Motivation in Information Searching Through “Mobile News” by Malaysian Youth*

Akmar Hayati Ahmad Ghazali, Siti Zobidah Omar
Universiti Putra Malaysia, Serdang, Selangor, Malaysia

The rapid development of communication technology, have changed the landscape of information searching especially among youth. Youth are increasingly inclined to seek information using the new media such as mobile news. Nevertheless, the massive information flows have caused difficulties in finding quality, relevance and credibility of information. Hence, this study was undertaken to identify the problems encountered by the youth when searching for information through mobile news; to recognize the motivational factors in searching information through mobile news; and to find out the acceptance factor in searching information through mobile news. The underlying theory in this research is using Diffusion of Innovation Theory (DOI). Employing a quantitative approach, a total of 400 respondents from higher learning institutes were selected to be the respondents of this study. The data were analyzed using Statistical Package for Social Science (SPSS) version 21.0. Results of the study show that the problems faced when seeking information through mobile news is information disorder. Further, motivational factors that encourage information seeking through mobile news by youth are related to advantage and observability. At the same time, seeking information through mobile news is accepted by the youth due to their perceived ease of use. In conclusion, it is hoped that the mobile news could be one of the leading learning medium among the youth in the future.

Keywords: M-news, information, youth, needs, motives

Introduction

Mobile news is a new concept in information searching. Users can get information anywhere using their smart devices such as mobile phones, smart phones, laptops, i-pad as long as they are provided with the Internet access. Sheereen and Rozumah (2009), reveal that Malaysians are using more mobile phones rather than fixed line telephone as a tool to keep in touch with their relatives, pairs and business partners. In addition, Ismai and Razak (2011), said that smart devices like mobile phone is viewed as an important communication tool. In relation, there are several factors that could attract youth to seek information through mobile news. First, Azlan (2013), stated that the timely factor and easy to obtained information at any time is a major attraction to seek information through mobile news as well as easy to access information (Sylvia, Rim, & Zerba, 2013); can download a variety of free or paid application via the “Apps Store” (Mohd Afiq, 2014). Apart from that, the effect of attractive graphics (Sturgil, Pierce & Wang, 2010); easy access to other chain (Patterson, 2007); no

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Akmar Hayati Ahmad Ghazali, Ph.D., Faculty of Modern Languages, Universiti Putra Malaysia.
Siti Zobidah Omar, Ph.D., Associate Professor, Institute for Social Sciences Studies, Universiti Putra Malaysia.

restrictions on the dissemination of information (Wei, Lo, Xu, Chen, & Zhang, 2013), also affects the interests of youth.

Problem Statement

Malaysian youth ages 18 and above are the most number of group who access information through mobile news (Malaysian Communications & Multimedia Commission, 2014). Among information that they prefer through mobile news is fashion and apparel (Khairudin & Shahnnon, 2014); entertainment news and they dislike business and finance news (Freeman, 2013). In fact there are also youth who surf and save negative material (Johari & Raja Shahrina, 2012) watch, record and disseminate immoral images (Norapiza, 2014). As a result of over flow of information in cyberspace that can be accessed via mobile news, has led to difficulties in finding quality (Noraziah, 2007), relevant (Marlini, 2008) and credible information (Mohd Sazili, Nurhayati, Hamka, & Muhamad Saufi, 2013). Question that may raise, what are the motivating factors that attract youth to seek and receive information through mobile news?

Research Objectives

Generally, this study aims to identify the motivation factors in information searching through “mobile news” by youth. With more specifically, this study would like to:

- (1) Identify the problems encountered when searching information through mobile news.
- (2) Know the motivational factors in searching information through mobile news.
- (3) Find out the acceptance factors in searching information through mobile news.

