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BANGKOK

**THE NEW NORMAL IN
SURVEY RESEARCH METHODOLOGY
AND CHANGING ATTITUDES**

16 - 17 NOVEMBER 2021
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THE MALAYSIAN MEDIA DEPENDENCY DURING COVID-19 CRISIS

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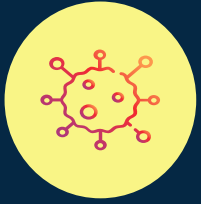
PROF. DR. SYED ARABI IDID

Prof. Dr. Syed Arabi Idid is a Professor in the Department of Communication, International Islamic University Malaysia (IIUM). He is one of the founding members of Asian Network for Public Opinion Research (ANPOR) and the World Association of Public Opinion Research - Asia (WAPOR-Asia), a member of the Political Studies Association (PSA), World Public Opinion Research Association (WAPOR), American Association for Public Opinion Research (AAPOR) and International Communication Association (ICA). He was a President of Commonwealth Association for Education in Journalism and Communication.

An abstract graphic in the bottom-left corner shows a hand-like shape holding a glowing yellow and black striped object, possibly a stylized letter 'R' or a piece of fabric. The stripes are bright yellow with thick black outlines.

INTRODUCTION

BACKGROUND OF THE STUDY



The COVID-19 pandemic is a known threat to global health and socio-ecological normalcy.



Hence, making it natural for the public to find ways to survive the pandemic and overcome the uncertainties threat.



One of the ways is through equipping ourselves with enough information through media exposure and consumption.



This is precisely why we could look at the media dependency theory to prove the claims that media become the main sources for the public to look for information and certainties in times of crisis.

RESEARCH OBJECTIVES





RO 1



To identify the Malaysian media platform dependency during COVID-19.



RO 2



To identify the media platform dependency difference among races in Malaysia.



RO 3



To identify the media platform dependency difference between education level in Malaysia.



