THE MOTIVATIONS OF UTAR STUDENTS IN SHARING SOCIAL MEDIA INFLUENCERS' SCANDALOUS NEWS ON FACEBOOK

Tey Yong Xin[1], Teh Boon Teck[2] and Edwin Michael[*]

[1,2,3] Department of Journalism, Faculty of Arts and Social Science, Universiti Tunku Abdul Rahman Kampar Campus, Malaysia.

[*](edwinm@utar.edu.my) Email of the corresponding author

Abstract – The advancement of social media empowers different industry to explore to a new era. For example, the evolution of the journalism, which changing from offline and traditional to online and digital news. Plus, it develops a new career, Social Media Influencer. The influence of Social Media Influencer cannot be underestimated because Forbes stated that about 92% of the netizens trust a Social Media Influencers instead of television commercial or traditional celebrity. No matter these Social Media Influencers are doing good or bad conducts, their every move has attracted the attention of netizens. Hence, the flourishing development of Social Media Influencer offers many news values for the journalists to produce the news contents. This is because Social Media Influencers offers two news value for news media, which are human-interest and prominence. However, previous research usually put the light on the news sharing behaviour of the readers rather than focus on a specific news beat. So, the researcher aims to investigate the motivations that drive UTAR students to share about Social Media Influencers' scandalous news on Facebook. By focusing the study on particular news types, this study provided a new insight for academics or organization in knowing how the Social Media Influencers scandalous new influence the netizens' sharing motivation. This study applied the Uses and Gratifications Theory. This quantitative survey method used Google Form to target 200 UTAR students. The result of this study found that the core motivation that drive UTAR students to share Social Media Influencers is the entertainment gratification, followed by the information-sharing needs, and the least is socializing gratifications. Meanwhile, the interest level of UTAR students toward the scandals of Social Media Influencers is high.

Keywords – Social Media Influencer, Scandalous News, Uses and Gratifications Theory

I. INTRODUCTION

In this 21st century, there are many social media prepared and dazzling social media content for users to click, read, and share. The number of people using social media to share content with others is keeps rising (Ghaisani, 2017). Data showed a total of 4.80 billion internet users, and 4.48 billion people have registered at least one social media account in 2021 (Date Reportal, 2021). Also, Martin (2018) stated that 64.5% of social media users tend to use social media to receive news. Facebook, the largest social media platform nowadays, has a total of 2.85 billion users in 2021, which reshapes people's news-seeking behaviour, and people can get online news easily (Urban & Bodoky, 2013; Ospina, 2019). Take a look at Malaysia, there is a total of

86% of the Malaysian were active social media users, and there was 64% of Malaysian Facebook media users access Facebook daily in 2020 (Müller, 2021; Digital Influence Lab, n.d.). In Malaysia, Reuters (2018) stated, social media plays a main role in disseminating information to all the citizens; meanwhile, 89% of Malaysian citizens tend to pay for news. Data have shown 64% of Malaysians use Facebook to get news information (Reuters, 2018). Undeniably, social media possess an unreplaceable placement among Malaysians. Facebook offers countless functions for users, such as connecting, updating, obtaining information, propagating, and so on (Sitamraju, 2018).

The Evolution of Social Media

The researcher focuses on social media's evaluation to comprehend the alteration from traditional media to online media. After the technology was rapidly invented, the rising of the Internet dramatically changed the function of computers and communications, which integrate phones, television, the radio, the computer, recorder, and cameras (Leiner et al., 2011). In almost every place we go, everything we do, we will need the usage of the Internet. For example, when we need to send the information to others, online shopping, using social media to get information. Flashing back to 1989, Tim Berners-Lee, the inventor of the World Wide Web (WWW), altered the way people communicating, and the activity of information-sharing viamail. Since the increase of people using computers for connection, the majority of Americans are using the Internet to access information (Roser et al., 2015). Dentzel (2014) stated the revolution of the Internet, which began with only expert coders able to deliver a short message between two terminals; until now enables everyone to be an active Internet user to upload, download, browse the data. Until the 21st century, the Internet has become a comprehensive and complex multidisciplinary equipment allowing the users to communicate promptly; and people can share the visual contents (pictures, reels, videos, audios, texts, documents) in a matter of seconds (Dentzel, 2014). The Internet brought up the emergence of Web 2.0, and this Web 2.0 props the development of social media, an advanced social networking site. Hendricks (2021) stated that Six Degrees become the first and popular social media in which the users can upload their profile and make

