Developing Non-hostile Social Media Usage Attitude and Behavioral Intention Model among Youth in Malaysia

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Abstract
The increasing use of social media (SM) in Malaysia is at high risk of addiction among the youth. Therefore, the objective of the study is (i) to investigate the challenges encountered by the Malaysia Government of social media issues among youth in Malaysia, (ii) to analyse the attitude and behavioural intention of social media usage among youth in Malaysia and (iii) to propose Non-hostile Social Media Usage Attitude and Behavioral Intention Model among Youth in Malaysia. The research methodology will adopt a quantitative method for data collection. To achieve the first objectives of the study, theoretical research will be conducted by collecting secondary data related to the Attitude Model, intention behaviour and current issues of social media use. Next, empirical studies are conducted to achieve the second objective by distributing a survey among 384 youth from five (5) research sites involving secondary public school in Malaysia. Data Objective 2 is analysed by using IBM SPSS and the results revealed the data of attitude (extracted from element in ABC model) and behavioral intention. Thus, the finding of the results is needed to come out with a comprehensive model as a guideline for harmonious social media usage and useful for future study towards developing a teaching and learning module for social media use and awareness campaign at school to ensure the students can use social media in the right way, good attitude and also can protect themselves to get involved in cybercrime.
Keywords: Non-Hostile, Social Media, Intention Behaviour, Attitude, Youth

Introduction
Yearly, surges in the internet services traffic are seen to be on the rise and more specifically now with the worldwide COVID-19 pandemic, it has become alarming how much the younger generations are living their lives online. The lockdown has resulted into an out of the ordinary phenomenon of shifting to internet-based work where most institutions in Malaysia including the Education sector are taking to the internet as a medium and tool to conduct lessons to students. Indirectly, this had led to the risk of these youngsters becoming exposed and adrift in the web, especially in regards to social media usage. According to a chief statistician, a poll

conducted during the Covid-19 pandemic has shown that internet usage in young Malaysians aged 15 years old and older have increased dramatically from 84.2% in 2019 to 89.6% in 2020 with participation in social networking as the most common internet activity (Bernama, 2021). Data statistics have shown a worrying pattern when left unsupervised, these group of youngsters might lead to cyber bullyings, false and misleading online information and propaganda spread.

Besides, Latheef et al (2020) claimed that many of these youngsters are more likely to be engaged in social media at night which leads to sleep insufficiency. As a repercussion, this will lead to poor time management during online classes. They too are exposed to immoral activities such as engaging in cybercrimes, making slews of obscene comments and harassment and uploading disrespectful graphics. This might negatively impacted the country the longer they are immersed in this immoral attitude.

There have been various past studies that have talked about attitude towards social media in a broad aspect in the impact on learning, business and individuals. However, there is no study has been made to look at the aspects of the attitude and intention behaviour in the social media usage. Based on the research gap, the study tends to study the attitude and intention behavior of social media usage among school students in Malaysia and develop Non-hostile Social Media Usage Intention Behavior and Attitude model among Youth in Malaysia.

Therefore, this research will utilize the ABC Attitude Model as the basis to focus on students' attitude towards media social usage and implemented intention behaviour variables of social media use. The components in the present model will be broken into variables based on the culture in social media. An ABC attitude model comprises of 3 basic components which are affective (A), behaviour (B) and cognitive (C). With this, the researcher has come up with a few variables for each of the component that revolves around social media, which are cognitive component (types of posting: politic issue, cyber bully, fake news, pornography); affective component (feelings/emotion: like, hate, happy, sad) and behavioral component (action button: like, share, post or repost, drop comment). However, the researcher would like to study by adding another component of behavioural intention in supporting the behaviour (B) element in ABC model. The results will definitely be beneficial to understand the purpose and desire to achieve among youth while using social media. The consequences of misuse of social media among youth would cause problems in the future, hence the data in this research is needed to come out with a comprehensive model as a guideline for harmonious social media usage. Besides, this new model is hopefully useful for future study towards developing a teaching and learning module for social media use or awareness campaign at school to ensure they can use social media in a moderate way, develop a good attitude of user and lastly can protect themselves to get involved in cybercrime.

