SOCIAL MEDIA AS A PATHWAY TO NEWS: A CASE STUDY ON MALAY YOUNG ADULTS' PERCEPTION

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ABSTRACT

This qualitative study focuses on the capabilities of social media in framing issues as perceived by Malay young adults. This study is being addressed through two research objectives, which are to identify the categories of issues that always being framed by social media and to determine methods for the issues being framed by social media. The data for the entire research were obtained through in-depth interviews which were conducted to six informants. These informants were selected on the basis of typical sampling, a subset of the purposive sampling with the traits of a social media user, have at least one social media account regardless of language, access to the social media account frequently, technology literate, aged between 15 to 40 years old, Malay race, regardless of gender, social-economic status and education background. The data were analyzed by utilizing thematic analysis by deriving themes from the in-depth interviews. The findings of the research were categorized into two sections. First of all, the issues that always being framed by

social media are serious issues which mean they can give impact to the society and the government; and secondly, the researcher concluded that the issues framed in the social media are based on social media users' preferences. The researcher hoped that this research can help people to deeply understand the agenda setting theory in which how issues that are framed by social media might influence people by creating a public agenda. Social media can be a powerful source as the issues framed by it is covered frequently and prominently readers will regard the issue as more important.

Keywords: Social Media; Malay Young Adults

INTRODUCTION

For decades, people depend on newspapers and broadcast media as the source of information. That is why newspapers and broadcast media are called as mainstream media that supply current information to society and keep them up-to-date. Mainstream media are accustomed to be able to tell the society what to think. They seem to set an agenda and convey to people that what their reports are the truth. Banerjee (as cited in Ali Salman & etc, 2011) agreed that mainstream media area typically highly centralized, require significant investment and resources and can be heavily influenced by governments through various mechanisms and forms of control. Moreover, Cissel (2012) stated that the print media which act as the main news media serve as valuable sources of information and be powerful modes of communication. Later, this can help people to understand event that occur around the world in deep.

However, people nowadays are starting to break free from that paradigm and seeking out for alternative sources of information. They surf the Internet to look for information about events happen around them. This later makes mainstream media no longer monopolizing the news. It has exploded in popularity in which people tend to discuss and share news and information especially matters mainstream media do not really want to highlight. This happens because people want to read about the information in which not being filtered by anybody. They seek for the truth that they cannot get from mainstream media.

STATEMENT OF PROBLEM

These days, people continuously update and share their status on social media. Pictures, videos and motivational quotes will be uploaded to support their neither stand nor arguments. Besides, certain issues are easily captured people attention and get viral.

The evolution of social media has dramatically changed the way people access news and information. Although social media are considered as the second media behind the mainstream but their capability in disseminating issues and information is very powerful. From time to time, it is seen as an important medium in the dissemination of news and information to the public. Furthermore, the

authority is seen to pay more attention to the issues arise in social media rather than when it appears in a newspaper. Prime Minister, Datuk Seri Anwar Ibrahim said that the young generation is influenced by the social media and their ideology is based on what they absorbed through media reports (Malay Mail, 2023). Therefore, social media must improvise the presentation and dissemination of the news so that only credible information will reach the young generation. This action is very important in order to avoid them being influenced by the negative social media trend. Based on this phenomenon, this study was conducted to explore on the issues that always being framed by social media and how the issued being framed by social media were selected as perceived by Malay young adult.

SOCIAL MEDIA AS AGENDA SETTER

Social media is a new form of interesting that allows any individual to become a source of information via new technologies that do not require any prior experiences. That is means anyone can do it and do it for free, as long as they have internet connection and computer. These platforms have minimized the gatekeeping power of the traditional media, but at the same time maximize the capacity of various kinds of objects to share the agenda.

Social media is one of the communication platforms that creates new opportunities for agenda setting in certain society. The candidates of political parties or influencers use social media to communicate with their voters and fans. The engagement creates no boundaries. This is because the people face no restriction in sharing opinions, ideology and life style. According to Enli & Skogerbø (2013), social media channels are an ideal tool for politicians to shape their own profile dan display expertise in certain areas they are highly interested in. Chadwick (2017) has agreed that social media have reduced the gatekeeping power of traditional media, leading to hybrid media systems. Jungherr (2014) has mentioned that journalists have rely on social media especially Twitter to decide which information are newsworthy. McGregor and Molyneux (2020) find that journalists evaluate the news-worthiness of tweets on par with headlines from the Associated Press wire. Therefore, the social media can influence the traditional media agenda and shape people views.

