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NEW MEDIA USE AMONG YOUTH IN MALAYSIA: A MEDIA DEPENDENCY THEORY PERSPECTIVE

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ABSTRACT

Purpose- This paper aims to provide an explanation of new media use among youth by building a conceptual framework that related with the Media Dependency Theory. In Malaysia, public concerns continue to rise about the risk of excessive new media use among youths. Provides on the conceptual model perspective with the origins of the theory in Media Dependency Theory. This paper applies Media Dependency Theory to study the use of the new media among youth in Malaysia. Researcher are watching the phenomenon among youth in the use of new media is different from most users of developing countries where the new media is the infrastructure has been well built. In Malaysia, wireless networks are in use and Facebook is the main social media widely accepted by users for communication, marketing, and identity building. Through the Media Dependency Theory lens, researcher can see the use of new media from a media perspective where the media plays a role in this society. Malaysia's social background is unique, therefore, the media use is completely different from what is observed in western countries and researcher conclude some of the consequences of unwanted new media use that goes beyond the scope of knowledge.

Design/methodology/approach – The paper is conceptual, and a model is developed as a result of an extensive critical multidisciplinary literature review.

Findings - The findings of this study identify new media use, namely effect and the influence of new media and related to the Media Dependency Theory. In addition, the study highlights the potential for a positive relationship between the use of new media and youth. One integrative concept frameworks and detailed summary are presented in the paper.

Originality / value - This study provides a comprehensive critical picture of the growing new media and new media usage literature and information that offers the basis for a comprehensive assessment of new media usage contributions to youth in particular. It enhances relevant knowledge new media. Moreover, management and policy implications given in this paper can help communication practitioners and new media practitioners identify key guidelines for the design and implementation of appropriate new media usage management programs.

Paper type- Conceptual paper

INTRODUCTION

New media have a profound impact on social participation, and therefore have significantly affected these social shifts in young people's thinking and lifestyle. This scenario requires a different approach to defining youth development planning (Hao, Wen, & George, 2014). These communication forms nowadays constantly through revolving process as a result of technological development or some kind of revolution process in the form of structural and technical. Moreover, communication currently entering its' fifth stage which emphasize interactive communications marked by Internet based technology and also computing. The new media is based on a much more interactive interface that provides the user with as wide choices of information and entertainment as wants in various forms. In this age of globalization, this dominant medium is seen in the modern era rather than traditional or ancient media such as print, electronic media, and other personal media. As a result, the present society changes relatively and no longer lives in a small or marginalized group (Amir et al., 2011). In fact, it is seen that the association of the age of society with the influence of the media gradually disappears and begins to be replaced by a social structure in the form of a network connection. New media maintains a strong stance by creating more extensive and influential media despite traditional media (Akmal & Salman, 2015). The emergence of new media had become the agent to the information democracy. According to Akmal & Salman (2015), new media refers to things like video, audio, weblogs, social networking sited and various content can be access by streaming users. In fact, hyperlink and search engine also serve as together by giving the users plenty of options to explore and share the information gathered. Moreover, the development of communication technology gives convenience to people and expansion of Internet without border had dramatically changed the lifestyle of the people. In this modern era, youths have been categorized as digital natives, or internet generation or digital generation and millennials where they got the skills and knowledge about computerization (Norhabiba & Ragil Putri, 2018).

According to Aslamiah Ali (2011), in Malaysia, the use of social networking sites is no longer new. Moreover, this medium has completely shown its popularity among students or college students, and it is also surprising that it is used by government agencies, cooperative and civil servants to convey the most recent information. Besides, the new media is seen as a way to approach and forge links with society. According to data provided by the World Wide Web Index (http://globalwebindex.net/),

Malaysia is the most active social network user among Southeast Asian countries followed by the Philippines and Indonesia. A study conducted in 2018 showed that more than 11.5 million users of social network in Malaysia are more likely to use this method to share information with 63% of transmission and 54% of receiving messages. Meanwhile, about 41% of users in Malaysia enjoy sharing and advertising on social networking sites.

