

Demographics Differences on Media Social as Representation Awareness Volunteer Among Youth in Malaysia

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Abstract

In this era of modernization, the media has played a role in the development of the country. This study aims to study the representation of social media as a tool for youth volunteerism in Malaysia. Youth mostly use social media and the extent to which social media can contribute and benefit to society. This study's objectives were to identify differences in the level of volunteer awareness by demographics: gender, education, occupation, race, and state among youth in Malaysia. Social media representation is separated into several aspects: religious activity, community and social service, culture, arts, and sports and education. This study involved 98 samples of youths aged 20 to 35, and quantitative research methods used through questionnaire distribution. Then, data collected were analyzed using SPSS (Statistical Package for Social Science) software. Researchers use frequency and descriptive analysis to examine social media representation and the level of volunteer awareness. The findings indicate a significant relationship between social media representation in religious activities, community and social services, culture, arts, sports, and education. The results show that the representation of social media through aspects of community and social service as well as culture, arts, and sports have an impact and influence on volunteer awareness. Social media representation has indeed played a role in the social awareness of volunteerism among youth.

Keywords: Demographic, Social Media, Volunteer Awareness, Youth

Introduction

To convey information, build perceptions and perceptions, and shape society's attitude, the mass media is an important tool or instrument as a mediator to send a specific message. The media's benefits convey information and play a role in shaping society's mindset (Falina, Mahmud, & Mahbob, 2016). Falina et al. (2016) in their research, focused on the role of media as a tool of social awareness among people with disabilities. This shows that social media is a significant tool to contribute to Malaysian society.

Youths are the main group of social media users in this country (Ishak et al., 2016). Youth has its role and importance in efforts to develop society and the country. Superior personality strength will develop with the active involvement of youth in social activities and volunteerism. Even Wilson (2000) also agrees that the spirit of volunteerism is one of the core values that must exist among the younger generation because this group will determine the progress or backwardness of a country.

Batson, Ahmad, & Tsang (2002); Wilson (2000) view that the spirit of volunteerism is also considered a core value that must exist for modern society, especially among the younger generation. However, volunteer awareness is closely related to the representation of social media inactivity and the program that has been published. Bahari (2010) noted that the potential and appropriateness of community work approaches and methods used or adapted by the government, youth movement, voluntary organizations, media, religious institutions, and local communities to help the community address social problems involving youth. Therefore, this study also emphasizes social media representation in education, sports and culture, religious activities, and community service.

Thus, the title of this study highlight in line with the statement of Shah, Suandi, Hamzah, & Ismail (2015), that further research on the idea of youth involvement and the voluntary impact on volunteers, especially in Malaysia. Delgado (2002) also asserted that researchers should focus on the process and representation of social media to positive youth to understand youth's needs and wants, especially in producing the next generation of more excellent leaders. To ensure that social media is used optimally, various aspects need to be explored. Among them are genders, level of education, state, and race, which will dominate volunteerism among the youth. Besides, volunteer activities should be the view of every dimension.

The objective of the study is to;

- Examine the demographic differences in social media representation as a tool of volunteer awareness among youth in Malaysia.

Literature Review

Many scholarly reports state that individual involvement in volunteer activities is closely related to age and gender backgrounds. The involvement of male student groups in volunteer activities reflects the strength of value and social elements caused by a high desire to help society. At the same time, studies by Ribaric, Nimac, & Nad (2013) show that female students focused on the activity's function. And most individuals involved in volunteer work are intended to help meet the community's basic needs in need.

Researchers strongly support the notion that the media are compelling and able to influence society and shape social change (Tiung, Idris, & Idris, 2018). The media has been label as an agent of social change whose influence exceeds that of other voices. Although social media is overgrowing, there are still weaknesses in awareness to the community about current issues and humanitarian issues (Ishak et al., 2016).

Brennan, Barnett, & Lesmeister (2007) concluded that youths involved in community development have the potential to solve problems and make decision-making skills as well as excel as a leader. It is empowering youth by engaging them in community activities that have many positive impacts.