Mayfield (2008) argued that social media is best understood as a group of new kinds on online media, share most or all of the following characteristics which are participation, openness, conversation, community and connectedness. For the first characteristic which is participation, social media encourages contributions and feedback from everyone who is interested (Mayfield, 2018). Moreover, it blurs the line between media and audience. Second characteristic is openness in which most social media services are open to feedback and participation (Mayfield, 2008). The social media users are encourage posting comments, and even sharing the information. It allows the audience to be the authors and vice versa. Not only it does allow the audience to become involves, it is an integral part of the experience. There are rarely any barriers to accessing and making use of content – password protected content is frowned on. Mayfield (2008) added the third characteristic is conversation; whereas traditional media is about "broadcast" in which the content

transmitted or distributed to an audience. Social media is better seen as a two-way conversation between two social media users about certain issue that they interested. Next characteristic is community (Mayfield, 2008). Social media allows communities to form quickly and communicate effectively (Mayfield, 2008). Communities share common interests, such as a love of photography, a political issue or a favorite TV show. Last but not least is connectedness. Most kinds of social media thrive on their connectedness, making use of links to their sites, resources and people.

As social media is mainly about communication, so we can see that it is a place where people gather because of a common interest. Social media is unique, the only commonality between everyone is the human beings love to gather and share. Lipscomb (2010) agree that individuals use social networks to discuss everyday events, spread news stories, comments on products or services, find jobs, and even market products. Therefore, it is an open invitation to congregate and interact with millions of people. So, if you are genuine, make a contribution, and take time to listen to what others have to say, you will find that you also will have a following of people who want to hear what you have to say.

AGENDA SETTING THEORY

According to Severin and Tankard (2000) the agenda setting function of the media refers to the media's capability, through repeated news coverage, of raising the importance of an issue in the public's mind. Moreover, the possible action of agenda setting is mass media attention to an issue causing that issue to be elevated in importance to the public.

The agenda setting hypothesis, by investigating the salience or importance that people assign to certain issues and how this salience are arrived at, is very compatible with cognitive psychology. McCombs and Shaw (as cited in Griffin, 2011) believed that mass media have the ability to transfer the salience of items on their news agendas to the public agendas. This can be shows that the message convey by the media may influence listener, viewer or reader opinion on the issues. Until the 1990s, almost every article about the theory included a reiteration of the agenda setting mantra in which the media is actually are not very successful in telling people what to think but they are stunningly successful in telling people what to think about (McCombs and Shaw as cited in Griffin, 2011). Therefore, the specific process called framing emerged. Framing has huge impact in shaping the pictures in the minds of people when they read the certain issues from the mass media.

RESEARCH METHOD

In order to come out with an in-depth understanding of this study, the researcher has decided to utilize the qualitative research method. This is crucial in order to analyze the categories of issues that always being framed by social media and how the issued being framed by social media was selected. Auerbach (2017) describe qualitative research as research involves analyzing and interpreting text, interviews and

observations in order to discover meaningful patterns descriptive of a particular phenomenon. The respondents have been interviewed to get their response and feedback on this matter. Informants were selected based on listed criteria such as he/she must be a social media user, have at least one social media account regardless of language, installs at least one application of social media in their smartphones, accesses social media account frequently, technology literate, age between 15 to 40 years old, Malay and regardless of gender, social-economic status, education background. Five interviews conducted in three different restaurants and one interview conducted in the informant's house in Klang Valley area. All six informants had gone through an in-depth interview session in order to help the researcher to determine the issues that always being frame to people and selection of issued to be framed. The interview sessions have been conducted until the researcher reaches saturated data. This interview session has helped the researcher to understand the concept of the research and at the same time derive the important details from the informants. The researcher used one voice recording devices in order to record the in-depth interviews for further clarify the information provided by the informants. The informants also were asked to fill up a consent letter in order to ensure that they voluntary participated in the research.

The thematic analysis methods were utilized in order to further elicit the information derived from the in-depth interviews. Thematic analysis involves an active process of reflexivity where a researcher's subjective experience plays a central code in meaning making from data (Auerbach,2017). The researcher then transcribed the data from the audio recording device. Later, the researcher read through the entire data set in order to identify the possible patterns of the derived data. In essence, the process continues to be developed and defined to the other data involving all six informants.

