

Social Perceived Value on Social Media and Online News Portal

Benefits to The Aborigines Women in Malaysia

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Abstract—Online news media and social media applications recorded an unprecedented success in just few of the recent years. However, online news media and social media domain are still little understood in term of usage among aborigines or Orang Asli in Malaysia. Thus, this research is to see the social perceived value on social media and online news portal among Orang Asli. A quantitative research design is used based on data will be collected via questionnaire from Orang Asli at Kampung Batu 12, Gombak, Selangor, at the outskirts of Kuala Lumpur. Questionnaires were distributed to 50 Orang Asli aged 15 and above. Factor analysis was used to examine the data. Exploratory factor analysis was used to extract new factor, Online media usage impact. The social values perceived (16 items) factor was examined. After identifying the component based on an examination of eigenvalues and scree plot, rotation was done by varimax method. The items with 0.5 loadings or greater are considered practically significant. The findings showed that most of the Orang Asli gathered current information and news from the social media and social media is the gateway to online news portal. Furthermore, despite of financial circumstances, they willing to spend in order to have the internet access as it gave positive social values in their life, plus the applications internet access were all user friendly.

Keywords—Perceived Value; Social Media; Orang Asli, Aborigines

1 Introduction

Media has been widely used by people worldwide regardless age, gender, nationality and ethnicity. However, media usage affects them differently and the way them perceiving values from the usage were different from others. The advent of emerging media has been adapted by many groups and populations.[1] The rapid growth in telecommunication has become the central factor of the usage of the media through smart phones that has made the access to the media much easier. However, as with many products, usage is often driven with economic and social factors. Malaysians have been spending 22% of their time online on social media sites and 9 million users

in Malaysia are spending almost 9 hours per month, on average, using top social media application. Despite these astonishing figures, the online news media and social media domain is still little understood in terms of usage among Orang Asli in Malaysia.

Definitions and borders of the social media phenomenon are still under debate. The exponential growth of the number of users and of the frequency of use of these applications attracted and justified interest from both the business community and the academia. While business decision makers are investigating ways to turn this phenomenon into profits, academia is seeking to investigate through a theory-based approach the reasons for this tremendous success. As it is well-known from information seeking (IS) research that user perceptions are, further than business or technical aspects, the key factor determining the success or failure of any new information technology (IT) application [2] an interesting topic of research is to look at social media applications from a technology adoption point of view.

Media plays a vital role in every case no matter crisis, [3] climate change [4] or epidemic. [5] The outreach of the media is usually not reachable by those who lives in the rural area [6] as most conventional approaches has been upgraded to digital and online media content. Widely usage of social media and online news portal is supported by continuous access of internet by the user. Thus, good internet connection is needed. Geographical factors is one of the barrier of connecting aborigines with the outside world. Aborigines or also known as Orang Asli in Malaysia are ethnics minorities who are the earliest population which lives in remote area since more than 5,000 years ago [7]. Officially, there are 18 tribe from the Orang Asli ethnics in the Peninsular of Malaysia and are categorized into three main groups based on their genetics and origins; 1. Semang, 2. Senoi and 3. Proto-Malay. Since independence in 1957, the Malaysian government has included an inclusive development programme in efforts to develop the Orang Asli community under the supervision and management by Department of Orang Asli Development (Jabatan Kemajuan Orang Asli – JAKOA). Based on a research in 2005, 2% of the Orang Asli located at the vicinity of existing township, 61% in the outskirts of existing rural villages and 37% are in the remote areas [8]. Based on the data, it is can be seen that not more 90% of the Orang Asli population are exposed with adequate internet connection due to geographic barriers.

Applying perceived value models seems to be particularly interesting since individuals are presumably using an IT application only if this has value for them. This approach was, therefore, used in the past as a possible way to explain the adoption of popular cell phone applications [9] [10]. This research focuses on one of the most popular and frequently used online news media and social media application platforms; such as Facebook and Twitter. An empirical research investigating the role of multi-sided perception of Online News Media and Social Media.