The objective of this paper is to study and analyze the determinants and their consequences the use of new media by providing an integrative framework and to suggest clues for future research. It argues that a broader new media view is needed to capture it dimensions; therefore, this paper will endeavor to determine the influence of new media, particularly in research, information and communication and to conceptualize the influence of new media as a multidimensional construct to capture all its uniqueness. Implications exist for both researchers and practitioners. The rest of the paper is organized into three main sections. First, the new media is defined and its nature is discussed. Second, the determinants of new media influence are explored. Third, the relationship between the influence of new media and its consequences is examined. Paper ended with some firm suggestions.

Defining New Media

The definition of new media has been tackled with by many scholars and can be seen from different perspectives. New media is known as one of the most important forces in modern culture in our time (Huang et al., 2019). New media is a form of electronic communication where users can share the information and the content through online (Jurriëns, 2018). Example of new media are Twitter, Instagram, Facebook, Snapchat, YouTube, WhatsApp, Pinterest, and LinkedIn (Ukpe et al., 2015). The influence of new media are varies for each individual. This is due to the thinking patterns, personality traits that are influenced by attitude, social relations and culture difference (Roy, 2019).

Defining Youth in Malaysia

Youth is classified as an important group in any country. In Malaysia, youth are in the range of 15 to 30 years old in accordance refer to Malaysian Youth Policy 2015 and range of 15 to 40 years old refer to Youth Development Act 2007 (Act 668). According to Department of Statistic Malaysia Year 2020, about 15,248,800 million or 45% of Malaysian population is youth. This high percentage represent the generation of youth is an invaluable assets in determine the future of nation development.

According with the Malaysian Youth Policy (2015), Youth in Malaysia are 15 to 30 years old. They categorized as Early Youths (15-18 years), Middle Ages (19-24 years) and Enders (25-30 years). This groups are believed playing a major role in youth development by being a partner in youth development.

Figure 1.3 The Group of Youth

The Malaysian Youth Policy (2015) is based on three (3) main goals aimed to ease the implementation of youth's mechanism and highlighting the potential of youth in conjunction with the Federal and National Constitution. Nowadays, competitive global environment has demanded the youth to be creative, futuristic and be on the track of the latest technology developments. Thus, this social transformation has profoundly influenced the thinking and the lifestyle of today's youth. This scenario requires a different approach to determine in the planning of youth development. In this globalization era, Malaysian youth need to be well prepared mentally and physically as they will face many challenges. Unfortunately, not well managed will affect social problems thus impede youth development. As such, Malaysian Youth Policy (2015) had identified major key points that will be facing by the youth. Somehow, this body also responsible in ensuring the policies formulated will meet current and future needs and also demands. This new media somehow has become indispensable part of everyday life. It is not surprising more young people nowadays use this medium because of it easily access and ease the lifestyle. Youth also included teenagers and college students. Meanwhile, demonstration is the ability for the users in choosing from a wide selection (Norhabiba & Ragil Putri, 2018).

Youth dependence on new media
New media is a social interaction platform that involves a new branch of communication that results from communication environments. This medium is an important component consisting of web sites, services, and activities that involve some process. The processes involved include collaborating, sharing, and democratizing new media use (Hwang & Bowers, 2012). An important part of the world's media users are male and female youths born in the late 1980s or early 1990s. Nielsen (2011) reported that youths between the ages of 18 and 34 are the most dominant and active in the new media. This group adopts new media and latest technology very quickly. They are more interested in everything related to the Internet and its applications. Moreover, they are very active in dealing with social networking sites like Facebook, Twitter, Google, YouTube and Instagram.
Nowadays, the new media is used in three main functions (as a means of communication, inquiring about the latest information and doing business online). Hence, this method is most needed in people's daily life. In an article titled Contribution of Internet User Activity worth RM 15 Trillion, researcher mentioned that the statistics provided by Internet World Stat, the new media users in Malaysia are the highest in Asia in terms of population (Kumar & Tyagi, 2017).

According to Rothschild (2011), the new media communication approach includes several methods including online forums, social blogs, microblogging, photos, videos, user ratings and social bookmarks. The social media branch provided a variety of methods that enable new media users to have different options for communication between new media users. In addition, new media has a tremendous power to help the company specialize in product brands through communication, outreach and community restructuring(George, 2019).