Eight scopes of involvement of welfare volunteers under the Department of Social Welfare are guidance and counseling services, foster families, member and speech rehabilitation services, moral and academic education, sports, cultural and arts programs, religious programs, employee placement, and buddy volunteer system packages. Nadarajaw (2014) also emphasizes various types of volunteer activities that can help the community, including education, religious activities, environment, and community service. This causes researchers to use five dimensions of the study of social media representation as a tool of volunteer awareness among youth in Malaysia

Methodology

The study was applied in a cross-sectional survey using quantitative methods. A total of 98 samples of studies were selected from various youth backgrounds in Malaysia. This questionnaire uses five-scale feedback, starting from the lowest scale, namely strongly disagree, to the highest scale, strongly agreed (Zolkifeli & Amin, 2018; Amin, Zolkifeli, & Hassan, 2019; and Zolkifeli & Amin, 2019). The questionnaire contains 41 items and five dimensions of volunteer activity. Data were analyzed using Statistical Package for Social Science (SPSS). The differences level of volunteer awareness between the genders was tested using the t-test method. While education, occupation, state, and race were tested using the ANOVA test method in SPSS.

Results and Discussions

The t-test analysis shows the tables of group statistics (table 1) and independent sample tests (table 2).

Dimensions	Gender	N	Mean	Std. Deviation	Std. Error Mean
Religious Activities	Male	37	3.8417	.58008	.09536
	Female	61	3.8454	.46606	.05967
Community and Social Services	Male	37	3.8456	.57870	.09514
	Female	61	3.9696	.47817	.06122
Culture, Arts, and Sports	Male	37	3.7143	.60796	.09995
	Female	61	3.7119	.65074	.08332
Education	Male	37	3.7683	.64184	.10552
	Female	61	3.7986	.63266	.08100
Volunteer Awareness	Male	37	4.0695	.58575	.09630
	Female	61	4.1405	.42176	.05400

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Religious Activities	Equal variances assumed	2.753	.100	-.035	96	.972
	Equal variances not assumed			-.033	63.838	.974
Community and Social Services	Equal variances assumed	3.074	.083	-.699	96	.254
	Equal variances not assumed			-.684	65.274	.277
Culture, Arts, and Sports	Equal variances assumed	.038	.847	.392	96	.986
	Equal variances not assumed			.408	80.186	.986
Education	Equal variances assumed	.094	.760	.191	96	.820
	Equal variances not assumed			.195	75.253	.821
Volunteer Awareness	Equal variances assumed	3.744	.056	-.696	96	.488
	Equal variances not assumed			-.643	58.718	.523

Through the t test, overall, there was no significant difference in social media representation and volunteer awareness among genders between males and females. Based on the table above, the study findings revealed an overall volunteer awareness factor ($t = -0.696$, $sig. = 0.488$). In terms of education ($t = -0.228$, $sig. = 0.820$), culture, arts and sports ($t = 0.018$, $sig. = 0.986$), community and social services ($t = -1.148$, $sig. = 0.254$) and religious activities ($t = -0.035$, $sig. = 0.972$), where the value of $sig. p > 0.05$.

All dimensions show that there is no significant difference in volunteer awareness between males and females. The result indicates that the males' mean value is higher than females for three volunteer awareness dimensions based on the mean value. Based on the above results, this study found no difference in volunteer awareness between males and females youth in Malaysia. It is essential so that both genders can live a balanced life.

Based on the ANOVA analysis, findings show that the tables of one way ANOVA volunteer awareness by the level of education (Table 3).