2 Literature Review and Theoretical Framework

Investigating factors of adoption of new information technologies or applications has been traditional area of research in online applications. In addition to the popular

models and theories validated in various studies [11] a relatively newer approach has examined the adoption of an IT from value perspective. This path was adapted from other discipline, such as consumer behaviour or economics where value is used to explain why people buy some things or opt to make some expenses [10]. Value is considered to source from the actual interaction with (or expected use of) a product or service and to reflect an overall perception upon their importance for an individual. Thus, following a rationale borrowed from consumer behaviour, value is captured as perceived value concept through individual views on the difference between “what is received and what is given” [12]. Although value in marketing was traditionally associated with the perception of the utility of a product or service, most recent research using perceived value in other disciplines, including Information Sharing, acknowledged this construct to be multi-sided [13] [9] [10]. Although the multi dimensionality seems to better capture the complexity of the concept, there are no unanimous opinions on the facets of perceived value. A review of literature stemming from consumer behaviour research shows some of the most popular components of perceived value of an object or service to be the following [14] [15] [16] [17] [18], (1) functional or utilitarian (i.e., perception of utility associated with the use); (2) monetary or value-for-money (i.e., utility compared to the cost usage involves); and (3) social (i.e., self-perception of social status associated with the use). Due to its complexity and multi-sided approach, perceived value is possible lens to investigate the adoption of social media applications that became overwhelmingly popular in recent years. Online News Media allows interactive comments from users while Facebook, Twitter, Instagram allows micro-blogging service, allowing users to post at least 140-character long messages, images or videos on their daily activities or opinions [19], is atypical example of success. Since its launch in 2006, this service grew exponentially thus reaching in early 2011 about 130 million postings (or tweets) per day and even 3,000 per second during major events worldwide. Among various attempts to understand the success of this online news media and social media platform from various angles, it would be interesting to investigate the role of the value of Orang Asli users perceive in social media & online news media on their adoption intention as it is well-known in Information Sharing (IS) research that user perceptions in Malaysia as key ingredient of the adoption equation.

The perceived value model has been used in information sharing research. The multi-dimensional value perception should have positive influence on the intention to use the social medium since people would use a service if they perceive it as valuable for various reasons [20]. Taking into account of the above, the following hypothesis is proposed: A consistent body of research identified three facets of perceived value: Utilitarian, hedonic and social [17] [18] [21]. Some studies also include the monetary side borrowed from consumer behaviour as a distinct facet [9] or as component of the utilitarian side [22]. As the use of online news media and social media, generally does not imply fee, this research will consider only the utilitarian, hedonic and social sides of perceived value. To measure these aspects, following this research adopt example of similar work [9] [10], perceived value is conceptualized as second-order construct with three facets. Accordingly, the following hypotheses are formulated; as virtually all discussion in the media relate with consistency that the success of social media

applications reside mostly in their “social” side, in the attempt to identify the key value facets in the adoption equation, this research looks at the social dimension of perceived value. Previous research indicated status (i.e., impression the individuals give to others) enhancement [21] [22] and self-esteem (i.e., one’s concept of self) enhancement [22] as possible factors influencing perceived social value.

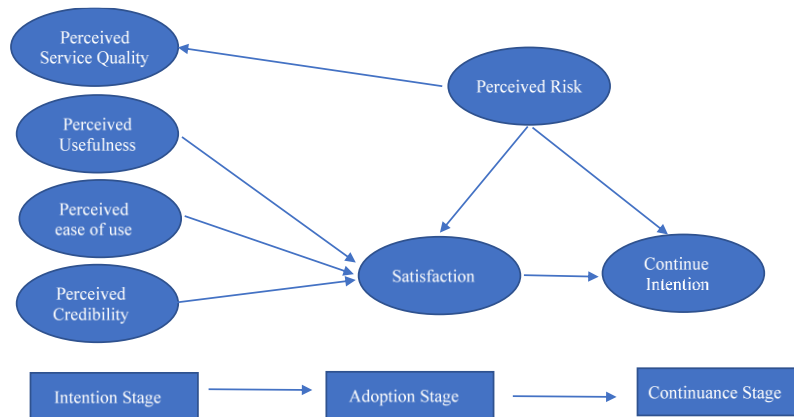


Fig. 1. Adopted Perceived Value Model

By using the model, this research applies exploratory factor analysis (EFA) to assess the determinants of Orang Asli social perceived values by adopting the perceived value model.

3 Methodology

This study aims to find the best set of items from social element in Perceived Value Model the best explaining the social perceived values on social media and online news portal among Orang Asli in Malaysia. In order to determine the right set of parameters, the researcher adopt the perceived value model with the social value element to develop research instruments. Next, a survey questionnaire was developed to collect empirical data for this study.