friends with other Six Degrees' users. After that, the first blogging site in 1999 was creating a breakthrough which led to a range of social media were scramble to show up (Hendricks, 2021). With the advent of the Internet, a range of social media was invented, launched, and emerged like bamboo shoots.

Put the light of the objective of this study, the researcher concentrated the research angle on Facebook. In the year of 2004, Mark Zuckerberg and his team founded Facebook. With a registered email, people can open up their Facebook accounts and enjoy the convenience provided by Facebook. The emergence of Facebook brings plenty of benefits to every individual (Dollarhide, 2021). Ghosh (2019) stated that social media offers diversified online activities to people such as socializing, reading news, watching films, gaming, online shopping, or learning. Meanwhile, social media allows the encoders to use a handphone, tablet, a laptop equipped with an internet connection to spread the information to a large number of people simultaneously via handphone, tablet, a laptop outfitted with an internet connection; meanwhile, the receiver can get the information and offer their feedbacks or comments instantly (Dollarhide, 2021). Until now, a total of 2.4 billion active Facebook users, which led Facebook to become the largest and most famous social media network. The main reason Facebook can remain until now is Facebook has accommodated the current market significantly (Ospina, 2019).

The news value of Social Media Influencers

It is a must to have a clear understanding of the news value of Social Media Influencers to the journalist. Currently, the news circulation mainly takes place on social media platforms because these platforms allow news sharing, immediate feedback and creates a wide-ranging awareness for particular issues (Araujo, & Meer, 2018). The researcher concentrates on social media influencer-related news topics. The news values can be known as the guidelines that help the media outlets to determine how much news space for a news story. Hence, the journalist will apply news value to all news media or contexts, including social media influencers' news (Araujo & Meer, 2018).

The news about social media influencers possesses two important news values. The first is prominence. Social Media Influencers do have the

power to influence others in society. As long as the news stories feature a notable individual or public figure, they can carry news value (Roberts, n.d.). The second news value is human interest. Roberts (n.d.) stated that the news about Social Media Influencers can emotionally appeal to the audience's interest. The journalist tends to apply sensational news writing style when they convey the news story about the social media influencers because the journalists want to provoke the emotional (happy, angry, sad, speechless, and so on) of the readers toward the news of social media influencers, especially the scandals of social media influencers (Roberts, n.d.). The scandalous news is the news that the action of the influencers betrays their public position or expectation, such as Social Media Influencers break the rules and regulation or conduct some negative or bad deeds. Brasch (2014) raised a new perspective in which the scandal news is in a way emphasize on morality that holds by everyone and imposed everyone to follow the practices, and the reporter who is reporting about scandal news is fulfilling their duties (watchdog role).

For example, one of the Malaysian social media influencers, Yang Bao Bei scandals become a recent hot topic among Malaysians. Dorall (2021) stated that Yang Bao Bei attempted suicide but failed in April 2021, and the netizens and her friends revealed that YBB committed a series of frauds and indulged. After the YBB case getting viral on social media, a variety of Malaysian news websites covered the news about YBB. The news coverage is about YBB attempted to commit suicide, YBB was arrested by the police, YBB's mental condition, YBB admitted her addiction to gambling, she scammed netizens by selling them second-hand items (bags and smartphone), YBB's friends reveal her criminal tactics, YBB declared that she will repay the loan, and she now enters the e-commerce live streaming field to earn money.

Also, journalists discover the news values of this Social Media Influencer by publishing some soft news as well. The journalist of World of Buzz published news to advise people to stay away from gambling and deception Plus, China Press also published a news section which is covering how YBB goes through these obstacles.