Several studies indicated that many new media platform users are already addicted to using social networking sites, that their use of new media sites on a daily and continuous basis, this addiction is highly dependent on the position of individuals. This statement supports the previous study conducted by Professor Dr. Madia Dr. Muhammad Fadl Shi Din. Researcher believes that people who are extremely addicted to Facebook are not aware of the upcoming problem they will face soon. Addiction depends on the reasons why youths use new media. It is measured by repeated use of new media. Some new media users said they would be embarrassed if they did not use the new media platforms, this is in line with a study by some experts on Facebook addiction. Researcher believe that Facebook addiction may create some diseases called "Facebook addiction disorder" where the individual spends a lot of time on Facebook by neglecting other business, bedtime or eating. Moreover, this addiction will also affect daily routine and cause computer addiction without being perceived (Drehlich et al., 2020).

All new media including Facebook, Instagram and other new media platforms are sure to have their own effects, especially regarding new media addiction. This effect can be divided into two types of categories (positive and negative effects). As far as what researcher see is when people use new media for a long time and cause their addiction in one way or another. In addition, various parties will seize these advantages as their opportunity by committing fraud aimed at harming certain individuals. Moreover, some new media users may take this opportunity to express their emotions, anger, hate, and grief toward specific individuals. Worse yet, it is difficult to control unified communication sites, so we find some platforms like Facebook that are full of inappropriate comments especially on social issues related to youths.

MEDIA DEPENDENCY THEORY PERSPECTIVE
General definitions of the term theory
In science, theory is a set of strong assumptions that describe or explain a phenomenon. This strong assumption is the result of a series of scientific research findings that have been conducted scientifically. It is an explanation or model inspired based on observations, studies, or justifications, especially those that have been tested and adopted as a general principle to provide explanations and assumptions about a phenomenon (Rouf, Nour, & Allman-Farinelli, 2020). The term "theory" comes from the Greek word "theorein," which means "to see." The word 'theoria' (a noun) had already been used by ancient Greek scholars. Theorein is based on "theion" or "to theia" or "orao," i.e. "contemplate divine things." 'Divine' has been recognized to impregnate unity and order (or

logos) with the natural world (Settle, 2018). Theory definitions are a hypothesis for argument or investigation and is a method use to provide people with understanding. In everyday use, the word "theory" often means an untested intuition or a guess without supporting evidence. One of the key goals of a theory is to address the question 'why?' to think, 'why?. It is an important competency for anyone who wishes to learn and grow to enhance their knowledge of a topic and to refine their thinking and opinions (Riva, Wiederhold, Cipresso, Moreno, & Koff, 2016).

Therefore, describing 'theory' must take account of the 'why?' issue, but the idea is more profound. The theory is not necessarily based on facts, how people understand and provide explanations arise from cultural background and how people view the world. The theory is an attempt to explain why and understand this and a theory is not just an "any" explanation. A theory arises when a series of ideas are adopted and accepted by a wider community of people.

Carillo, Scornavacca & Za (2017) describe it as an organized, coherent, and systematic articulation of a set of statements in a discipline that are communicated in a meaningful whole related to important questions. There are numerous definitions of theory. It is a symbolic representation of aspects of reality that are discovered or invented for reactions, events, circumstances, conditions, or relationships to be represented, explained, predicted, or prescribed. Theories include definitions related to these concepts are related to each other to form theoretical statements.

A theory can illuminate an aspect of researcher communication so that researcher can understand the process much more clearly. Theories are usually used to help design a research question, guide the selection of relevant data, interpret the data and propose explanations of the underlying causes or influences of observed phenomena. Theory is heuristic for it stimulates and guides the further development of knowledge.

General definitions of the term communication theory

Communication theory is a field of information theory and communication as a process of generating meaning trough sending and receiving verbal and non-verbal symbols and signs effected by multiple contexts (Stæhr, 2014). Communication theory means assumptions about a communication phenomenon such as actions, relationships between individuals, methods of communication, actions delivered through the media (Krutka, 2017).

