However, 11.5% of the respondents said that they often visit You Tube.com for watching the movies as well as listening to music

Table 4 respondents on three websites that they often visit

| Variables | Frequency | Percentage |
|--------------|-----------|------------|
| Others | 99 | 48 |
| Facebook | 44 | 24.8 |
| Google.com | 27 | 15.7 |
| You Tube.com | 5 | 11.5 |

Main applications for using Facebook

The respondents were asked about the main applications for using Facebook sites for entertainment, touch with friends, watch videos and tweets to friends. The result revealed that 13.8% of the respondents main purpose using the Facebook was to touch with their friend while the respondents were asked about the You Tube the 12.5% of the respondents replied that they use You Tube for watching the video, listening the music and different lectures on different topics of their related studies. However, the respondents were obtained the information about the main purpose of the use of Google 10.90% of the respondents said that they main purpose for the use of Google was for searching the different topics and entertainments. The respondents were also got information about Twitter only 5.7% of the respondents were said that main purpose of the use of Twitter to tweet their friends.

Table 5 Respondent's main applications utilize for main purpose

| Variables | Percentage | Main purpose |
|-----------|------------|-----------------------------|
| Facebook | 13.8 | Get in touch with friends |
| You Tube | 12.5 | Watch video |
| Google | 10.90 | Entertainment/search engine |
| Twitter | 5.7 | Tweet |

CONCLUSION

The use of internet among the student respondents Malaysia indicated that most of the youth use pattern mostly focus on getting the information about different things such as entertainment, social information Facebook the result clearly indicated that 81.1% of the respondents use internet for entertainment while 65.7% of the respondents were used for social information similarly the youth also often use the Facebook result showed 24.8% of the respondents use often while 13.8% of the respondents use Facebook for get in touch with

friends. This shows that the youth of Malaysian pattern use of internet among youth was for entertainment and touch with their friends when they use internet any place.

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