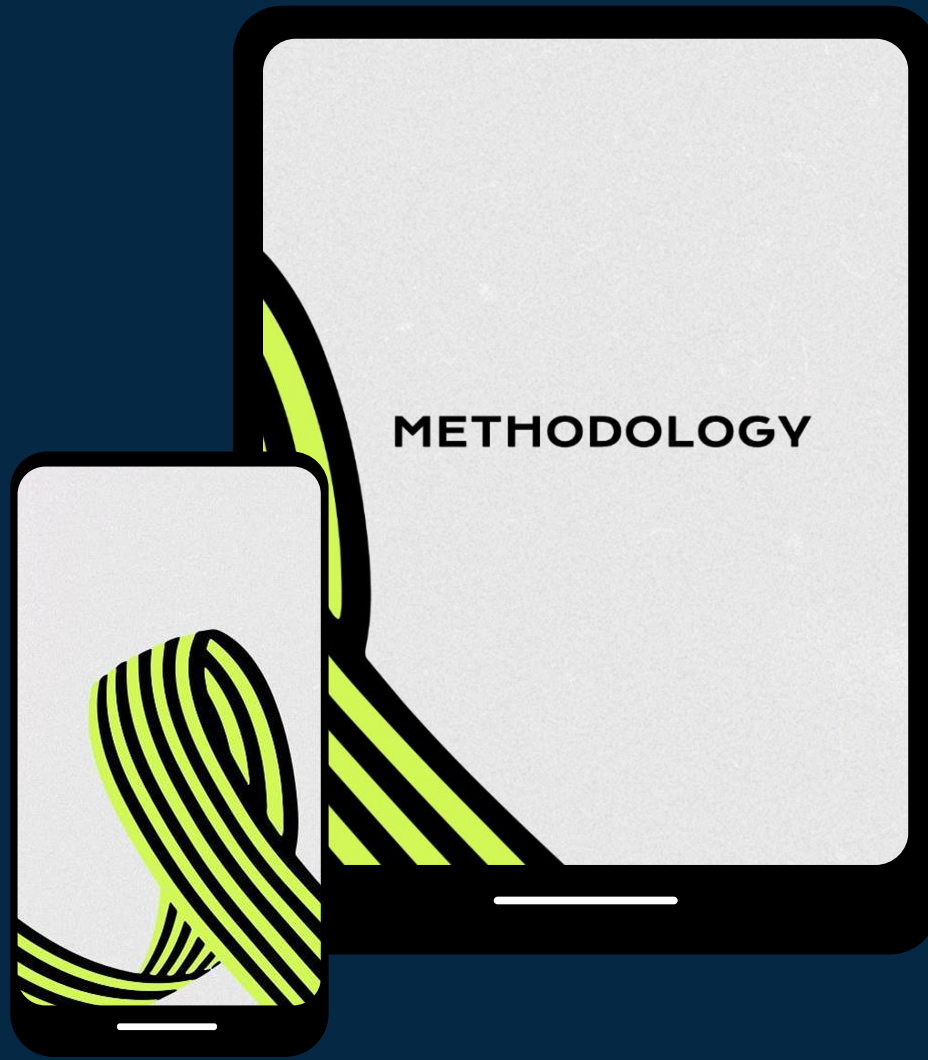
MEDIA DEPENDENCY DURING CRISIS



- Firstly proposed by **Ball-Rokeach and DeFleur (1976)**: Ascribes media effects to the relationship between individuals, media and society.
- During uncertainties the information people retrieve would become their **guidance to make decisions** (Jung, 2020; Lin, Xu, & Dam, 2020).



- The choices of media dependency are **depending on the development of feelings of fear and anxiety** on possible negative effects of the crisis at individual level (So, Kuang and Cho, 2019).
- **The media dependency varies** accordance to the characteristics of the individuals and background of the public (Mehrad & Yousefi, 2018).



Data collected: A total of 1,309 Malaysian respondents, nationwide survey.

Date: December 2020 (during the COVID-19 pandemic).

Survey questions: Frequency of media platforms usage per week.

Analysis: Descriptive statistics and Cross-tabulations in statistical software, SPSS.

DATA ANALYSIS



- Table 1 shows that Malaysians use WhatsApp the most (72% daily use), compared to 51% watching TV everyday, or using the Internet (58%).

Table 1. Overall percentage of media platform usage per week

	Media Platform (N=1,309)	Percentages (%) of usage per week				Total
		No	1-3 days	4-6 days	7 days	
1	Television	5.1	14.6	29.7	50.6	100.0
2	Newspaper	37	20.4	23.3	19.3	100.0
3	Radio	18.9	17.5	34.0	29.6	100.0
4	Internet	9.9	7.6	24.8	57.7	100.0
5	Online portal	20.6	16.8	27.9	34.8	100.0
6	Facebook	13.3	7.9	27.6	51.3	100.0
7	Twitter	56.6	11.5	12.4	19.5	100.0
8	WhatsApp	5.9	4.1	18.3	71.7	100.0
9	Instagram	38.6	15.0	17.0	29.5	100.0

- Table 2 below shows the differences percentage of media platform usage per week by race in Malaysia.
- The results show that for television, majority of the Malays/Bumiputera watches television (62.%) as compared to Chinese (26.9%) and Indian/Others (11.0%).
- The result is similar with radio dependency although the percentage are not as high as TV, where 49% of Malay/Bumi dependent on radio, 32% for the Chinese and only 18.9% of the Indian/Others.
- However, for newspaper, the Chinese are more dependent on newspaper (44%) as compared to the Malay/Bumi (36%) and Indian/Others (19%).

Table 2. Percentage of media platform usage per week by race

[illegible]

- The result indicates that the traditional media such as TV, newspaper and radio is more preferred by secondary education level as compared to others.
- In terms of the new media platform, the media dependency does not show huge difference of percentages between secondary level, STPM/sijil/Diploma and Degree holders 7 days a week dependency.
- However, STPM/sijil/Diploma holders uses Twitter and Instagram more than secondary education level and degree holder.

Table 3. Percentage of media platform usage per week by education

[illegible]



DISCUSSIONS



Media dependency varies according to the nature and background of the society, nature of control and nature or issue of the crisis at the time.



Obvious differences on the traditional media dependency where the Malays/Bumis depends more on TV and radio whilst the Chinese read and depended on newspapers far more than the other races.



The Malays/Bumis retrieve information more from the internet and social media: Indicating the newspaper reading culture is not that prevalent among Malays/Bumis as compared as to the Malaysian Chinese.



Young Malaysians acquire informations through the social media.





CONCLUSION & RECOMMENDATION

The media dependency theory can still predict the use of traditional media and dependency on the use of social media. Hence, **this theory is still relevant for media study and research.**

However, to make study on this theory remained relevant, researchers must not only rely on data collected on campus.

Future research can also put focus on the relationship of the theory with the country media system too,

Thus, further in-depth study should be conducted to understand the purpose of each depended media.



THE END

THANK YOU!

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