Communication theories are theories that contain explicit or implicit definition of communication. It contains variables that indicates relationships to explain communication phenomena (Zhao, Zhu, Yao, & Wang, 2017). According to Littlejohn (2002), communication theory functions as a medium to explain and predict a communication phenomena (Hajjar, McCarthy, Benigno, & Chabot, 2016). This description builds on other communication concepts which have, over several years, been updated and refined. Indeed, since the systematic study of communication began at colleges and universities just over 100 years ago, over 126 definitions of communication have been written (Stæhr, 2014; van der Velden & El Emam, 2013).

In general terms, the theory of communication seeks to understand the creation of data, how this information is transmitted, the strategies used to transmit it

and how meaning is produced and communicated. In this case, theories make basic assumptions about a phenomenon, connect and apply rules that predict how the phenomenon will behave, if the underlying assumptions are valid (Smith, Stumberger, Guild, & Dugan, 2017). For example, in communication theory, noise is believed to be the enemy of information. It is suggested that noise reduces the ability to transmit information. For example, this can be tested by making someone in a quiet library read a script, a busy coffee shop, and a rock concert, and then testing their comprehension of the text. The theory forecasts that the amount of information transmitted decreases as the background noise increases. It is also possible that the individual who hears the spoken text in the library would have more knowledge than the person who hears it at a rock concert. This ability to predict the consequences of behavior, which can then be evaluated on the basis of assumptions and axioms, is a function of all theories (Chan, 2019).

Thus, the field of communication stimulates researchers to try to prove and convince others to their respective communication theories. This is why the field of communication is very much studied and always explored. In addition, understanding communication theory will help researcher to know about something that have not experienced or see or see something with a different mind. Overall it can be said that by understanding communication theory and the type of communication theory, one will be more flexible, tolerant, more open and up to date on matters related to communication. The four perspectives that researchers often use to explain groups of communication theories are positivism, post-positivism, interpretive, and critical (Ukpe et al., 2012). Today, the paradigm of communication theory is moving faster because communication today is highly dependent on communication technology. The development of communication technology today has caused some communication theories to become irrelevant. Due to its complex nature and highly related to human behavior, the process of forming communication disciplines varies according to region, form of life, and culture.

Communication Theory Is The Important Components In Scientific Research

Researcher agree that communication theory seen as one of the important components which should be included in a scientific research, including PhD level research. Researchers should be more specifically identified in terms of the essence of communication abilities as one of the purposes of learning communication theories. Analysis reveals that leadership skills are generally seen as finding a reasonable compromise between efficacy and adequacy (Makarova & Khlybova, 2019). The degree to which researcher accomplish the targets by engagement is performance. In the scientific science, including PhD studies, communication theory is an important component because in conducting a scientific study, especially communication, communication theory is very necessary and is the most important prerequisite for research. This is because the theory will determine the direction of the study or test the existing theory with current phenomena. With the theory in a scientific study, it will have some significant effects and more impact.

The consequences of mass media can be explained by communication theory. Such consequences may be expected, such as educating the public in the course of an election, or unintentional, such as causing a rise in social abuse. The theory of communication should describe the uses that people bring into mass communication. In certain cases, it is more important to look at the applications of mass media than to look at the consequences. On the part of the contact audience, this approach recognizes a more active role. In order to provide greater consideration to audience behavior and the uses of mass communication than to its consequences, at least two variables are combined (Tiung et al., 2016). The field of cognitive psychology and information processing is one of these causes. The other is the improvements in communication technologies, which are heading towards less centralization, more choice of users, more content diversity, and more active interaction by the individual user with communication content. The theory of communication may also describe the role of the mass media in influencing the beliefs and views of people. For instance, in influencing people's worldviews and beliefs, policymakers and members of the general public frequently assign an important role to mass communication. Occasionally, they are likely to overstate the case and indulge in critiques of individual shows or movies that are largely focused on speculation. Nonetheless, their underlying instinct that mass media content influences the ideals of culture certainly has some merit. The field is a significant one where further study is needed.

Media Dependency Theory

The first to present the theory of media dependence by Ball-Rokeach and De Fleur (1976). The theoretical tradition in the field of communication grew from a strong model of media influence to a minimal model of influence in the early 1970s. Ball Rokeach suggested a theory of media dependence, which attributes the media influences rather than their respective characteristics of the relationship between individuals, media and culture.