Another Malaysian Influencers' scandal has happened on March 8, 2021. Cathryn Li, a pianist and Malaysian Social Influencers took part in a livestream. During the livestream, she was asked to join in an impromptu electronic organ session, but her performance was criticized by the audience. After she read some hatred comments from the netizens, Cathryn Li broke down during the live stream and accused the livestream host that the organizer did not require her to perform the electronic organ and she is a classical pianist, not a keyboardist (Cai, 2021). This event was getting viral on social media and brought up a high discussion. At the same time, a lot of negative comments and scandals about Cathryn Li appeared. A Malaysian film producer, Jack Lee posted a Facebook post and stated that after a collaboration with Cathryn Li, he found that Cathryn Li is an ego artist and lack of responsibility because she always late to meeting and leave the press conference early without any notice in advance (Dimsum Daily, 2021). Because of being constantly criticized by netizens, Cathryn Li on March 13, 2021 uploaded a picture of an obvious ligature mark on her neck to show that she was attempted suicide. In her Facebook post, she stated that too many netizens and news media covered her scandals and background which caused her facing depression.

The motivation of Netizens in sharing Social Media Influencers' scandalous news

Unlike those traditional celebrities, Bapat (2020) stated that people are more willing and effective in receiving Social Media Influencers' words because of the influencers' authenticity and intimacy. Therefore, the readers have a high interest in the things that happen on social media influencers. Awais (2017) mentioned that readers most of the time have passionate about reading the news about social media influencers because of the high reputation of these influencers, which leads to the eagerness of people to know their deeds. Also, Awais (2017) stated that readers tend to feel enticing and fascinating especially knowing the gossips about these social media influencers. This is because, in the eyes of the people, these Social Media Influencers have higher authority and influence when they respond to some issues. For example, XUAN, one of the Malaysian Chinese online news websites, posted a news which is about a Malaysian Social Media Influencer, Gan Mei Yan complained about Grab Food service. According to Gan Mei Yan's Facebook Post, the Grab Food

delivery man sent her a wrong food and lie to Gan Mei Yan that her order is wrong, which led to the misunderstanding of delivery man. After this news get viral on Facebook, the manager of Grab Food immediately apologized to Gan Mei Yan and gave her a proper explanation. Undeniable, the more notable of a person, the more people are eager to know that person's current updates. Hence, the influencers hold the power in altering public perceptions. Parallel that, when there is anything bad or negative effects created by Social Media Influencers, with the dissemination of news media, Social Media Influencers scandalous news also will gain a high readership and transmission speed among the social networking site).

II LITERATURE REVIEW

The theoretical framework that underpins this study is Uses and Gratification Theory (U&G) by Elihu Katz and Jay Blumler in 1974 to identify the relationships between the information sharing activity, socializing, and entertainment with the sharing intention of UTAR students in sharing the news of UTAR students in sharing the news. Due to the rapid growth of social media, Swanson (2011) mentioned that the Uses and Gratification theory possesses high popularity in applying to mass communication research. According to Kasirye (2021), the Uses and Gratification Theory is to comprehend the reason people using media, and what gratification do they have to get from the media. This theory can be known as a claim that people are active, intend, and motivated in using media for consuming and satisfying their needs or wants (Vinney, 2019). Starting from the 1940s, the theorists started to examine the purpose of people to choose a particular media (Vinney, 2019). After that, the researchers altered the research scope on the types of gratification media users look for (Vinney, 2019). In 1974, Uses and Gratifications faced the first evolvement, the theorists recognized the media users are active when they are using media, so their social media activities can be known as the variables (Perse, 2019).