Literature Review
The development and application of various technologies today have greatly enriched and simplified people's daily lives and positively impacted the global economy's growth. The internet is a technology that has almost become a necessity for people today, especially during pandemics. Compared to several decades ago, the internet is undeniably a remarkable technology. The internet is used for communication, information gathering, monetary transactions, business, education, and entertainment.

Social Media
Social media applications have been introduced to the world today as a window into activities outside of the daily grind of life. Social media has become a massive phenomenon in every corner of the world, with people using it to share information and connect globally (Sannusi et al., 2019). According to Akram & Kumar (2017), social media is an online platform that users use to build social networks or social connections with others by sharing details about their personal lives, frequent activities, hobbies, or personal experiences. Typically, it allows the user to communicate directly in the social media application through typing, video calls, or live recording. When both users are online, they can receive feedback immediately. This response can occasionally excite the user until they realise they have spent too much time in the virtual world (Tartari et al., 2019). Social media users are synonymous with Facebook, WhatsApp, YouTube, and Instagram in Malaysia. Each created app has a distinct focus, such as Instagram, which operates primarily through visuals, whereas the Facebook app focuses on writing and video.

Social Media Addiction
The world's situation has rapidly changed due to the globalisation era. We are unable to stop because technology is advancing at a rapid pace. The use of social media for an extended period can lead to addiction. When they cannot control their urge to surf the web, they have a cyber addiction. The anxiety is caused by the fact that life without the internet will cause disruptions in their social and family lives (Young, 2004). According to Khazaei, et al (2017), internet addiction refers to a lack of control over internet use, including an addiction to online games and social media networks. Suissa (2015); Levard & Soulas (2010) demonstrated that Facebook (one of the social media applications) had surpassed one billion users worldwide. As previously stated, cyber addiction is a significant issue affecting Malaysians today. The consequences for those affected by cyber addiction are horrifying because it can destroy family bonds, health, education (lowering performance), career problems, and relationships (Huang et al., 2010). Chebbi et al (2000) agreed and stated that internet addiction could harm themselves, their families, and their workplace. Furthermore, cyber addiction can strain communication between two people (face to face) and open the door to negative emotions such as depression and loneliness (Yao & Zhang, 2014).

Issues and Challenges of Social Media Misuse in Malaysia
It is undeniable that unbridled internet usage is currently affecting our country negatively. Our people are too obsessed with the internet to the point of neglecting their surroundings. This has fostered a deleterious effect on our country. A survey conducted by the Communications and Multimedia Commission (MCMC) in 2018 showed that Malaysians use the internet for 6.6 hours on average daily (Kamel, 2019). However, the latest data for 2021 showed that internet use increases to 9 hours per day as a pandemic situation. Plus, this is not a good situation because prolonged internet use has caused a worrying cyber addiction among the young generation seems the age of 15 above contributes to the statistic. According to Davis (2001), when the internet is used unhealthy, it can hurt a person's life. According to Young (2004), cyber addiction can be identified by users' inability to control themselves by discontinuing internet use. These addicts also appear to be unable to stop fidgeting when they are not connected to the internet. This cyber addiction has become a national issue involving the youth.

Furthermore, our country is plagued by irresponsible individuals who use social media to spread fake news. The sharing mentality, or 'virality,' of fake news has become expected from one person to the next. The spread of false and defamatory information has had devastating results. The rise in anger and disunity among Malaysians is one of them. This is not a new issue, and the MCMC has taken preventive measures by providing a platform for complaints, particularly regarding the three R's (race, religion, and royalty). Individuals who go too far in exploiting these sensitivities and spreading false news that endangers the country's stability may face sanctions under Section 233 of Act 288.

Besides, social media apps have become a trend and a focal point for influencers/public figures with millions of followers from all walks of life. Celebrities, Instagram celebrities, and YouTubers are examples of influencers. Public figures with excellent good personalities, versatility and professionalism in their thinking instil high aspirations and a positive aura in their followers. However, the current situation involves the younger generation idolising the opposite, such as destructive behaviour, foul language, and inappropriate attire. Negative things like this can lead to worse things when it comes to beliefs and will ultimately damage faith and religious boundaries.