Identifying the position and characterization of the media system as a knowledge system is the first significant suggestion that forms the basis of the theory of media dependence. The theory of media dependence focuses on an ecological approach, i.e. "the relationships between small, medium and large systems and their components" (De Fleur & Ball-Rokeach, 1990). The theory discusses the ways in which the different social structures (economic political, religious, and educational systems) and the social framework contribute to the social information system. In addition, describe how the mass media system has become an important knowledge system. In modern society, people have relied on their personal connections and networks to achieve their goals of understanding what is happening in society and determining how to act and how to spend their free time (Adegbola & Gearhart, 2019).

To accomplish their different goals, it has become difficult for youths to rely solely on their personal contacts. It has become difficult for people to live well in modern society with the growing speed of social change without relying on the media for knowledge (Kemper, 2014). Through this process, the new media has become an essential system in society that people need to rely on in their everyday lives to obtain knowledge. The new media is envisaged as a system of

persuasion by several theories of media influences. While the position of the media is vital as a system of persuasion, it does not place the media as an integral part of society (Choi et al., 2014; R. Zemmels, 2012)

The concept of media as an information system puts the media system at the heart of society. Individuals, organizations and social systems cannot obtain important information entirely in society without relying on the mass media system (Choi, Tan, Yasui, & Pekelnicky, 2014). The second core proposition of media reliance theory is that the power of the media depends on the interdependence of individuals and the media (Ball-Rokeach, 1998).

The third suggestion of the theory of media dependence is that with growing complexity or confusion in society and also in leading society to a particular problem, the role of the media system in society increases (Hirschburg, Dillman, & Ball-Rokeach, 1986). This proposal refers to social improvements that are both long-term and short-term. Within a shorter period of time, the power of the media is likely to become stronger when the ambiguity increases in social or individual circumstances. When youths, as in disasters and major social incidents, experience considerable uncertainty in their social climate, their reliance on the media increases. In such a scenario, the intensity of people's priorities contributes to an increased reliance on the media for services that can decrease uncertainty. Individuals are increasingly reliant on the media because it is possible that the mainstream media system will provide the essential and exclusive information required to allow people to evaluate what is going on in the community. The media dependency theory sheds light on explaining the power that mass media possesses, direct and indirect influence on the behavior of the masses (Zhang & Hung, 2018). The theory attempts to explain the psychological and cognitive process that increases the likelihood of a person being affected by the use of the media (Ross, Bickham, Shrier, & Rich, 2012). Although the cognitive process model should provide a clear link between stimulus (i.e. between mediator and behavior). Moreover, it showed that the outcome should be understood within the concept of "relationship" (Drok, Hermans, & Kats, 2018; Ross et al., 2012). However, the Media Dependency relationship is assumed as an aspect of media use or exposure.

Media dependence is usually referred to as the dependent variable or the behavior of interacting with the media excessively, especially in terms of time use. It is a cognitive process that mediates potential outcomes and includes the audience's psychology with their interaction process that occurred between two arguments, people and the media(Iqbal Y, 2017). In a way, the new media dependence on its content can cause effects. Studies have shown that media influences are most caused by the media dependency function, as they are modified by repeated use of traditional media(Hao et al., 2014). Besides, Zaichkowsky (1985) stated that the new media influences are the result of cognitive, emotional and behavioral "sharing" between the a certain audience and new media.

According to Ball-Rokeach and DeFleur, the three factors that underlie the need to determine how important the media is to individuals today are the need to understand one's social world (surveillance), the need to act meaningfully and effectively in that world (social utility) self from that world when high tension (fantasy-escape). When this need to have media dependence is high,

more individuals turn to the media to meet this need, this means, the media has a greater chance of influencing individuals. There is no need for constant media in the long run. In fact, the theory of media dependence states that the two factors that influence a particular situation are the needs of the people's media, and hence the people's dependence on the media and the potential for the effect of the media to be important and significant.