DISCUSSION AND ANALYSIS

The main objective of this research is to identify the categories of issues that always being framed by social media and how this kind of categories being selected as per Malay young adults' perspective. Therefore, this research was specifically conducted to further elicit the potential of social media in raising some issues and at the same assess its competency as source of information to the public. The themes later derived from the in-depth interviews with the informants. The results are then presented in accordance with the research questions to ensure that the relevant themes are arranged parallel to each other.

Issues That Always Being Framed By Social Media

Internet use is near-ubiquitous among teens and young adults. They login their social media accounts and start updating statuses, share information and news among them. However, dissemination of news and information is seen according to the season; which means only certain issues will be framed in certain time. Therefore, based on the themes derived, the researcher determined issues that always being framed by the social media. There were total seventeen themes derived

from the first research question. Table 1 represents all the themes for the categories of issues that always being framed by social media.

Table 1: Themes for Issues that Always Being Framed by Social Media

No	Themes
1	Current issues
2	Issues that people like
3	Social issues
4	Issues around us
5	Political issues
6	National issues
7	Personal issues
8	Feeling expression issues
9	Motivation issues
10	Sport issues
11	Economic issues
12	Issues discussed by other media
13	Family issues
14	Humanitarian issues
15	Self-interest issues
16	Sense of humor issues
17	Religion issues

1. Current Issues

The first theme derived from the in-depth interview session conducted with the first informant was current issues. The first informant who is the Public Relation Officer at National Anti-Drug Agency said that current issues is always be the first choice for people to update their status. Later, the fifth informant who is an entomologist also agreed that people especially social media user always update and share news and information based on current news which means events that happen on the dot. The excerpts from the interview session below explain the situation according to Informant 1 and Informant 5:

> *"Normally in social media is either Facebook or Twitter; we will post the articles or issues related to the current lah ..."* (Informant 1, Line 7-12)
>
> *"Emm... Like current issues. Sometimes people share, for example abuse cases, robbery cases."* (Informant 5, Line 3191-3195)

2.   Issues That People Like

Some social media users also love to share and disseminate the issue based on their own preference and interest. This means they will follow, share and update their statuses according to their own preferences. The excerpts from the interview session that explain about the theme:

> *"... could see where people are more like, if he is with a sports passion he will post and follow sports..."* (Informant 1, Line 24-29)
> *"For me, some people are more concern on certain issue. So he will like to update on that issue only."* (Informant 3, Line 1849-1852)

3.   Social Issues

Other than that, social issues could be one of the issues that usually being framed by social media. According the first informant, young adult group usually raise up the social issues as it is more related to their generation updates. The excerpts from the interview session that explain about the theme:

> *"If the age ranges of ours, I am 27 years old; it's more about issues related to social..."* (Informant 1, Line 42-46)

4.   Issues Around Us

Social media also framed issues that happen around. It may help people to keep alert on each event that happens around them. People are relying heavily on social media to keep them up to date with what is happening on the front-end. The excerpts below explain the situation involving Informant 1 and Informant 3:

> *"... and issues happened around us."* (Informant 1, Line 46-48)
> *"Ok, if you refer to the issue, when there is something going on. Since Facebook, Twitter or other social media make easier for us to update news. So, sometimes it can be on the spot. When we hear rumors, in few minutes the issues may pop up on the social media wall."* (Informant 3, Line 1804-1816)

5.   Political Issues

Besides, the political issues are also one of the issues that always being framed by the social media. As mentioned before that social media is actually an open arena for discussion and allow everybody to share their opinions and thought about certain issues. All political parties are trying to spread information about their particular information especially those are not published in the mainstream media. The excerpt below explain the theme of political issues indicated in the in-depth interview involving Informant 1, 2, 3, 4, 5 and 6:

> *"... For example it can be political..."* (Informant 1, Line 48-50)
> *"Ok.. So, basically what I see in social media, often raise is the political issues..."* (Informant 2, Line 1014-1019)

> *"If we talk about Facebook, obviously, aaa.. political issue is one of the items that has been highlighted on it."* (Informant 3, Line 1717-1721)
> *"Other issues such as politics shall be mentioned so well."* (Informant 4, Line 2688-2690)
> *"Sometimes, there is also a political issue."* (Informant 5, Line 3180-3181)
> *"Usually it's about politics. As we all know the mainstream media is fully controlled by the government. So, the news of the opposition is not on the mainstream media. Therefore, they will use these social media lah."* (Informant 6, Line 3762-3769)

6. National Issues

Apart from political issues, national issues also became one of the issues that were usually addressed in the social media. National issues can be defined as a topic related to the country in which it evokes a sense of patriotism in the person. (The Free Dictionary by Farlex, 2013). Hence, these issues are very important in inculcating the sense of love of country, especially to the young generation. The excerpt of Informant 1 below explains more about the theme:

> *"... it can also be the national issues..."* (Informant 1, Line 50-52)

7. Personal Issue

Some people use the social media to share about their personal life. This is because social media provide online connections between friends and family in virtual ways. However, it is sometimes might give negative impact on the person. This is because when they disclose their personal information to the public, perhaps someone will try to take advantage on that and later commit crimes. The excerpts below explain the theme of personal issues that can be indicated in the in-depth interview:

> *"... aaa, his status related to his personal that shouldn't been posted."* (Informant 1, Line 71-77)
> *"Then, if on the social media is more on a personal life lah... Personal life of each people."* (Informant 3, Line 1721-1724)
> *"I notice that most of the issues raised are usually about personal, more to personal actually."* (Informant 4, Line 2679-2682)

8. Feeling Expression Issues

According to the informants, social media were the place where people not only share about their personal life but also they tend to use the social media to express their feeling and dissatisfaction on something. Therefore, such initiative can be seen in the researcher's conversation with the Informant 1, 3 and 4 which presented as below:

> *"So, he makes the expression of feelings on Facebook."* (Informant 1, Line 82-83)

"Like what we update in social media is actually comes from our hearts; what we actually want to write and what kind of post that we want to share with others." (Informant 3, Line 2025-2029)

"I think it can be one of a medium to express their dissatisfaction; how they feel. They want to express it. Maybe through the posting of status." (Informant 4, Line 2778-2784)

9.   Motivation Issues

Social media also framed motivation issues that could inspire other people. It seems to create an environment where the social media users can remain or become motivated. The excerpts below explain the situation experienced by Informant 1, 2 and 5:

"For me, I'm more interested in motivation, as he talks about himself, but when we read, he will inspire us…" (Informant 1, Line 96-102)

"… motivation issues and so on." (Informant 2, Line 1022)

"I love motivation. Motivational quotes. That's I like." (Informant 5, Line 3184-3186)

10.   Sport Issues

Sports issues usually arose when there were sport events either locally or internationally. The gist of the in-depth interview conducted with Informant 1, 2, 4 and 6 explains the situation:

"Like yesterday, people from Kelantan and Pahang will only discuss about football only…" (Informant 1, Line 161-167)

"Like Malaysia Cup final yesterday, match between Kelantan and Pahang. When Pahang player scores a goal, then people instantly update the status." (Informant 2, Line 1072-1078)

"Let say, it comes the football season. Everybody tends to update their statuses on football until sometimes I feel tired to see it." (Informant 4, Line 2802-2806)

"At this time, I follow sport issues; especially we have just finished the Piala Malaysia." (Informant 6, Line 3848-3850)

11.   Economic Issues

Social media also framed economic issues as it was fundamental of the life process. People usually discuss about economic issues as it gives impact on their life. The excerpts below further elicit the situation as per mentioned by Informant 1, 5 and 6:

"… people post regarding budget and GST just after it was announced…" (Informant 1, Line 187-191)

"Issues such as budget, such as the day. It's more to that lah…" (Informant 5, Line 3228-3232)

"If it's now mostly about the budget and GST…" (Informant 6, Line 3751-3753)

12.   Issues Discussed by Other Media

According to Newman (2011), journalist is making increasing use of Twitter as it gains critical mass as a tool for key sources and media elites to share information. In this sense it is also important for wider distribution, because newspapers and broadcasters use Twitter as a source, instantly picking up and amplifying comments from the network (Newman, 2011). However, according to the in-depth interviews with the informants, social media actually framed the information and news received from the mainstream media. People actually forwarded story that they received from the mainstream media and at the same time provided comments on that particular issue. The excerpts below explain the situation of Informant 1, 2, and 3:

> *"… Aaaa.. I'm interested to share issues highlighted in Buletin Utama like child abuse…"* (Informant 1, Line 337-340)
>
> *"Aaaa.. Sometimes people share something from what they see through mainstream media, mass media la.. For example, TV or newspaper."* (Informant 2, Line 1091-1100)
>
> *"May be we can say that, when we read from other source, we tend to update to another source just to show that we are actually aware about it."* (Informant 3, Line 1890-1895)

13.   Family Issues

Social media also a medium to share information about users' family matter. This situation involves not only those who already got married but also those who are planning to have their own family. The excerpt provided below further elicits the situation of Informant 3:

> *"Sometimes people uploaded about family issues in their social media's statuses."* (Informant 3, Line 2518-2521)