The earlier researchers used the Uses and Gratification theory to examine how the receivers react to the messages from traditional media. The research scope of Uses and Gratification Theory in the earlier studies is what people will miss the most

when newspapers stop production; the benefits the audiences can get from soap operas; and the child's motivation to read the comics (Peirce, 2012). However, the development of medium from offline to online is in a way empower the audience can play the sender role and send the message through the media, and the Uses and Gratification Theory also evolved to adapt to the changes of mass communication and the emerging of the social media platforms, such as Facebook, Instagram, Twitter, YouTube (Turney, 2016). To assure the audiences are active when using social media, Katz and Blumler identified that the audiences know their gratifications while using a particular media, and media also can compete with each other to gain the audience fulfilment (Turney, 2016). Therefore, Peirce (2012) mentioned that the evolution of Uses and Gratification Theory was regarding the activation of social media users in choosing the media contents that they want and intended in receiving the message rather than passively being informed. Nowadays, more and more communication researchers apply Uses and Gratification Theory because the rapid development of social media is enabling the users to be active in using media is one of the reasons; another reason is that this theory holds that the motivations will drive people to consume certain media to fulfil their gratifications (Conrad et al., 2015). This is because the emergence of social media allowed people to transform themselves from passive receivers to active users in consuming media (Nov et al., 2009). Hence, social media users are motivated when using different media because they want to gratify their needs (Lariscy et al., 2021). The researcher applied the Uses and Gratification Theory because this theory was the origin of communications and society literature (Whiting & Williams, 2013).

The Phenomena of the Celebrity Journalism

Leon (2011) studied the emergence of celebrity and human-interest journalism and found that in 1959, a reader who was interested in knowing the celebrity in American culture sent the biographies of about 2,200 public figures. This action was uncommon because, during that time, the celebrity culture did not rise yet (Leon, 2011). The researcher stated that the American news outlets were aware of bringing up a new circumstance, so they decided to publish the public figure biographies and gain a high

viewership. Therefore, this earlier research in 2002 found that the public figure or celebrity can be known as a human pseudo-event, and these well-known influencers offer the news value for journalists and make the news widespread (Leon, 2011). A study conducted by Abidin (2018), which focuses on the fame of online celebrities, mentioned that the upgrowth and advanced development of different social media platforms enable these social media users to get the chance to come a superstar on social media. However, there is still a clear distinction between Social Media Influencer and celebrities. The researcher stated that in China, the mainstream celebrity or artist is famous in both traditional or online industries, and they served as a role model for the Chinese, such as singers, broadcasters, hosts, actors, models, musicians. Meanwhile, 'Wanghong' or Social Media Influencer is the one that is well-known in social media or social media advertising (Abidin, 2018). Therefore, the research stated that media agencies also follow the emergence of social media influencers and quickly change the media coverage to cover these internet celebrities because the news value is the same as what traditional celebrity can provide (Abidin, 2018).

After the development of social media and Social Media Influencers, the news scandals about social media influencers have increasingly cover and disseminated on social media platforms (Ørsten & Hartley, 2019). The traditional stars are entering the social media market, and the emergence of a group of ordinary people use social media to develop an online celebrity new market (Wood & Taryn, 2011). This development of Social Media Influencers can generate news value for media, and the news is considered celebrity journalism (Wood & Taryn, 2011). All the time, journalists are striving hard to produce attention-attracting news content. And now, they are moving forward to publish soft news. The origin of soft news is human-interest news, and more about the personality-centred story, and its journalistic style blurs the line between entertainment and information (Brown, 2014). There are many types of soft news, such as lifestyle news, cultural news, consumer news, and celebrity news. Meanwhile, Usher (2018) pointed that the focus point of celebrity journalism is the news which builds up by the emotion, private interest of these noteworthy people, and mainly for

entertainment. Due to the attractive personality of the social media influencer is often showing on social media to attract readers. Hence, readers tend to read the scandalous news about these social media influencers (Awais, 2017). The feelings of fascination among the readers will be aroused because these influencers tend to publish the positive side of their life and be role models for teenagers (Awais, 2017). Therefore, when it comes to the scandalous news about these social media influencers, it is in a way smash their marketing image but gains readership from the readers (Daopet & Matyek, 2020).

Hypothesis

There are three independent variables and one dependent variable in this study. Drawing on the Uses and Gratification theory, three models are information sharing, socializing, and entertainment is the variables of this study. Uses and Gratification Theory believe that the users are active and goal-oriented while using social media (Tanta et al., 2014). In this study, the research applied this theory which means the users are active in their news sharing process and understand the motivation of sharing Social Media Influencers' scandalous news.