		Sum of Squares	df	Mean Square	F	Sig.
Religious Activities	Between Groups	1.036	4	.259	.999	.412
	Within Groups	24.110	93	.259		
	Total	25.146	97			
Community and Social Services	Between Groups	.670	4	.168	.612	.655
	Within Groups	25.459	93	.274		
	Total	26.129	97			
Culture, Arts, and Sports	Between Groups	4.525	4	1.131	3.077	.020
	Within Groups	34.189	93	.368		
	Total	38.714	97			
Education	Between Groups	.451	4	.113	.273	.895
	Within Groups	38.416	93	.413		
	Total	38.867	97			
Volunteer Awareness	Between Groups	2.571	4	.643	2.907	.026
	Within Groups	20.570	93	.221		
	Total	23.141	97			

Through the ANOVA test, overall, there was no significant difference in volunteer awareness according to the level of education category. Based on the table above, the study findings revealed an overall volunteer awareness factor ($F = 2.907$, $\text{sig.} = 0.026$). In terms of education ($F = 0.273$, $\text{sig.} = 0.895$) culture, arts and sports ($F = 3.077$, $\text{sig.} = 0.020$), community and social services ($F = 0.612$, $\text{sig.} = 0.655$) and religious activities ($F = 0.999$, $\text{sig.} = 0.412$), where the value of $\text{sig. } p > 0.05$.

All dimensions show that there is no significant difference in volunteer awareness between the level of education. The total variance between the culture, arts, and sports groups exceeded the group's total variance. There is a difference in scores for the group's dimension, and there is no difference in the dimension of education, community involvement, and religious activities.

Based on the above results, this study found no difference between education level in terms of volunteer awareness. It is important so that all education levels are aware of volunteerism's importance in jointly developing the country.

Based on the ANOVA analysis, findings show that the tables of one way ANOVA by occupation (Table 4).

		Sum of Squares	df	Mean Square	F	Sig.
Religious Activities	Between Groups	2.246	4	.561	2.280	.067
	Within Groups	22.901	93	.246		
	Total	25.146	97			
Community and Social Services	Between Groups	.432	4	.108	.391	.814
	Within Groups	25.697	93	.276		
	Total	26.129	97			
Culture, Arts, and Sports	Between Groups	1.105	4	.276	.683	.606
	Within Groups	37.609	93	.404		
	Total	38.714	97			
Education	Between Groups	3.262	4	.815	2.130	.083
	Within Groups	35.606	93	.383		
	Total	38.867	97			
Volunteer Awareness	Between Groups	1.568	4	.392	1.690	.159
	Within Groups	21.573	93	.232		
	Total	23.141	97			

Overall through the ANOVA test, there was no significant difference in volunteer awareness according to occupation. Based on the table above, the study findings revealed an overall volunteer awareness factor ($F = 1.690$, $sig. = 0.159$). In terms of education ($F = 2.130$, $sig. = 0.083$) culture, arts and sports ($F = 0.683$, $sig. = 0.606$), community and social services ($F = 0.391$, $sig. = 0.814$) and religious activities ($F = 2.280$, $sig. = 0.067$), where the value of $sig. > 0.05$.

All dimensions show that there is no significant difference in volunteer awareness according to the occupation. Based on the total variance between the religious and educational groups exceeds the total variance within the group. The result shows there is a difference in scores for the dimension of the group, and there is no difference in the dimension of culture, arts, and sports as well as community involvement.

Based on the above results, this study found no difference between occupation in terms of volunteer awareness. All fields must know the importance of volunteerism.

Based on the ANOVA analysis, findings show that the tables of one way ANOVA volunteer awareness by race (Table 5).

		Sum of Squares	df	Mean Square	F	Sig.
Religious Activities	Between Groups	.388	3	.129	.491	.690
	Within Groups	24.759	94	.263		
	Total	25.146	97			
Community and Social Services	Between Groups	.402	3	.134	.490	.690
	Within Groups	25.727	94	.274		
	Total	26.129	97			
Culture, Arts, and Sports	Between Groups	.450	3	.150	.368	.776
	Within Groups	38.264	94	.407		
	Total	38.714	97			
Education	Between Groups	.932	3	.311	.770	.514
	Within Groups	37.935	94	.404		
	Total	38.867	97			
Volunteer Awareness	Between Groups	.027	3	.009	.036	.991
	Within Groups	23.114	94	.246		
	Total	23.141	97			