Mobile News: Motivational Factors in Information Searching

Based on the Theory of Diffusion of Innovation by Roger (2003), there are five factors that motivates youth to seek information through mobile news which are the relate advantage, compatibility, trialability, observability, and complexity. According to Kalyani and Abdul (2007), who argued that the youths are interested in finding information through electronic resources because they were influenced by the relate advantage and observability. Lindqvist and Svensson (2007) identified complexity is main barriers for youth to seek information through mobile news. Study by Chang and Jang (2014), found that the relate advantage and complexity are the two main factors that motivates the youth to use their smartphone as smartphone booking services (SBS) for purchasing tourism products. While Karimi, Khodabandelou, Ehsani, and Ahmad (2014), stated that the youth seek information using mobile news because of the compatibility factors which fits today's lifestyle because most of their friends also engaged with the cyberspace to find information and communicate with each other. Yunus (2014) found that the youths are interested in finding banking information through electronic resources because they were influenced by the relate advantage and compatibility.

Mobile News: Acceptance Factors in Searching Information

Individual's behavior in accepting or declining innovation is influenced by the effects that they will receive. Based on instruments adapted from Gardner and Amoroso (2004), the acceptance is closely related to the perceived usefulness which means that youth believe after using a technology system it will benefit them as it will improve and develop their performance. The second factor is the perceived ease of use. This factor assumes that when using a technological system it will affect them to be as skilled and easy to understand. The third factor, is the attitude towards using. Based on this factor, youth tend to have a positive

attitude when they believe that the use of the technology will improve their productivity and performance. The fourth factor is behavioral intention to use. This factor measures the seriousness of a person's intention to do something as a result of using a system. The fifth factor is perceived complexity which refers to obstacles and problems users faced when they use the technology system. Based on Ng (2014), consumers enjoy searching shopping information online because of perceived usefulness and perceived ease of use factors. The research revealed that young people believe that using the technology system, it will benefit them as it will improve and develop their performance. They will identify or try an application provided and decide whether or not it is easy to use thus affect a user to keep on trying and use the system or stop using it. The study by Coleman and Golub (2008), found out that perceived complexity such as hacking problems affect information searching through mobile news. However, a study conducted by Ika, Ali, and Mohd Helmi (2013), found out that perceived ease of use and perceived usefulness are the factors that affect youth information acceptance via social media.

Research Methodology

This research uses a quantitative approach through survey method using a questionnaire. The study was carried out in public universities in Selangor. Selangor was chosen as the location for the study because it has the highest internet usage (Malaysian Communications & Multimedia Commission, 2014). A total of 400 youths were selected from a population of 68,000 from four universities. The sample size calculation was based on Yamane (1967) formula. Youth were selected to participate in the study because firstly, they represent the highest age group using the application M-News via devices such as smartphones and tablets. Based on Nielsen Report (2012), there are 7 million smartphone users in Malaysia and half of them are youths aged 18 years and above. Thus, the study was carried out on them, due to the fact that, they are able to give the needed answer because of their high exposure on using the smartphones. Two sampling techniques were used in selecting the respondents which are convenience sampling and purposive sampling based on the characteristics set by the researchers according to the objectives of the study. In this research, the motivation factor is the independent variable of the study. For an instrument that measures the motivational factors, researchers adapt and adopt the questionnaire, which was formed by Sylvia et al. (2013). These variables are measured at the ordinal level. The youth acceptance is dependent variables which also were measured at the ordinal level. For instruments that measure the acceptance, researchers adapt the questionnaire, which was formed from the Development of an Instrument to Measure the Acceptance of Internet Technology by Consumers by Gardner and Amoroso (2004). Gardner and Amoroso (2004) confirm that this instrument is suitable to use when assessing the acceptability of mass media technologies such as the Internet. All data were analyzed using SPSS software version 21.0. A statistical procedure which is Descriptive statistics was used. Descriptive statistics were intended to identify the percentage, min, average, and standard deviation.

Results and Discussion

This section discusses the results of the study based on respondents' characteristics and the problems in information seeking through mobile news. In addition to that, this part will also discuss about mobile news: motivational factors in information searching; mobile news: acceptance factors in searching information.

Respondents' Characteristics

Table 1 showed the respondents' characteristics consist 44.5% male respondents and majority of

respondents are female with 55.5%. Most of the respondents are between the ages of 19 and 24 years old. All respondent's representation of 100.0% indicated that they do know what mobile news is.