H1: *The information sharing activity significantly influence the sharing intention of UTAR students to share Social Media Influencers' scandalous news.*
H2: *The socializing significantly influences the sharing intention of UTAR students to share Social Media Influencers' scandalous news.*
H3: *The entertainment gratification significantly influences the sharing intention of UTAR students to share Social Media Influencers' scandalous news.*

III. DISCUSSION

Facebook Usage Behaviour, 142 (55.5%) of the respondents always use Facebook to get the latest news information, about 101 (39.5%) of them sometime use Facebook to obtain news, and 10 (3.9%) of them seldom to use Facebook to gain news. Meanwhile, there are 3 (1.2%) respondents do not use Facebook to get the news. Hence, it can be considered that majority of the UTAR students will choose Facebook as one of the tools to get the latest

news information. Next, most of the respondents (83 respondents, 14.5%) will spend 1-2 hours on the news on Facebook. Following by 57 of them (28.5%) spend less than 30 minutes in reading the news on Facebook. Also, 36 of the respondents (18%) used 2-3 hours in reading news on Facebook, and 18 of them will spend time on Facebook News. Only 6 respondents use more than 4 hours in surfing the news on Facebook. From the findings, the researcher found that the respondents usually will use 1-2 hours in reading the news on Facebook.

Coming up with the interest level of UTAR students in the Social Media Influencers' scandalous news, there are 94 of the respondents (47%) stated that are strong like and 48 of them (24%) like to read Social Media Influencers' scandalous news. Also, there are 5 of them (2.5%) indicated that they are very disliked and 17 of them (8/5%) dislike this kind of news. Meanwhile, there are 36 of the respondents stand neutral regarding their interest level in Social Media Influencers' scandalous news. Hence, the outcome that observed by the researcher is the UTAR students obtained a considerable high interest level to the Social Media Influencers' scandalous news. Besides, the findings showed that about 158 of the UTAR students (61.7%) tend to share the Social Media Influencers' scandalous news on Facebook. Also, 42 of the respondents (16.4%) are neutral, which means they will choose whether want to share the scandal news on their Facebook or not. There are 56 of the respondents (21.9%) stated that they are going to share any Social Media Influencers' news on Facebook. Therefore, regarding the result, the researcher found that UTAR students have the high possibility in sharing Social Media Influencers' scandalous news on Facebook. The Entertainment possessed the highest mean (3.559), and the lowest mean is the Information Sharing Activity, which were 3.330 only. Hence, the researcher found that this variable got the higher agreement from the 300 respondents; and the respondents were mostly disagreeing with the information sharing activity as their main motivation in sharing Social Media Influencers' Scandalous news on Facebook.

H1: The information sharing activity significantly influence the sharing intention of UTAR students to share Social Media Influencers' scandalous news.

First, there is a significance relationship between the information sharing activity and the sharing intention of UTAR students to share Social Media Influencers' scandalous news (H1 accepted) because the p-value is less than 0.05 (p: 0.00). However, the strength of relationship between the information sharing activity and the sharing intention of UTAR students to share Social Media Influencers' scandalous news is moderate and substantial. According to Guilford's Rule of Thumb, when the r value (Pearson Correlation) is between 0.40 – 0.70, the strength of this relationship is medium. This Pearson Correlation Analysis indicated that Information Sharing Activity is not the core motivation of UTAR students to share Social Media Influencers' scandalous news. Yet, the relationship between information sharing activity with the sharing intention of UTAR students to share Social Media Influencers' is significance.

H2: The socializing significantly influences the sharing intention of UTAR students to share Social Media Influencers' scandalous news.

