

MEDIA USE AND POLITICAL PARTICIPATION AMONG MALAYSIA'S AGING CITIZENS: OPTIMISMS AND CHALLENGES

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Senior Citizens

- **Warga Emas** literally translated to be **Golden Citizens** .
- The Department of Statistics has defined the **Golden Age** to be those aged **65 and above**.
- The MCMC has an interesting cutting off point for age. It has cut off **49 and above** as the eldest category when measuring use of the internet (**Internet Users Survey 2014**).
- The **National Policy on Senior Citizens** defines **warga emas** those above the age of **60 years**.
- **Old** in advanced and developed nations, are those above **65 years**.
- **Ageing society**. As people live longer, the **World Health Organization** predicts that **one in five - 2 billion people - will be aged 60 or older by 2050, double that of 2015**.

Senior Citizens, Media and Politics

- Malaysia's status as an ageing nation will soon become a reality when the number of people aged 60 and above is expected to reach 3.5 million in 2020 with the figure to rise to 6.3 million in 2040 covering about 20 per cent of the population (Universiti Malaya's Social Wellbeing Research Centre)
- The digital media has enabled a wider range of information sources. Online news consumption enable readers to link directly to videos and primary sources. It can also allow a greater control over information environments online than they can have over tv, or newspaper.
- MCMC (2015) found that the elders constitute only 7.3 percent of the internet users in the country in 2014.
- 2.8 million Malaysian voters are aged 51 and above.



Research Questions

Understand the media consumption habits and areas of interest to speculate the political participation of the senior citizens by asking:

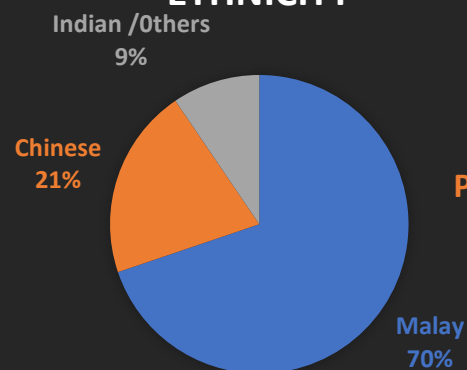
- What are the media habits of the senior citizen?
- What do senior citizens care about?
- How positive are the senior citizens about the future?



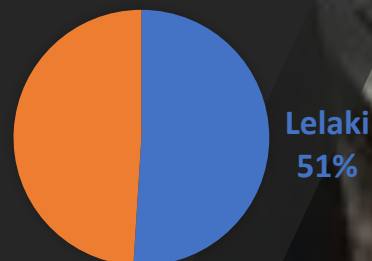
Methodology

- Part of a bigger study on 'Persepsi org ramai terhadap isu semasa' where 1,310 respondents nationwide were surveyed.
- This study defined respondents aged 51 and above as senior citizens
- 169 respondents
- Face to face surveys

ETHNICITY



JANTINA





Media habit	0-1 days	2-3 days	4-5 days	6-7 days
Watch Television	5 (3%)	10 (5.9%)	68 (40.3%)	86 (50.9%)
Reading newspaper	57 (33.8%)	27 (16%)	54 (32%)	31 (18.3%)
Listen Radio	45 (26.7%)	32 (18.9%)	43 (25.5%)	49 (29%)
Surf Internet	57 (33.7%)	20 (11.8%)	31 (18.4%)	61 (36.1%)
Online news portal	76 (45%)	29 (17.2%)	34 (20.2%)	30 (17.8%)
Facebook	76 (45%)	15 (8.9%)	33 (19.5%)	24 (26.6%)
Twitter	141 (83.5%)	9 (5.3%)	10 (6%)	9 (5.3%)
Whatsapp	46 (27.2%)	6 (3.6%)	20 (11.9%)	97 (57.4%)
Instagram	133 (78.7%)	15 (8.9%)	10 (5.9%)	11 (6.5%)

MEDIA USE

- Use more traditional media than new media
- High usage of Whatsapp and Television
- Very low usage of Twitter and Instagram
- Divided in their use of the newspapers
- Potential for online news portal



	Very disinterested	Disinterested	Mildly disinterested	Mildly interested	Interested	Very interested
Current affairs	2 (1.2%)	3 (1.8%)	8 (4.7%)	61 (36.1%)	59 (34.9%)	36 (21.3%)
Politics	11 (6.5%)	15 (8.9%)	21 (12.4%)	66 (39.1%)	37 (21.9%)	19 (11.2%)
Entertainment	12 (7.1%)	10 (5.9%)	24 (14.2%)	73 (43.2%)	34 (20.1%)	16 (9.5%)
International news	8 (4.7%)	4 (2.4%)	23 (13.6%)	68 (40.2%)	47 (27.8%)	19 (11.2%)
Religion	1 (0.6%)	4 (2.4%)	12 (7.1%)	41 (24.3%)	81 (47.9%)	30 (17.8%)
Health	7 (4.1%)	2 (1.2%)	12 (7.1%)	52 (30.8%)	63 (37.3%)	33 (19.5%)

INTEREST

- Most interested in current affairs (92.3%), religion (90%) and health (87.6%)
- Interested in politics (72.2%), international news (79.2%)



Perception		Very bad	Bad	No difference	Good	Very good
Malaysia in general	Now	15 (8.9%)	37 (21.9%)	59 (34.9%)	56 (33.1%)	2 (1.2%)
	Future	4 (2.4%)	14 (8.3%)	52 (30.8%)	84 (49.7%)	15 (8.9%)
Family	Now	13 (7.7%)	31 (18.3%)	60 (35.5%)	61 (36.1%)	4 (2.4%)
	Future	4 (2.4%)	20 (11.8%)	49 (29%)	80 (47.3%)	16 (9.5%)
Economy	Now	20 (11.8%)	81 (47.9%)	44 (26%)	20 (11.8%)	4 (2.4%)
	Future	2 (1.2%)	53 (31.4%)	48 (28.4%)	46 (27.2%)	20 (11.8%)
Employment	Now	16 (9.5%)	73 (43.2%)	54 (32%)	24 (14.2%)	2 (1.2%)
	Future	5 (3%)	46 (27.2%)	50 (29.6%)	54 (32%)	14 (8.3%)

PERCEPTION OF FUTURE

- Economy is the issue they most worry about (59.7%) and only 14.2% is positive about the economic future
- Most optimistic about Malaysia (58.6%) and their family (56.8%)
- They are currently worried about employment (52.7%) but optimistic about the future of employment (40.3%)

OPTIMISM AND CHALLENGES

- Actively engaging the media. Can foresee a more digital literate senior citizens in the future
- Not necessarily newspaper generation
- Actively use Whatsapp and interested in current affairs. They are connected
- Concern about politics but more concern about health and religion
- Worried about the present but comparatively optimistic about the future
- Very concern about the economy





Conclusion

- A future of active elderlies who are connected and informed
- Senior citizens that are actively contributing to the economy and will demand for economic stability
- Who are moderately optimistic about the future and thus needs convincing
- Political will in areas of religion and health