

# Analysis of Contents on Youth Media Participation in Marginalised Communities

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## ABSTRACT

Future research on youth participation and media should be designed for the perceived importance of the role of the media and its impact on youth. Therefore, a study was conducted to determine the issues that affect youth lives as voiced by them. The youth participation was tracked for six months through contents submitted to a web platform in the form of web tv, web radio and web journalism. This paper presents the issues in politics, social and economic that are seen as major concerns to the youth in marginalised communities in Malaysia. The highest viewed submissions are identified as the main issues.

**Keywords:** Participation, marginalised communities, youth, social media

## I. INTRODUCTION

The electronic media is a platform of social interaction involving a branch of a new communications environment resulting from applying the new medium of communication technology or hybrid technology. Media communication carries information between the source and the receiver in order to facilitate communication. Social media involves several key elements that comprise a set of web pages that run multiple processes including collaboration, sharing and democratization of Internet users. Moreover, social media communication approach consists of a number of methods such as internet forums, social blogs, micro-blogging, wikis, podcasts, pictures, videos, ratings and social bookmarking user votes (Rothschild, 2011). Besides that, the Youth Development Research Institute Malaysia in 2011 indicates the highest Internet usage of use per day which are 37% is by the youth. Nevertheless, youth participation in national development in the political process and civic engagement is still relatively low (Golombek, 2002). Therefore, various efforts were undertaken to ensure that the various types of media are positively used as tools to better facilitate and encourage their participation in society.

To address these issues, a study was conducted to determine the concerns as voiced by the youth on

the issues that affect their lives and communities in the marginalized communities. Those are considered marginalized based on their household income and the areas they live in. The youth participation was tracked through the use of web tv, web radio and web journalism. The selection of the three types of medium is intended to maximise youth creativity and innovation.

## II. YOUTH AND MEDIA

Framing the issues of youth in the media, specifically social media has a major impact on society. Karen Brooks of The Dallas Morning News said the power of the Internet is very powerful when a video, photographs and slogans spread to thousands or hundreds of thousands of these home pages and profiles. Therefore, everything that is served by youth in Malaysia in the media represents the position of the image of youth itself. According to the Youth Development Research Institute Malaysia through the media penetrance study found a total of 82.1 percentage of youths surf the internet and 83.3 percentage of them use computers further to this, a total of 96.6 percentage of youth share information via their mobile phones. This clearly shows a close relationship between media and youth.

Pan and Kosicki (1993) have been using qualitative method as the most appropriate method to analyze the contents by the youth published in the web media. Analysis is done from two points of view, namely that the concept of psychological frame of mind as interpersonal problems and the sociological concept of how youth see the frame of the social construction environment. Similarly, Entmen (1993) model, put more emphasis on text analysis and solutions through text.

There are two strategies in the media framing analysis that is through verbal and non verbal to see the image, issues, opinions and sign language made verbally. Tuchman (1980) for instance stated that the use of certain symbols or language can define a narrative format and specific meaning. Visual interpretation too can convey thoughts and images about reality brought up by the youth.

Youth active involvement with the media is expected to fill their spare time and fulfill their activities from their social conduct disorders. Not

only that, close involvement with social media can also be guided where opinion and conscience can be heard. Habermas (1996) argued that, in order to form a civil society that can function better, it should be assisted by the media. It is agreed by Checkoway (2003) the youth involvement with the media is still relatively backward either in practice or research subjects. In line with this opinion, Montgomery (2000), Vromen and Collin, (2010) agree that future research on youth participation and media should be designed for the perceived importance of the role of the media and its impact on youth in particular to ensure that marginalised youth can represent the community and be heard.

### III. METHODOLOGY AND FINDINGS

The study was conducted in settlement areas, estates, villages, flats and public housing from five states in Malaysia, where 405 youths between the ages of 15-25 years were involved. Youth were introduced to a web platform named the Youth for Malaysia (Y4M) (<http://www.youth4malaysia.com/>). This platform is dedicated for the youth to share with and learn from each other regarding issues affecting them. In other words, this platform allows them to upload and voice their opinions regarding issues around them. Their works can be published in three forms of web broadcasting, namely Web

TV which covers videos form (refer to Figure 1), Web Radio covers audio forms, and Web Journalism covers their voice and opinion in the form of articles.

The platform was monitored for 6 months from Oct 2015 until March 2016. Based on the Table 1, the analysis shows 116 audio recordings were received from the youth. From the analysis, 21 youth sent audio recordings relating to the political issues. For social issues (25 people) and economic issues (70 people).

In the political context, most of the youth wish to have better freedom of expression and be able to provide views on voting process. Whereas, in the context of the social, the majority of them touched the topic of arts and entertainment (traditional musical art). Furthermore, in the context of economy, they raised the financial management issues. To them, the economic problems arising from the depreciation of the ringgit, rising prices have caused them to be more responsible in managing the financial affairs of the purchase. They also expect more online business skills and business management be exposed to them.