Table 1

Respondents' Characteristics (n = 400)

Profile	Frequency	Percentage
Gender		
Female	222	55.5
Male	178	44.5
Age		
19-24 years	359	89.9
25-30 years	24	6.1
31-36 years	13	2.7
37-42 years	4	1.3
Awareness of Mobile News (yes)	400	100.0

Problems in Information Seeking Through Mobile News

Table 2 shows that the main problems faced by youth when looking for information through mobile news is information disorder (77%). There is abundant of information in cyberspace that confused them to select the required information. The second highest problem is that when they were downloading and uploading the information or applications, they are exposed to virus attacks.

Table 2

Distribution Based on Problems (n = 400)

Problems	Frequency	Percentage
Information disorder	212	77.4
Virus attack	200	73.0
Lack of knowledge	54	19.7
Poor use of language	54	3.0
Lack of skills	26	9.5

Mobile News: Motivational Factors in Information Searching

In analyzing to determine motivating factors in searching information through mobile news, the researchers have used a mean score of which four stages of motivational factors searches categorized into low, medium, and high. The highest score shows the main motivating factors that encourage youth looking for information through mobile news. Medium refers to the motivating factors that encourage youth looking for information through mobile news. The lowest scores indicate that there are no motivating factors that encourage youth looking for information through mobile news. Through analysis, Table 3 had higher mean scores for the relate advantage (3.09) and observability (3.04). Based on the mean score, it indicates that youth find information through mobile news is influenced by two main factors, namely, relate advantage and observability.

Mobile News: Acceptance Factors in Searching Information

Acceptance factors such as the acceptance of perceived usefulness, perceived ease of use, attitude towards using, behavioral intention to use and perceived complexity has been operationalized to get a mean score on a four point scale to measure the overall level of acceptance and in accordance with the dimensions. The level of

acceptance is categorized into low, medium, and high. The highest mean score indicates that mobile news is highly accepted by youth. The medium mean score suggest that mobile news is acceptable and the lowest mean score shows that mobile news is less accepted by youth. Analysis in Table 4 shows that the average mean acceptance is moderate with a score of 2.90. The findings indicate that information searching through mobile news is accepted by youth. At the same time, studies based on the dimensions have detailed it out according to the dimensions. The study reveals that only one dimension which is the perceived ease of use factor is in the high level of 3.09. Based on the mean score, it indicates that youth highly accepted in searching information through mobile news because it is a lot easier to get materials, system that are easy to understands, easier to interact, skillful at finding information and it is easy to use. The findings of this study supports Ng (2014); Ika, Ali, and Mohd Helmi (2013), who stated that the perceived ease of use is the main factors that affect youth in receiving information via social media.

Table 3

Motivating Factors in Searching Information Through M-News Min Score

Dimensions of motivational factors	Min	Standard Deviation
Relate advantage	3.09	0.38
Observability	3.04	0.44
Compatibility	2.78	0.43
Complexibility	2.76	0.39
Trialability	2.74	0.46

Note. Low (1.00-1.99), Medium (2.00-2.99), High (3.00-4.00).

Table 4

Mean Score Acceptance by Dimensions

Acceptance dimensions	Min	Standard Deviation
Perceived Usefulness	2.86	0.57
Perceived Ease Of Use	3.09	0.42
Attitude Towards Using	2.95	0.58
Behavioral Intention To Use	2.90	0.52
Perceived Complexity	2.81	0.46
Overall	2.90	0.37

Note. Low (1.00-1.99), Medium (2.00-2.99), High (3.00-4.00).

Conclusion

Media acceptance by youth is different and it was influenced by factors that motivate them. In fact, youth always motivate themselves being active in using the media so that their needs are met. Result of this study shows that youth accepted the method of information seeking using M-News because they were influenced by factors that motivates them. It is hoped that the result of this study will be able to assist the mobile news to publish contents related to knowledge so that M-news could be one of the leading learning references.

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