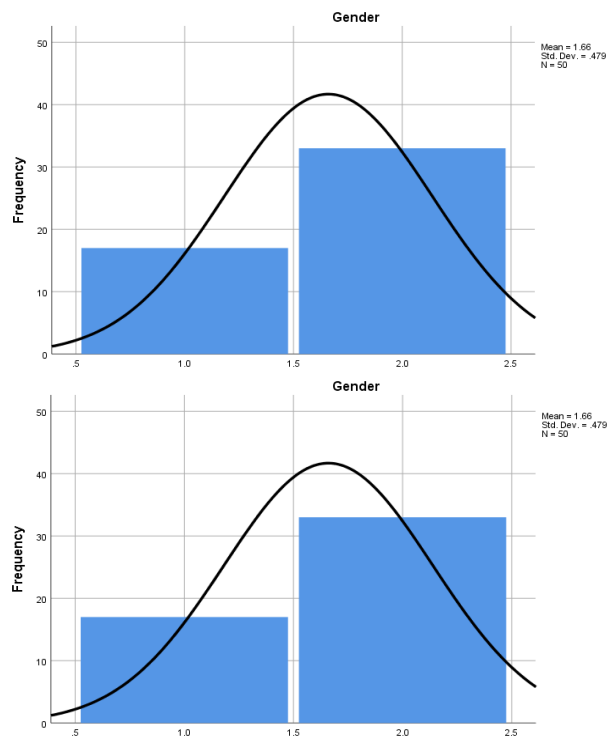
The interpretation of the result will be based on the sections of the survey. The questionnaires consist of four sections. The first section, Section A, which consists of the demographic information of the respondents were analysed by using frequency counts, percentages, means and standard deviation. While Section B, consists of questions on the utilitarian values part, section C for social values and section D consists of the hedonic values part. They are analysed by using Exploratory Factor Analysis (EFA) to determine best set of items from each factor. Hence, new factors are identified based on the best set of items from each factor. The instruments are developed and modified based on the model above. Exploratory factor analysis is suitable to use in order to explore the extracted main component of the findings [23]. The research

was conducted by distribution of surveys at Kampung Orang Asli Batu 12, Gombak. The total of respondents completed the survey were 50 respondents. The village was selected based on the location of the village which located at the vicinity of Gombak township.

4 Findings

4.1 Normality test

Checking data normality is essential prior to identifying statistical analysis should be used for a collected data set whether to use parametric test or non-parametric test. The researcher examined whether gender, age, academic level, occupation, total income and status have normal distribution characteristics. Analysis of the data revealed that the values of the variables under this research were indeed normally distributed. The histogram of the data showed a bell shape, which is the nature of normal distribution (Figure 2). The Skeweness test produced $-.697$ for gender, $.093$ for age, $.337$ for academic level, $-.473$ for occupation, $-.763$ for total income and $.337$ for status. The test indicated the distribution of the data did not depart $+2.0$ and -2.0 and it is applicable to be proceed for parametric tests [24].



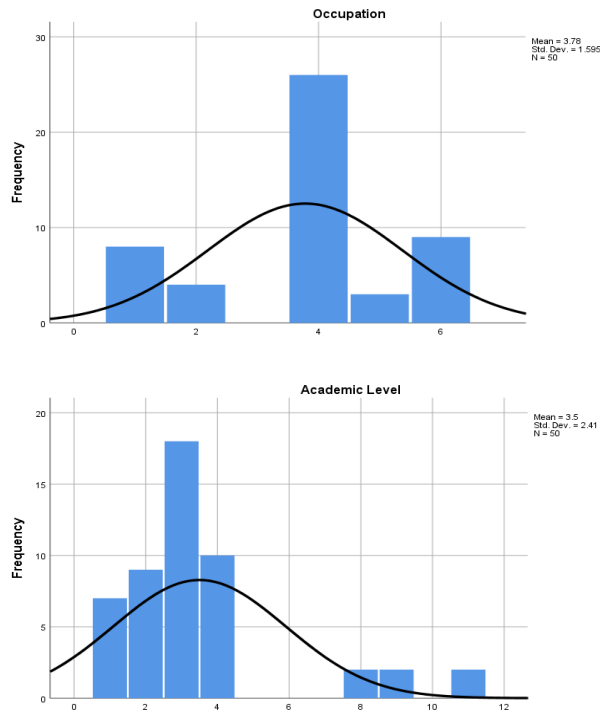


Fig. 2. Histogram of normal distribution for Gender, Age, Occupation and Academic Level

4.2 Demographic characteristics of the respondents

A total of 50 questionnaires were distributed to respondents among the Orang Asli villagers in Kampung Orang Asli Batu 12, Gombak, Selangor. This village was chosen among other Orang Asli village was because of the modernity of the villagers where they have access to internet easily from their houses compared with other Orang Asli villagers which are located in the rural area and hardly can have internet access and signal. All respondents possess social media.