Figure 1: Y4M platform

Table 1. Analysis of participation through web audio

POLITICS	No of participation	Recorded views	SOCIAL	No of participation	Recorded views	ECONOMIC	No of participation	Recorded views
Freedom of speech (voting process, election)	9	490	Hobbies (appreciating the traditional food, nvolve in festivals)	9	73	Economic issues (GST) - political management conflicts cause the ringgits drop	7	64
Political stability (the importance of new generation roles)	8	168	Heath (health care, good nutrition practices)	3	62	Business (online business)	17	273
Current issues (cybercrime law)	4	543	Beauty (knowledge in skincare)	3	174	Occupation (unemployment- the burdent of debt)	2	8
			Arts and entertainment (involve in traditional music)	9	401	Quality and skill in financial management (is required)	44	711
			Crime and social problems (snatch, free sexual, misbehavior, smoking)	1	125			

Table 2 shows an overall analysis of the 139 articles received during the period. The highest number of submission is for the social theme with 71 articles. Most of the articles (30 submissions and viewed by 4,814 viewers) relate to the arts and entertainment (music, creative writing) and crime and social (issues of abandoned babies, corruption, dengue, bullying, illegal racing). Meanwhile, submission for political theme is 40. The youth write articles about the current issues (GST, pollution, and rising petrol prices). For

economic themes, there were 28 submissions. There are a number of issues raised by the youth; the drop of the ringgit and quality of life/income, smoking, live in unity, homelessness, and bankruptcy. Their expectations are majorly on their future and towards a better quality of life and economic stability factors. In fact, they also showed interest in serving the country because of their love for the country.

Table 2. Analysis of participation through web journalism

POLITICS	No of participation	Recorded views	SOCIAL	No of participation	Recorded views	ECONOMIC	No of participation	Recorded views
Freedom of speech (social problem, racist, elections, news dissemination)	4	1,103	Hobby (writing poetry, short stories)	4	1,070	Current issues on economic (ringgit drops)	14	3,842
Political stability (loves homeland, youth involvement)	2	2,82	Health (smoking, chemicals, strokes)	12	2,393	Business (online fraud, political power)	3	498
Urban and rural gap (lack of public transport, living standard gaps)	8	1,300	Beauty (appreciate the beauty)	2	163	Occupation (unemployment, agricultural interests, lack of skills)	4	656
Racist issues (repression of Rohingya, dispute the Malays right, racial harmony)	8	1,455	Arts and entertainment (music, creative writing interests)	30	4,814	Financial life quality (smoking issue, unity, homelessness issue, bankruptcy)	7	3385
Current Issues (corruption, disparity of socio-economic between urban and rural, GST, pollution, rising petrol prices)	18	3,250	Crime and social problems (dumping babies issue, corruption, dengue, bullying, illegal racing)	23	3,701			

Based on the Table 3, most submission of web TV is the social theme with 62 TV programmes. While total submission for politics is 8 and economic is 1. In the context of social, topics covered are on music, acting, and misuse of Whatsapp, theft, promiscuity, alcohol consumption, and baby dumping. Crime problems to the youth can lead to deterioration in education, gengstrisma, sex and smoking. In addition, the examples of quality of life that youth would like are a clean

and healthy environment, a strong religious faith, corruption and living in unity. In the political context, the youth were again concern on the issue of freedom of speech. In addition, they are aware of how the viral on the politically incorrect statements could cause chaos and riots. There was one video submission relating to business where they express their opinion on choosing a product either beauty or health products carefully.

Table 3. Analysis of participation through web TV

<b>POLITICS</b>	<b>No of participation</b>	<b>Recorded views</b>	<b>SOCIAL</b>	<b>No of participation</b>	<b>Recorded views</b>	<b>ECONOMIC</b>	<b>No of participation</b>	<b>Recorded views</b>
Freedom of speech (want freedom of speech)	4	602	Hobby (learning foreign languages, traveling, singing)	9	1,235	Commerce (youth to have knowledge of marketing)	1	178
Political stability (Chinese youths learn dialect of Malay)	1	158	Sports (exercise method)	5	319			
Racial issue (conflict in certain countries, uniting nation through festivals)	2	413	Health (smoking problem, obesity)	6	575			
Current issue (youth attitudes about viral political issues and effects to the country )	1	202	Beauty (beware of direct sale products)	3	208			
			<b>Arts and entertainment (music, acting, misuse of whatsapp)</b>	<b>23</b>	<b>3,102</b>			
			<b>Crime and social (theft, promiscuity, alcohol, baby dumping)</b>	<b>16</b>	<b>2,178</b>			

**IV. CONCLUSION**

This study explores how the youth, particularly those living in marginalised communities, use technology of web tv, web radio and web journalism to voice their views. Their views are then framed to relate to how

youth participation can contribute to the national agenda. An ealier focus group studies also successfully identified parts of the concerned issues (Norshuhada, et al., 2015) and they were presented in thematic analysis diagrams. However, the study was undertaken

prior to the actual youth participation and a lengthy period of observation.

The majority of the youth concerns under the politics theme are corruption, disparity of socio-economic between urban and rural in terms of GST, pollution, rising petrol prices, ethnic relations, racial harmony, nation security, freedom of speech, political harmony and respect, youth voices and political awareness. Under the social theme, most are talking about music, acting, misuse of Whatsapp, theft, promiscuity, alcohol, baby dumping, dengue, bullying, and illegal racing. The youth are much interested in online business (a similar finding was also obtained in Shahizan, et al., 2015), current issues on economic such as drop of Ringgit, and skill in financial management.

The youth are the future citizens of the world and the media should have the responsibility to ensure that youth are protected in terms of intellectual and emotional (Nadchatram, 2007). The youth of this marginalised if given the opportunity, knowledge and skills with the use of the media, they would be able to figure out a way to pass time and participate in the nation building.

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