The theory of dependency implies an important link between listeners, the media and the broader social structure. This theory predicts that in order to fulfill specific needs and achieve specific goals, such as use and feed theory, people will rely on media content, but youths do not rely on all the same media. Two factors that affect the degree of dependency on the media. Second, youths will become more reliant on media that satisfy a range of knowledge and needs than on media that provide little to minimal information. Social stability is the second cause of dependency. When social change and tension are strong, systems are developed, values and traditions are questioned, forcing citizens and cultural groups to re-evaluate and make new choices. Reliance on the media for information would grow at that time. There is not always a firm or defined need for youths to acquire knowledge, but culture and social circumstances can shape it. In other words, individual needs, motives, and use of media are dependent on external factors that may not be within the control of the individual. External factors act as constraints on what and how the media can be used and on the availability of other non-media alternatives. Moreover, the more alternatives and individuals that have for satisfactory needs, Dependence on the media will be reduced if the individual relies on only a single medium. It is not only a matter of individual preference or psychological features, however, but also constrained by variables such as the accessibility of certain media.

Media Dependency Theory Relationship in Cognitive Aspects

The media has the potential for cognitive effects that are capable of developing a community belief system. The media can gain the trust of the public by disseminating information on the latest news, documentary and advertising issues. The development of a community belief system refers to expanding or expanding beliefs in a particular category. The media helps the people to explain the value (equality, freedom, honesty, forgiveness) of participation in information on value conflicts. When such conflicts play a role in the mass media, value conflicts are identified, causing individuals to form their own value positions. A position that can voice the views of individuals as well as create their own perceptions .However, in the process of making more important decisions in a particular case, the priority of general values can be explained.

Media Dependency Theory Relationship In Affective Aspects

Ball-Rokeach and DeFleur have cited several factors that the media may be affective as a result of more likely effects during peak dependence. They state that prolonged exposure to the content of violent information can have an

impact on youth. The result of that information will encourage youths to become insensitive or lack the desire towards helping others when the reality of violence occurs in real life. The media can also have an impact on the spirit and feelings of alienation. The positive or negative level of mass media has an influence on social groups that can change the way and culture of life. The youth's dependence on the new media will be reduced and the youth will be more dependent on state and government institutions or the government or society to obtain information.

Media Depedency Theory Relationship In Behavior Aspects

Ball-Rokeach and De Fleur define two large types of behavioural effects. The first large category is called the "activation" effect, which refers to a situation in which as a result of receiving a media message, a media viewer does something they would not otherwise have done. It is largely accepted that behavioral influences function through cognitive and affective effects. The second type of behavioral effects is called "deactivation," which applies to a condition in which as a result of a media advertisement, the listener would otherwise do something but not do it.

Media Dependency Theory Is Seen To Be Relevant As A Guidance In The New Media Use Among Youth.

Media Dependency Theory is seen to be relevant to be used as a guidance related to the new media use among youth. This theory help researcher to organize and understand communication experiences. Researcher use theories to organize a broad range of experiences into smaller categories by paying attention to common features of communication situations. Theory also help researcher to choose what communicative behaviours to the study and guide where researcher choose to look, what researcher look at and how researcher look at communicative phenomenon. Theory also help researcher to predict and control communication. When researcher communicate, researcher try to predict how the interactions will develop so researcher can maintain a certain level of control. Theories can aid researcher in challenging current social and cultural realities and help researcher to broaden personal knowledge.

Ball-Rokeach and DeFleur (1976) were the first to present media dependence theory. Ball Rokeach suggested the principle of media dependency, which applies the media factors rather than their respective characteristics between people, media and culture, as the first important idea that is at the height of connectivity evolved from a broad model of media impact into a model of minimal effect. in the early seventies. Theory of media reliance reflects on "the interactions between and the elements of small , medium and large networks" (Rodrigues-De-Souza et al., 2016). The theory then deals with how the different social structures (economic , political, religious, and educational structures) and the societal context contribute to the societal knowledge system (Carillo, Scornavacca, & Za, 2017).

Media Dependence Theory is one of the popular communication theories among communication researchers and still applicable especially in new media study field to understand issues in that field. Dependence theory this media is often associated with theories of usability and satisfaction and relationships to

agenda setting theory. This is because, media dependence theory has important relationships among users, media and social systems more big. This theory explains why the media needs to have a cognitive, effective effect and different behaviors towards different people. This theory too assuming an individual relies on a medium to meet needs and achieve its goals, but they do not depend on much media. This means, one uses the media for various purposes and reasons such as for entertainment, information resources, education, knowledge and others. Thus, one relies more on a medium to meet and get these needs, then the media becomes more important and relevant to the individual.