Young Generation
Generation Z
Those born in 1997 are classified as Gen Z. They are also known as iGen (internet generation). Gen Zers are exposed and grew up with technology from birth, especially the internet network. According to Ozkan et al (2015), this Gen Z is different from the previous generations because they are network youths. They are born into a world already advanced in technology. Today, an individual is driven to own a smartphone together with an internet connection. The reason is that the advanced technology trend factor enables people worldwide to connect anytime and anywhere. Gen Zers also believes that everything they need or are curious about can be examined online. Compared to previous generations, Gen Z prefers excellent products instead of experience. They are so advanced, and their cyber spending time also increases. Hawkins (2015) stated that they are more than 52 per cent of the estimation of Gen Xers spent their day with a significant amount of "screen time".

Generation Alpha
Generation Alpha is a group after Generation Z, born after 2010 that social researcher coined in 2005 by Mark McCrindle (Bologna, 2019). In 2022, the eldest of this generation is just ten (12) years old, but their technology advancement is superior. From the observation, Generation Alpha tends to use technology like smartphones confidently compared to their grandparents. They can also play any games installed on the device from a few times of trial and error. Sometimes, they will teach their parents how to play and explain the game strategy! Now, social media application like YouTubes is familiar to them. Since birth, their parents were exposed to this digital technology (generally among Generation Y) for entertainment, like watching cartoons, kids' channels, and movies.

Undoubtedly, Generation Alpha is the generation that will inherit and lead the country. However, the proliferation of sophisticated technologies such as the internet has invoked a very alarming phenomenon. They are quickly excited and obsessed with the public figures they idolise to the point that they are attracted, unable to distinguish between good and evil.

Instead, they find these figures entertaining and trending. Some studies have also shown that the rebelliousness and selfishness of these individuals are the results of this cyber addiction. Their apathy and lack of proper manners when dealing with others in person are also sad consequences.
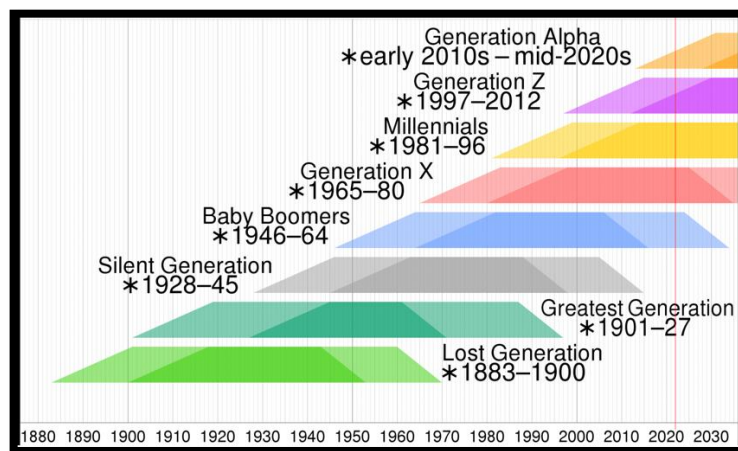

Fig.1 Wikimedia Commons (2022)

Attitude Theory
Attitude refers to feeling, manners and tendency or orientation of mind towards a person or thing (Mahadi et al., 2016). Attitude can also influence behaviour. The attitude theory consists of three major components: affective, behavioural and cognitive. These components are referred to as the ABC model. Katz (1960) mentioned four functions of an individual's attitude: knowledge, self/ego expressive, adaptive, and ego-defensive. In the definition of attitude, sociologically, it refers to verbal expressions as an intention to act and attempt to reduce prejudice and discrimination by changing behaviour (Chaiklin, 2011). Attitude can also be simplified as a reflection of behaviour. A straightforward situation to relate to attitude is that of a person who possesses the right attitude towards people positively will also influence them. ABC model plays a vital role in this study to postulate the attitude issues occurring in social media users.
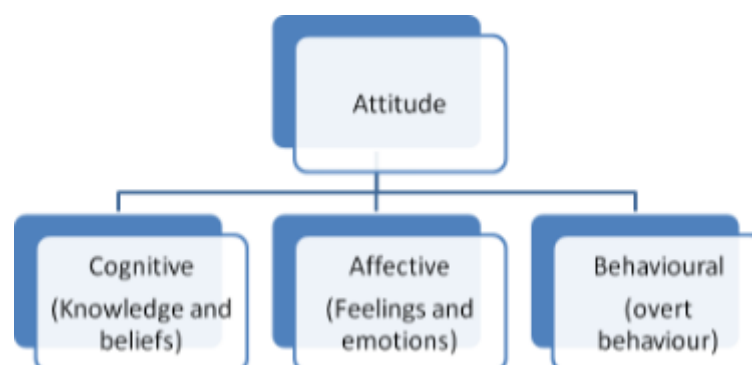