Second, there is a significance relationship between socializing and the sharing intention of UTAR students to share Social Media Influencers' scandalous news (H2 accepted), and the p-value is 0.00 (less than 0.05). Meanwhile, the strength of this relationship is considered as the medium and moderate relationship because the r value is 0.547. The medium relationship usually possesses the r value which is between 0.4 – 0.7. Also, the r value of the Socializing with the Sharing Intention is the lowest in this study. The researcher found that the socializing is the least motivation of UTAR students to share the Social Media Influencers' scandalous news on Facebook. However, the socializing significantly influences the sharing intention of UTAR students to share Social Media Influencers' scandalous news, but it is moderate.

H3: The entertainment gratification significantly influences the sharing intention of UTAR students to share Social Media Influencers' scandalous news.

Third, the sharing intention of UTAR students to share Social Media Influencers' scandalous news is significantly influenced by the entertainment

gratification (H3 accepted). The Pearson Correlation Analysis indicate that the p-value between the entertainment gratification and UTAR students' sharing intention is less than 0.05 (p: 0.00). Meanwhile, the relationship between the entertainment gratification and the sharing intention of UTAR students to share Social Media Influencers' scandalous news is considered as substantial, but above the average. The r value is 0.619, which represented that the entertainment gratification is the core motivation that push the UTAR students to share Social Media Influencers' scandalous news. Hence, the entertainment gratification significantly influences the sharing intention of UTAR students to share Social Media Influencers' scandalous news.

IV. CONCLUSION

In the Malaysian context, the youth's thinking pattern, motivation, and gratification are more slant to entertainment. The findings of this study can provide a basis for the authorities such as the educational institutions or business insight about the youths' social media usage behaviour, to identify that entertainment purpose is the core motivation that drives youths to read Social Media Influencers' scandals. Throughout the study, the researcher hopes to recommend some ways for the education institutions to redress the usage behavior of youths, and the business industry can make good use of the power of Social Media Influencers. A past study done by Ahmad et al. (2020) to study Malaysian youth's social media usage; the study stated that about 70% of the respondents strongly agree that social media is used for entertainment needs. This previous research is consistent with the findings of this result, in which the respondents share Social Media Influencers is for entertainment purposes. However, the researcher aims to discourse about how people can utilize social media as a digital platform, which is not only for satisfying entertainment needs. The researcher aims by applying the Uses and Gratifications Theory in this research, people can be aware of their motivation to share Social Media Influencers'' scandalous news is for entertainment gratification. Throughout examining the result, people need to start to think about social media, and scandals of the social media influencers can provide more than just entertainment. For example, the users can share

their thoughts about the scandals from a different and professional perspective on social media. Therefore, by using the findings of this result, everyone can further understand their demand on social media and find a way to gain the benefits from social media and scandals. Hence, the researcher recommends that students are compulsorily picking up social media management skills, and the younger users must be aware of the motivations that drive them to use social media. It is because the student who does not equip with in-depth knowledge about the use of social media for entertainment purposes might cultivate a hedonistic mind (Ahmad et al., 2020). So, the authority, such as the educational institution must prevent better than cure to assure Malaysians are living in a healthy social media environment.

REFERENCES

[1] Abidin, C. (2018). *Internet celebrity: Understand fame online* (ISBN: 978–1-78756-076-5). Emerald Publishing. https://bit.ly/38j7hV3

[2] Ahmad, J. H., Ismail, N., & Nasir, N. N. A. (2015). Investigating Malaysian youth's social media usage, competencies and practice with regard to crime prevention: An application of the social media literacy model. *Second International Conference On Media, Communication And Culture*, 1–18. http://eprints.usm.my/32058/1/Nurzali,_Jamilah,_Nur.pdf

[3] Araujo, T., & Meer, T. G. L. A. (2018). News values on social media: Exploring what drives peaks in user activity about organizations on twitter. *SAGE Journals*, *21*(5), 633–651. https://doi.org/10.1177/1464884918809299

[4] Awais, S. (2017). Impact of celebrities' scandalous news on newspaper readers (a survey analysis from urdu Newspaper readers). *Journal of Media Studies*, *32*(2), 167–188. http://journals.pu.edu.pk/journals/index.php/jms/article/viewFile/1946/716