In Dominic's view, Andrew & Deanna (2003), the extent to which a person depending on a medium is determined by two factors. The first factor is social stability. When there is high social change and conflict,beliefs and practices are challenged, causing one to be forced to evaluate again and make a new choice. At that time one's dependence on the media to get information will increase. However, dependence on a medium can decrease when the situation is stable (Sandra Ball Rokeach & Melvin DeFleur 1976). For example, when an incident occurs demonstration in the country then one is more dependent on information and statistical figures in the press or the new media and when the situation has stabilized then one is more dependent on information from government institutions and dependence on the new media began to decline.

In the study, Nor Fazlinda (2013), outlines two reasons why users rely on the new media is because it facilitates virtual and social communication. This means with the availability of the new media users can entertain such as playing music, watching drama, play games. The second factor is facilitating discussion, sharing information and contact with friends. For example through use new media users can share the latest information and can also receive the latest information from other friends and no need to rely on media mainstream.

According to Phoon (2011) in the study of media literacy and rights awareness as well as citizenship responsibilities that is the deep involvement of youths online and offline, stating among the reasons users rely on the new media is that they consider the new media as an alternative source of income latest information and news. Second, the new media is an interesting channel for spend free time as well as be a platform to connect with friends.
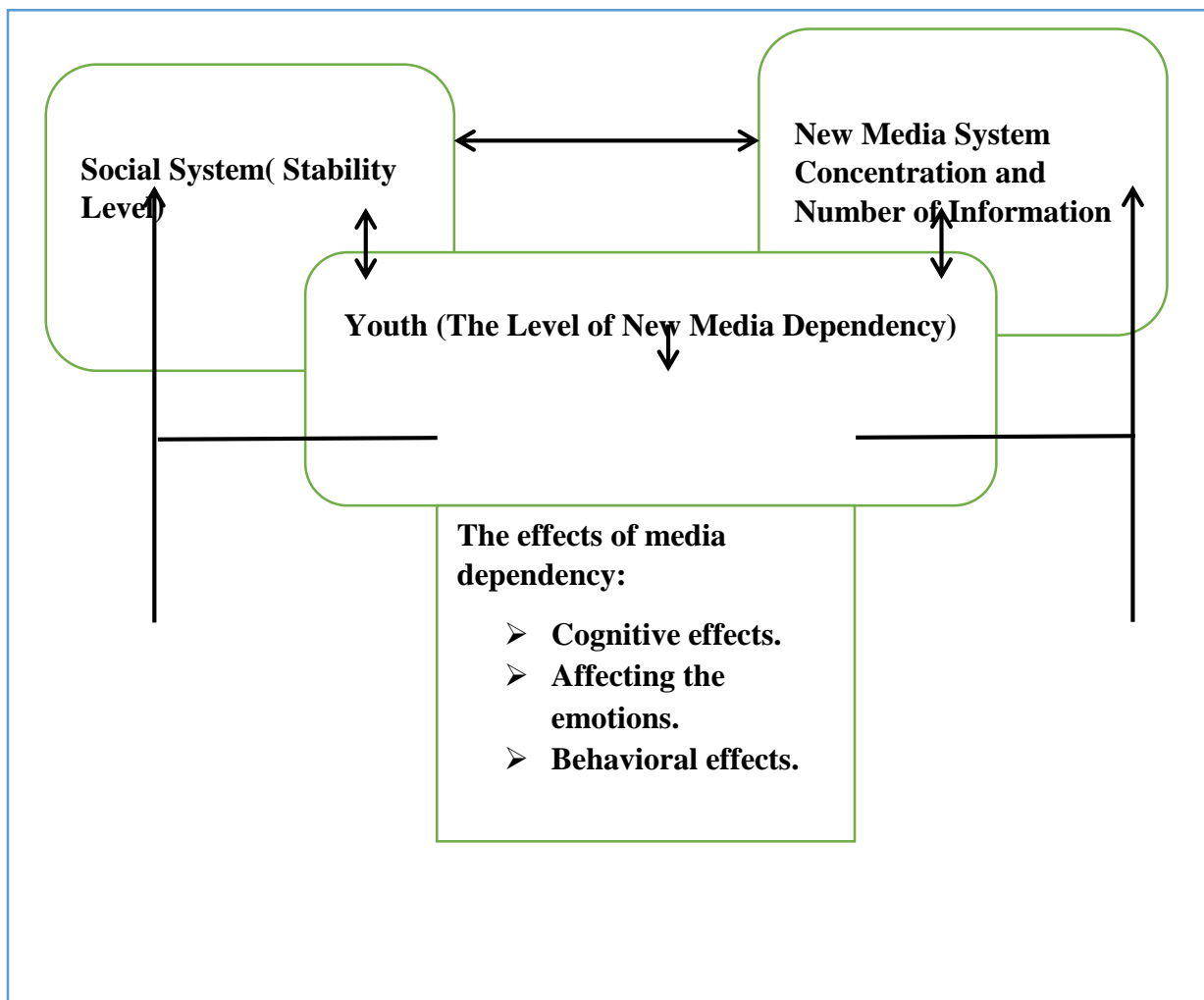
The theory more relevant to be used as a guidance in the new media study because media dependency theory suggests that as people become more dependent on media, the influence of media on their perceptions and behaviors become stronger. It is also points out that their dependency on media changes as their environment and goals change. According to to this theory, the two main factors of social engagement that can affect the intensity and substance of a person is media dependency are the treats in the engagement. Meanwhile, Ball-Rokeach & De Fleur (1976) further reveal that the interaction relationship of the three variables is based on the relationship reciprocal relationship that is dependent on three important things. First, the social system that depends on the state of the level of stability of the social structure. Second, the media system that depends on the extent of mass media information serves as the main source of information. Third, the audience i.e. depends on the extent to which individuals depend on the mass media as the primary source information. From the interaction of the three variables creates an effect communication in three