Figure 2: ABC Model of Attitude

This study approach develops a social media attitudes model based on the ABC Model. Hopefully, this model can further educate the young generation, especially before they suffocate in social media dilemmas. This study also aims to inform all social media users to show a good attitude and avoid provoking sensitive issues, cyberbullying, inappropriate language, and inhumanity in Malaysia.

Methodology

This research aims to determine the attitude of social media users among secondary students in Malaysia. The outcome of this study will develop a new framework of the ABC Attitude model on social media. To ensure the purposes of this research project are met, this study follows a quantitative research design.

PHASE 1: Secondary Data
RQ1: What are the challenges encountered by Malaysia Government in managing social media issues among youth in Malaysia?

The theoretical research is conducted to gather information on any subject and increase its understanding. Precisely, the information collected is used to expand the knowledge and as a basis that guides subsequent innovations. Thus, to achieve the first objectives of the study, theoretical research will be conducted by collecting secondary data related to the challenges encountered by Malaysia government on social media issues especially misuse usage and bad attitude among youth. So, the ABC attitudes model and intention behaviour variables are also discussed precisely.

PHASE 2: Quantitative
RQ2: What are the attitude and behavioural intentions of social media usage among youth in Malaysia?

Empirical studies are conducted to achieve the second objective by distributing a survey among young generations in Malaysia's secondary public schools. According to Krejcie & Morgan (1970), the population size is more than 1 million, the maximum sampling size is 384. Hence, an online survey will target 384 secondary students at public schools in Malaysia to be selected randomly seems that the population is more than 2 million. This survey will be one of the first to be done and possibly involve a representative sample of participants from five (5) research sites that involves public schools in Malaysia.

PHASE 3: Developing Non-hostile Social Media Usage Attitude and Behavioral Intention Model among Youth in Malaysia.
RQ3: How to develop Non-hostile Social Media Usage Attitude and Behavioral Intention Model among Youth in Malaysia.