14.   Humanitarian Issues

Humanitarian issues are always playing with people's emotions. It can also create awareness in the society on the other difficulties. Therefore, such initiative can be seen in the researcher's conversation with the Informant 3 which presented as below:

> *"For me, I prefer something that involves humanitarian. For example, through Facebook, we might know about the difficulties of others."* (Informant 3, Line 1739-1744)

15.   Self-Interest Issues

Some of the issues presented in the social media were chosen by the users according to their own preferences. They usually choose certain issue based their own preferences. The excerpt provided below further elicits the situation of Informant 3:

> *"I prefer something that will benefit myself."* (Informant 2, Line 1028-1031)

"For adults, they more to something informational; like we can gain input by reading it." (Informant 5, Line 3166-3171)

16. Sense of Humor Issues

Issues containing sense of humor were also being framed by social media. These kinds of minor issues act like an entertainment to social media users who look for something that is not too heavy. The excerpt below explained the situation experienced by Informant 4:

"I am more interested to entertainment or have sense of humor lah…" (Informant 4, Line 2700-2703)

17. Religion Issues

In this era of modern technology, the approach taken by Islamic preachers also have changed. They used social media to spread the knowledge about Islam. Since delivery in social media is much more relaxed, then they have used this approach as best as possible, especially in getting young people to join together to do something good.

"The positive side that I see here is that Facebook can also be the medium to share knowledge and preach to other people." (Informant 4, Line 2848-2852)

Selection of Issues by Social Media

Zhang et al. (2008) agree that news sharing in social media involves interactions between readers and publishers. Social media allow readers to publish news based on their interests (Zhang et al., 2008). Therefore, once a piece of news is published by a reader, other readers comment and vote on it (Zhang et al., 2008). Thus, according to the in-depth interviews with all informants, the researcher gained four themes for the second research question; which is the methods used in selecting the issues framed by the social media. Table 2 represents all the themes for the second research question.

Table 2: Themes for selection of issues by social media

No	Themes
1	People's tendency on the issues
2	Issues that currently happened
3	Issues that are important
4	Follow what other people post

1.   People's Tendency on The Issues

Social media user usually post comments and share about issues based on their own preferences. They prefer recommended news with different focuses related with the original news that they just read rather that repeated ones which conform to the original topic somehow (Zhang et al., 2008). The excerpts below explained the situation experienced by Informant 1, 2, 3 and 6:

> *"... but that, we could see where people are more like, if they like more sports, they will post and follow issues about sports la…"* (Informant 1, Line 24-29)

> *"They want to be the first in spreading the story. They want to act like that. And they themselves feel to share the information."* (Informant 2, Line 1179-1182)

> *"So, anything we want to share with others; we can update to Facebook or Instagram. Meaning, everything that we want to share with others…"* (Informant 3, Line 1730-1735)

> *"Maybe based on their own preferences lah.."* (Informant 6, Line 3938-3943)

2.   Issues that Currently Happen

Issues that had been highlighted in social media usually currently had happened. People update their status based on what they have read, saw or heard from the other sources. They want to share with others and keeps other people alert about the things. The excerpts taken from the in-depth interviews of Informant 1, 2, 3, 4, and 6 further explain the situation:

> *"Something happens on the spot. Aaaa.. for example if today occurs an election day, so they will talk about the election only."* (Informant 1, Line 178-186)

> *"Usually when something happens..."* (Informant 2, Line 1065-1071)

> *"Ok. If you refer to the issue, if there is something going on. Since Facebook, Twitter and other social media make ease for us to update news. So it can like on the spot."* (Informant 3, Line 1804-1809)

> *"For me, it more to general lah. Some people post because they want to be up-to-date and share something to everybody."* (Informant 4, Line 2745-2748)

> *"So, sometimes, people will immediately update their statuses when receiving news or information."* (Informant 6, Line 3875-3878)

3.   Issues that are Important

Social media is also a discussion arena especially for important issues. These important issues can be classified as matter relates to human life and may give impact to them as well. According to Zhang et al. (2008), users' comments may reveal their concerns on the news, especially the one with several subtopics. Considering these comments helps recommend relevant news with high precision

(Zhang et al., 2008). The excerpts below explained the medical interaction experienced by the Informant 1, 2, 3 and 5:

> *"... Some issues are I think important to be highlighted."* (Informant 1, Line 334-336)
>
> *"But for me, I like to share something important and can benefit others."* (Informant 2, Line 1203-1205)
>
> *"Some people, they feel political issues are something interesting to share with friends. Because he thinks that people should know about this... about that.."* (Informant 3, Line 1865-1871)
>
> *"For me, I will share something like posts or videos when I think other people should know about it."* (Informant 5, Line 3296-3299)

4. Follow What Other People Post

Users of social media are sometimes updating their statuses based on what they get from others. In fact, they tend to follow what is in other users' post. According to all informants, social media users preferred to follow what other people post because they did not want to miss. They want to be part of every conversation that appears. The excerpts below explained the situation experienced by all informants:

> *"Aaaaa.. So, someone who types that follows other people, he wants to be the person in the group."* (Informant 1, Line 348-353)
>
> *"They like follow the news spread in the social media itself."* (Informant 2, Line 1101-1104)
>
> *"We also can say that, other posting can also influence people to share that matter in their social media's status."* (Informant 3, Line 1909-1913)
>
> *"Maybe they want to feel like; they are involved in an issue. They want to participate as well. They do not want to be left behind."* (Informant 4, Line 2817-2822)
>
> *"When someone is sharing something, when other people read, they tend to share it on their social media. So, later it becomes viral. People will share..share..share…"* (Informant 5, Line 3240-3245)
>
> *"Some people are busy updating statuses although other people are already known about it. This is because he wants to show his ego, that he is actually an up-to-date person."* (Informant 6, Line 3923-3930)

CONCLUSION

Firstly, the researcher concluded that the issues that always being framed by social media are serious issues which mean the issues will give impacts to the society and the government. People want to express their concern towards what have happened around. The readers also prefer the issues more related to current trends of the discussion. Moreover, the informants agreed that political issue is the main issues that usually being framed by social media. This is because the youth are now using social media not only to express their political views through online but also to facilitate the involvement of political candidate offline too.

Increasingly, people are turning to social media sites like Twitter and Facebook, to get information about current events. Almost all traditional media, such as newspapers and magazines, now have a presence on Facebook and Twitter. People are no longer become passive consumers of traditional media. Moreover, they use social media to share the news that they found attractive to other users. In addition, they also frequently discuss and comment on the news in a way that has never happened before the advent of social media. Himelboim et al. (as cited in Hemphill et al., 2013) stated that social media are playing increasing important roles in connecting people to political information. Moreover, nearly all Malaysian politicians have social media account, many of which are highly active.

Therefore, this connection between a politician and the public disrupts the traditional communication flow of politician, the news media and public (McCombs et al. as cited as cited in Hemphill et al., 2013). Without the news media as mediators, politicians have an opportunity to directly influence public perceptions and behavior through framing (Hemphill et al., 2013). Other than that, social media are also used to express people's feeling towards something. Actually, being on social media is more akin to trying to yell louder than everyone else in order to get themselves seen by more people. People often use social media to discuss current events and at the same time it also makes other people update about it too. Thus, it is clearly shown that people are trying to have an exciting life via social media.

Secondly, the researcher concluded that the issues framed in the social media are based on social media users' preferences. This means social media users' always frame issues that they have most tendencies about it. On the other hand, the issues must be marked important and have high relation to people's life. White and Snider (as cited in Roche, 1988) showed how strong a role personal influence could play in the selection process. According to Zhang et al. (2008), news sharing in social media involves interactions between readers and publishers. Therefore, once a piece of news is published by a reader, other readers comment and vote on it (Zhang et al., 2008). Therefore, people prefer recommended news with different focuses related with the original news that they just read rather repeated ones which conform to the original topic somehow (Zhang et al., 2008). On the other hand, Zhang et al., (2008) also stated that social media users' comments may reveal their concern on the news, especially the one with the several subtopics. Therefore, these comments may help to recommend the relevant news with high precision. However, the researcher also concluded that some of the social media users are just following what other people have posted on their social media. This is because they do not want to miss out current events happen and at the same time to show that they are the kind of up-to-date people.

The researcher provides several recommendations in order to improvise future researches. The similar research should be conducted regularly in order to measure the pattern of people's perception and believe about information provided on social media. This is important to make sure that the government and policymaker realize the best medium to convey messages to the people. The researcher also recommends of utilizing the same structure of research but with different set of informants. This is because in this research, the researcher's intention to get the perception from the Malay young adults only. Therefore, a different set of informants such as from

different ethnicity and range of age can be used to further extent the scope of the research. Such improvisation can help future researchers to determine the opportunity of social media as a medium of communication and at the same time improve its credibility and truthfulness of the information spread.

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