Table 1. Demographic Info of the Respondent

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	17	34
	Female	33	66
Age	15-25	11	22
	26-35	18	36
	36-45	17	34
	46 and above	4	8
Academic Level	Didn't went school	7	14.0
	UPSR	9	18.0
	SRP/PMR/PT3	18	36.0
	SPM	10	20.0
	Diploma	2	4.0
	Degree	2	4.0
	Others	2	4.0
Occupation	Government servants	8	16.0
	Private sectors	4	8.0
	Not working	26	52.0
	Studying	3	6.0
	Others	9	18.0
Income	3,000 and above	4	8.0
	2,000 and above	5	10.0
	1,000 and above	8	16.0
	Below 1,000	13	26.0
	No income	19	38.0
	Others	1	2.0
Status	Married	37	74.0
	Not married	9	18.0
	Divorced	4	8.0
Possess Social Media Account	Yes	50	100

4.3 Exploratory factor analysis

Factor: Social values perceived with social media and online news portal usage

The KMO coefficient of sampling adequacy reported .673 in which was greater than 0.50. the Barlett's Test of sphericity was significant $\chi^2 (N = 16) = 365.208$, $p < .05$ (Table 2).

Both results indicated that this factor is applicable for factor analysis.

Table 2. KMO Value of Factor Social Values Perceived with Social Media and Online News Portal Usage

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.673
Bartlett's Test of Sphericity	Approx. Chi-Square	365.208
	df	120
	Sig.	.000

The communality measures the percent variance in a given variable explained by all items jointly (n=16 items). One item was extracted as the communalities statistics

among the item was found to be less than .50, in which the item read Time and energy saving need to choose and filter earned .36.

Table 3. Initial Communalities values

Communalities		
	<i>Initial</i>	<i>Extraction</i>
Social Media give positive values	1.000	.873
Online news media give positive values	1.000	.855
Worthwhile usage	1.000	.770
Useful usage	1.000	.780
Save time and energy	1.000	.357
Receiving a wide range of info	1.000	.688
It is platform to receive current issues	1.000	.763
I am enjoying using these medias	1.000	.793
I receive positive implication from social media usage	1.000	.862
I receive positive implication from online news portal usage	1.000	.848
I am more highly regarded compared to those who are not using it	1.000	.610
Status in the Orang Asli community	1.000	.687
Respected by the Orang Asli community	1.000	.803
More known among Orang Asli Community	1.000	.849
More friends were made	1.000	.592
More people know on the origin of Orang Asli	1.000	.869

Extraction Method: Principal Component Analysis.

EFA was conducted again with the exclusion of the item mentioned above with low communalities. The communalities statistics among the items (N = 9) were found to be departed the-cut-off-point of .50 for inclusion in the component matrix.

Table 4. Component Matrix

No	Variable Items	Initial	Extraction
1	Social Media give positive values	1.000	.879
2	Online news media give positive values	1.000	.867
3	Worthwhile usage	1.000	.804
4	Receiving a wide range of info	1.000	.751
5	It is platform to receive current issues	1.000	.680
6	I am enjoying using these medias	1.000	.773
7	I receive positive implication from social media usage	1.000	.840
8	I receive positive implication from online news portal usage	1.000	.869
9	I am more highly regarded compared to those who are not using it	1.000	.828
10	Status in the Orang Asli community	1.000	.624
11	Respected by the Orang Asli community	1.000	.684
12	More known among Orang Asli Community	1.000	.791
13	More friends were made	1.000	.849
14	More people know on the origin of Orang Asli	1.000	.691

After the factor extraction, Kaiser’s criterion was applied to retain items with eigenvalues larger than 1.0. There is one component being extracted.