Overall through the ANOVA test, there was no significant difference in volunteer awareness by race. Based on the table above, the study findings revealed an overall volunteer awareness factor ($F = 0.036$, $\text{sig.} = 0.991$). In terms of education ($F = 0.770$, $\text{sig.} = 0.514$) culture, arts and sports ($F = 0.368$, $\text{sig.} = 0.776$), community and social services ($F = 0.490$, $\text{sig.} = 0.690$) and religious activities ($F = 0.491$, $\text{sig.} = 0.690$), where the value of $\text{sig. } p > 0.05$.

All dimensions indicate that there is no significant difference in volunteer awareness according to race. The total variance within the groups exceeds the total variance between the group. This means there is no difference in all the dimensions.

Based on the above results, this study found a no different level of volunteer awareness by race. It is important so that the community is united in helping those in need regardless of race.

Based on the ANOVA analysis, findings show that the tables of One Way ANOVA volunteer awareness by state (table 6).

		Sum of Squares	df	Mean Square	F	Sig.
Religious Activities	Between Groups	.499	4	.125	.470	.757
	Within Groups	24.648	93	.265		
	Total	25.146	97			
Community and Social Services	Between Groups	.360	4	.090	.325	.861
	Within Groups	25.769	93	.277		
	Total	26.129	97			
Culture, Arts, and Sports	Between Groups	2.379	4	.595	1.522	.202
	Within Groups	36.335	93	.391		
	Total	38.714	97			
Education	Between Groups	.813	4	.203	.497	.738
	Within Groups	38.054	93	.409		
	Total	38.867	97			
Volunteer Awareness	Between Groups	.618	4	.154	.638	.637
	Within Groups	22.523	93	.242		
	Total	23.141	97			

Overall through the ANOVA test, there was no significant difference in volunteer awareness by state. Based on the table above, the study findings revealed an overall volunteer awareness factor ($F = 0.638$, $sig. = 0.637$). In terms of education ($F = 0.497$, $sig. = 0.738$) culture, arts and sports ($F = 1.152$, $sig. = 0.202$), community and social services ($F = 0.325$, $sig. = 0.861$) and religious activities ($F = 0.470$, $sig. = 0.757$), where the value of $sig. p > 0.05$.

All dimensions indicate that there is no significant difference in volunteer awareness by the state. The total variance between the culture, arts, and sports groups exceeded the group's total variance. It means that there is a difference in scores for the group's dimension, and there is no difference in the dimension of education, community, social services, and religious activities.

This study found no different level of volunteer awareness in the state aspects based on the above results. It is essential in producing a plural Malaysian society regardless of state background.

Conclusion

In conclusion, this social media representation is significant as a tool for volunteer awareness in youth in Malaysia. It is because the young generation is the strength of society. Therefore, to strengthen the spirit of volunteerism in the youth, everyone should play a role. For example, the individual in the community itself needs to show a good and responsible attitude. The government also plays a key role in broadcasting programs and benefits to volunteers on social media. Thus, the community's soul is educated to sympathy and kindness and produce a harmonious, caring, and loving society in realizing society's sustainable development.

Volunteer organizations can use the knowledge gained from this study to inform their social networking strategy to reach out to volunteers through the tools that volunteers want. Policymakers and stakeholders need to realize that volunteers' awareness by demographics

is simply one aspect of understanding volunteers' motivation. If used appropriately and consistently, volunteer demographic information may provide direction for planning, organizing, and more importantly, providing the spirit of volunteerism among the younger generation, since that generation will determine the success or backwardness of a country. For further study, the research elements can be expanded to other influential factors such as the study conducted by Tiung et al. (2018) on propaganda and disinformation. This is evidenced by the spread of fake news that can affect the community, especially when the country is experiencing the pandemic COVID 19 (Muhamad, 2020). In the future, elements can be varied to produce better studies.

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