[5] Bapat, R. (2020, November 8). The good, bad, and ugly: The age of social media influencer. *YS Weekender*. https://bit.ly/2XIfU9K

[6] Brasch, J. J. (2014). News media and scandal: Balancing news media's Socio-Political and commercial roles. *Victoria University of Wellington*, 6–36. https://bit.ly/3D6MPFn

[7] Brown, L. M. (2014, February 28). *Soft news / journalism*. Encyclopedia Britannica. https://www.britannica.com/topic/soft-news

[8] Cai, C. (2021, March 14). "everyone expects me to be more than perfect": Malaysian influencer Cathryn Li posts photo of alleged suicide attempt after controversy,. *AsiaOne*. https://www.asiaone.com/malaysia/everyone-

expects-me-be-more-perfect-malaysian-influencer-cathryn-li-posts-photo-alleged

[9] Conrad, K. M., Dowd, J., Abuljadail, M., Alsulaiman, S., & Shareefi, A. (2015). Life-Span differences in the uses and gratifications of tablets: Implications for older adults. *Computers in Human Behaviour, 52,* 96–106. https://doi.org/10.1016/j.chb.2015.05.024

[10] Dapoet, B., & Jimme Matyek. (2020). An evaluation of celebrity gossip blogs and news literacy among youths in Jos Metropolis, Plateau State, Nigeria. *UNESCO Abuja Regional Office,* 96–106.

[11] Datereportal. (2021). *Digital around the world.* DataReportal – Global Digital Insights. https://datareportal.com/global-digital-overview

[12] Dentzel, Z. (2014). *How the internet has changed everyday life.* Open Mind BBVA. https://www.bbvaopenmind.com/en/articles/internet-changed-everyday-life/

[13] Digital Influence Lab. (2020, March 22). *Malaysia digital marketing statistics 2020 /.* https://digitalinfluencelab.com/malaysia-digital-marketing-stats/

[14] Dimsum Daily. (2021, March 13). 'Drama-queen' Malaysian social influencer Cathryn Li attempts to end her life. *Dimsum Daily.* https://www.dimsumdaily.hk/drama-queen-malaysian-social-influencer-cathryn-li-attempts-to-end-her-life/

[15] Dollarhide, M. (2021, March 15). Social media definition. *Investopedia.* https://www.investopedia.com/terms/s/social-media.asp

[16] Dorall, A. (2021, May 3). TLDR: M'sian influencer YBB publicly apologises after scams, gambling problems, loansharks chasing her surface following suicide attempt. *The Rakyat Post.* https://bit.ly/3jblQQY

[17] Ghaisani, A. P., Handayani, P. W., & Munajat, Q. (2017). Users' motivation in sharing information on social media. *Procedia Computer Science,* (124), 530-535. https://www.sciencedirect.com/science/article/pii/S187705091732954X

[18] Ghosh, M. M. (2019). Understanding the news seeking behavior online: A study of young audience in India. *Journal of Communication: Media Watch, 10,* 55–63. https://doi.org/10.15655/mw/2019/v10/Spl/49610

[19] Hendricks, D. (2021, January 22). The complete history of social media: Then and now. *Small Business Trends.* https://cutt.ly/GQArNrt

[20] Kasirye, F. (2021, May 27). *The importance of needs in uses and gratification theory.* Advance. https://advance.sagepub.com/articles/preprint/The_Importance_of_Needs_in_Uses_and_Gratification_Theory/14681667

[21] Lariscy, R. W., Tinkham, S. F., & Sweetser, K. D. (2011). Kids these days: Examining differences political uses and gratifications, internet political participation, political information efficacy, and cynicism on the basis of age. *American Behavioural Scientist, 55,* 749–764. https://bit.ly/2WkxW1A

[22] Leiner, B. M., Cerf, V. G., Clark, D. D., Kahn, R. E., Kleinrock, L., Lynch, D. C., Postel, J., Roberts, L. G., & Wolff, S. (2011, June 1). *Brief History of the Internet.* Internet Society. https://www.internetsociety.org/internet/history-internet/brief-history-internet/