levels namely cognitive, affective and behavioral. In short, Samsudin A. Rahim (2003) concludes that what the media dependency model emphasizes is the effect of the media on the audience depends on the situation of the interaction between three main variables that determine the impact on the audience.

CONCLUSION

This paper focuses on understanding the relationship between new media and Malaysian youths who are influenced by new media in terms of use, new media and the aspect of participatory use in society. The principle of media dependence theory notes that by focusing on the intrinsic attributes of people or the media, media effects may not be completely understood. Factors need to be taken into consideration at the micro, medium and macro levels to truly appreciate the relationship between individuals and the media (Ball-Rokeach, 1998). At the micro level and an important factor in the definition of individual relationships depending on new media, where individual attributes and personal objectives play an important role (Islam et al., 2019). With regard to the medium level, the network of individuals, organizations and the personal environment plays a large role in relationships of reliance on traditional and new media (Ojakaa et al., 2014). As for the overall stage, the relationships between the media system, the social political, educational and economic structures and the practices of the new media system are essentially the relationships of media dependence. Furthermore the social conditions associated with social incidents and disasters are likely to influence individuals' subordination relationships to the media (Liu, 2019). While the theory of media dependence defines the relationships of media youth dependency as unequal, that is, the media has more impact on people than the other way around the concept involves feedback loops from young people to the media. A major consideration of the theory of media dependence is the ways in which variables form media dependency relationships for youths at different level. In order to achieve their different objectives, it has also become difficult for people to rely solely on their personal contacts. With the rise in the pace of change in society, living well in modern society has not become easy for youths without depending on new media to access knowledge (Ullah, 2013).

Through this process, the new media has become a fundamental system in society on which youths must rely in their daily lives to obtain knowledge. The media system is envisaged as a system of persuasion by several theories of media influences. While the role of the media as a system of persuasion is important, it does not place the media as an integral part of society. On the other hand, the notion of the new media as a knowledge device positions the new media system at the centre of society. Without depending on the new media system, youths, organisations and social networks can not completely obtain valuable knowledge in society as shown in Figure (1).

Social System(Stability Level)

New Media System Concentration and Number of Information

Youth (The Level of New Media Dependency)

The effects of media dependency:

- ➢ **Cognitive effects.**
- ➢ **Affecting the emotions.**
- ➢ **Behavioral effects.**

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