Phase 3 implies the discovery of the first and second objectives to develop an Attitude Model towards the use of social media based on the ABC model. The model that will be developed is expected to contribute a new framework of attitude for the social media perspective. Thus, the findings are also beneficial to the educational system as a reference to develop teaching and learning on social media ethics at school by coming out the comprehensive guideline for harmonious social media usage. Overall, this study is useful in line with the government's desire to form a united, prosperous, and dignified country.
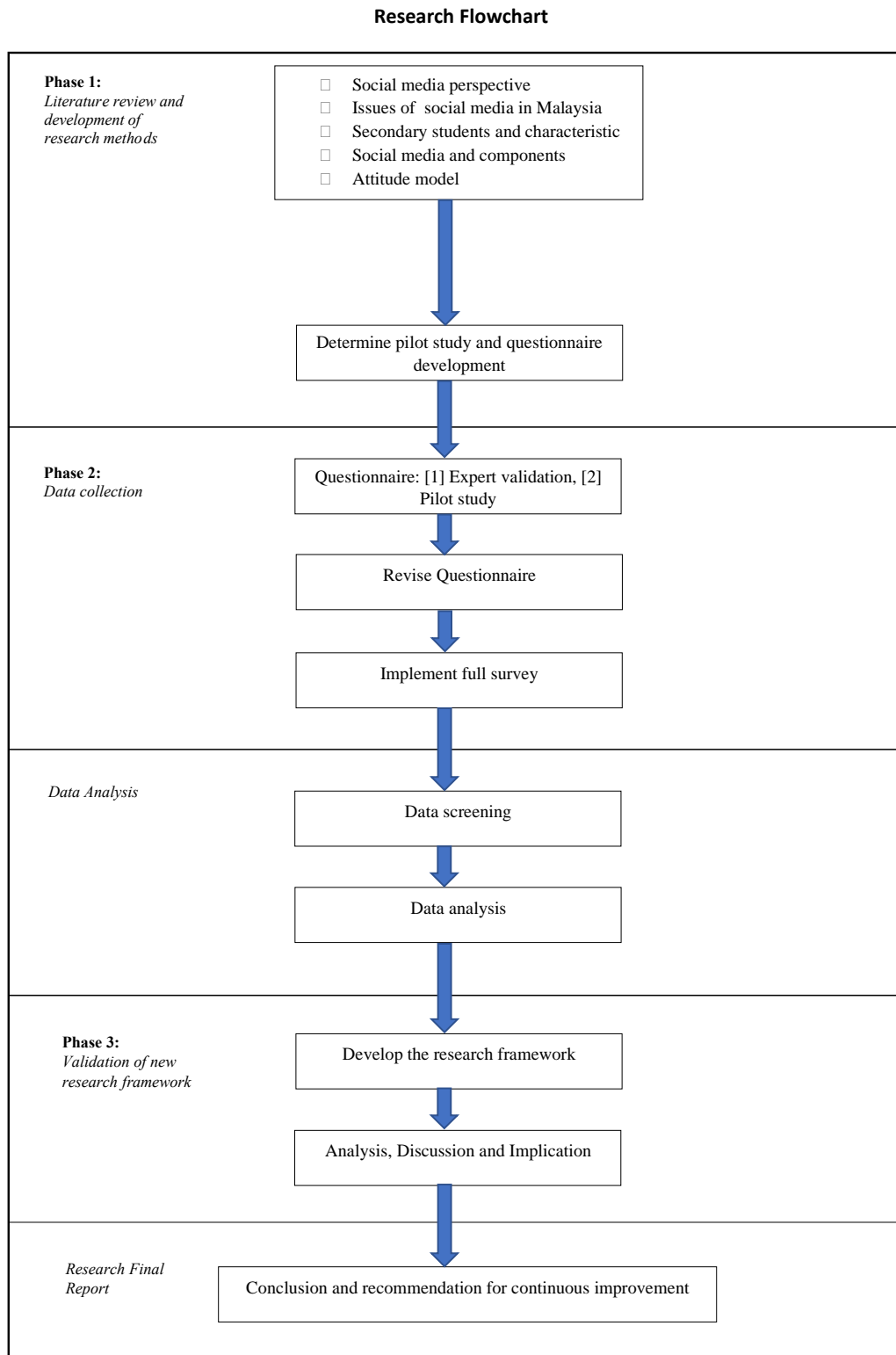
Research Flowchart

Phase 1:
Literature review and development of research methods

- Social media perspective
- Issues of social media in Malaysia
- Secondary students and characteristic
- Social media and components
- Attitude model

Determine pilot study and questionnaire development

Phase 2:
Data collection

Questionnaire: [1] Expert validation, [2] Pilot study

Revise Questionnaire

Implement full survey

Data Analysis

Data screening

Data analysis

Phase 3:
Validation of new research framework

Develop the research framework

Analysis, Discussion and Implication

Research Final Report

Conclusion and recommendation for continuous improvement

Figure 3: Flowchart of activities

Conclusion

The new findings from this study will have a significant impact on identifying a point of convergence to address the issue of misconduct in social media use today. Besides, this study is useful to develop a module for teaching and learning social media use under the Malaysian educational system, especially among the young generation.

A new model proposed; Non-hostile Social Media Usage Attitude and Behavioral Intention Model among Youth in Malaysia can be as a reference and comprehensive guideline for various parties such as researchers, or non-governmental organisations to build a moral, quality, and responsible citizen to create an awareness of teaching and learning module in educating schools students to use social media in the right way.

The researcher believes this research need for further study seems the findings can contribute to the government and plays a vital role to aware of the issue of morality and attitude among the younger generation. Furthermore, this study also beneficial to create a peaceful, healthy and safe environment in the country.

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