[23] Leon, C. L. P. (2011). *Self-exposure: Human-interest journalism and the emergence of celebrity in America.* The University of North Carolina Press. https://bit.ly/3Bbm94t

[24] Martin, N. (2018, November 30). How social media has changed how we consume news. *Forbes.* https://bit.ly/3D9EwbM

[25] *Science, 4*(5), 332–337. https://doi.org/10.1111/j.1752-8062.2011.00347.x

[26] Müller, J. (2021, April 7). *Social media users as a percentage of the total population malaysia 2021.* Statista. https://www.statista.com/statistics/883712/malaysia-social-media-penetration/

[27] Nabi, R. L., & Oliver, M. B. (2011). *The SAGE handbook of media processes and effects* [E-book]. SAGE Publications. https://bit.ly/3yaZVxy

[28] Nov, O., Naaman, M., & Chen, Y. (2009). Analysis of participation in an online Photo-Sharing community: A multidimensional perspective. *Journal of the American Society for Information Science and Technology, 61*(3), 555–566. https://doi.org/10.1002/asi.21278

[29] Ørsten, M., & Hartley, J. M. (2019). The journalism scandal: When scandalization hits journalists and news media. *Paper Presented at Future of Journalism.* Published. https://bit.ly/2UHCePI

[30] Ospina, E. O. (2019, September 18). *The rise of social media.* Our World in Data. https://ourworldindata.org/rise-of-social-media

[31] Perse, E. (2019). Uses and gratifications. *Oxford Bibliographies.* Published. https://doi.org/10.1093/OBO/9780199756841-0132

[32] Reuters Institute. (n.d.). *What do news readers really want to read about?* Reuters Institute for the Study of Journalism. Retrieved November 1, 2021, from https://reutersinstitute.politics.ox.ac.uk/news/what-do-news-readers-really-want-read-about

[33] Roberts, J. (n.d.). *News value types (part 2) – writing for strategic communication industries.* Pressbooks. Retrieved August 24, 2021, from https://ohiostate.pressbooks.pub/stratcommwriting/chapter/news-value-types-part-2/

[34] Roser, M. (2015, July 14). *Internet.* Our World in Data. https://ourworldindata.org/internet

[35] Sitamraju, Y. (2018, December 24). *Why has social media become an integral part of life?* Tutorials Points. https://cutt.ly/AQAtYit

[36] Swanson, D. L. (2011). The continuing evolution of the uses and gratifications approach. *SAGE Journals, 6*(1), 3–8. https://doi.org/10.1177/009365027900600101

[37] Tanta, I., Mihovilović, M., & Sablić, Z. (2014). Uses and gratification theory – why adolescents use facebook? *Uses and Gratification Theory*, *20*, 85–110. https://bit.ly/3yhJY8W

[38] Turney, S. (2016). *Uses and gratifications theory and its connection to public relations*. Word Press. https://sites.psu.edu/sarahturney/uses-and-gratifications-theory/

[39] Urban, A., & Bodoky, T. (2013). The impact of facebook on news consumption. *Handbook of Social Media Management: Value Chain and Business Models in Changing Media Markets*. Published. https://doi.org/10.1007/978-3-642-28897-5_47

[40] Usher, B. R. W. (2018). Celebrity, journalism and Self-Identity. *University of Leeds*, 11–44. https://core.ac.uk/download/pdf/157674866.pdf

[41] Vinney, C. (2019, April 19). What is uses and gratifications theory? Definition and examples. *ThoughtCo*. https://www.thoughtco.com/uses-and-gratifications-theory-4628333

[42] Whiting, A., & Williams, D. L. (2013). Why people use social media: A uses and gratifications approach. *Qualitative Market Research*, *16*(4), 362–369. https://doi.org/10.1108/QMR-06-2013-0041

[43] Wood, & Taryn, B. (2011). The reality of celebrity journalism: A look at the changing presence of reality TV celebs in people magazine. *Journalism Electronic Theses and Dissertations*. Published. https://doi.org/10.32469/10355/9523.