Table 5. Eigenvalues

Items	Total	Variance (%)	Cummuative (%)
1	5.249*	34.991	34.991
2	1.506*	10.043	45.034
3	1.456*	9.705	54.738
4	1.291*	8.609	63.347
5	1.229*	8.190	71.537
6	1.066*	7.107	78.644
7	.737	4.916	83.561
8	.631	4.205	87.766
9	.500	3.333	91.099
10	.369	2.461	93.560
11	.283	1.883	95.443
12	.230	1.535	96.978
13	.189	1.259	98.238
14	.177	1.177	99.415

However, literature depicted that solely depending on the eigenvalues can be slightly inaccurate. Therefore, to be more accurate, another way of determining factor is through the use of scree plot. The scree plot resulted in one dimension. Hence, the researcher justified the number of factors through forcing the number of factors to be extracted as one as per the result showed in the scree plot [25].

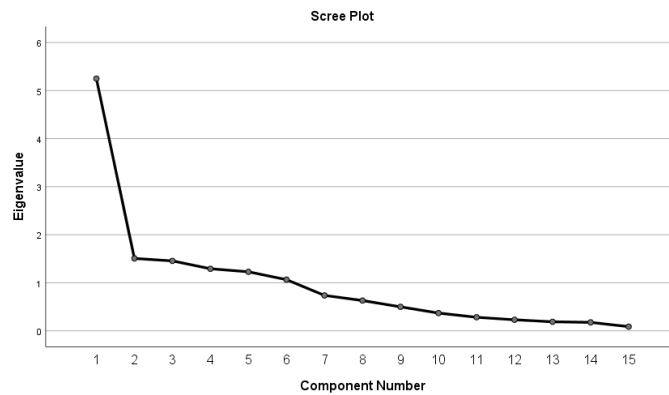


Fig. 3. Scree Plot

After identifying the component based on an examination of eigenvalues and scree plot, rotation was done by varimax method. The items with 0.5 loadings or greater are considered practically significant. Table 6 shows that five items are group together in which Social media give positive value had .579, Online news portal give positive value had .621, worthy usage had .840, beneficial usage at .674, and platform to gain current issues had .607.

Table 6. Results of Factor Extraction

New Factor	Items	Variance %	Cummulative of Total Variance (%)	Loading
Online media usage impact	1.Social media give positive value	34.991	34.991	.579
	2.Online news portal give positive value			.621
	3.Worthy Usage			.840
	4.Beneficial usage			.674
	5.To know new current issues			.607

5 Discussion

Based on the findings of the research, it is seen that despite of their economic and education constraints as 52% of them are not working,38% of them are not having any income and 36% of them did not finish high school, but they are all using social media and online news media as source of receiving information. The data shown that 47% of them possessed Facebook account, 21% of them possessed Instagram account and 3% of them have Twitter and another 3% of them have WeChat account. However, all of them have Whatsapp account and it is the main medium for them to use to communicate with family members and friends. Most of them (36%) have been using these applications for more than 5 years. This mean, despite of their economic & social constraints they are well-aware of the development of the new media and new technologies.

Moreover, the highest frequency of the usage of the social media and online news media are more than 10 times a day at 48%. Which conclude that they are heavy users of the online media. The main purpose of using the internet is to read online news at 50% and second highest purpose of using the internet is for communication purposes at 30%. 64% loves to use Facebook while 26% choose Whatsapp as their most favourite social media. For online news media, 56% choose Berita Harian Online and 22% choose Harian Metro Online as these online news media are easily access from Facebook and Whatsapp. Main factor of choosing these online media is because of their user-friendly usage at 27%, attractive information provider at 28%, following current trend at 26% and suggested by other users at 15%.

As for the EFA results, it is shown that the social values are best describe as an online media usage impact with five best elements; social media give positive value, online news media give positive value, worthy usage, beneficial usage and to obtain current issues. These extracted factors and elements are the best elements to describe the social perceived values of social media and online news media among Orang Asli in Malaysia. Moreover, the result of this study highlights important factors leading in users' social perceived values in online media especially social media and online news media in Malaysia among minorities. Since the online media usage percentage among Orang Asli is relatively high, the usage shall be beneficial among the Orang Asli to improve their life socially and economically as media could be a platform of change in terms of fostering positive behavioural change which were also presented in the previous studies on social media usage among minorities. [26] [27] [28][29].

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