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## The Influence of UGOV on Gen Y Perceptions towards Malaysian Federal Ruling Party

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### Abstract

Researchers in the realm of social media and political participation have identified multifaceted perception that and has intensified the diffusion of critical and liberal ideas among Gen Y. The insights of making UGOV as an opportunity to influence the gen Y pondered the need for the government to manoeuvre the approach that likely will win the heart and mind of the young voters. Therefore, this study investigates the influence of User Generated Online Video (UGOV) on Gen Y perception towards Malaysian Federal Ruling Party. The study adopts a qualitative methodology that involves in-depth interviews in which the informants are Gen Y in Malaysia. The results emphasized the need for the government to fully utilized social media platform mainly YouTube by giving fast responses and genuine interaction. Although it is undeniable the government has making the effort to attain the young voters through social media platform, the UGOV user found that the government still lacking in terms of credibility because of the content or most of the issues in the government related video only focussing issues that distant from the voter's heart. Hence, the perceptions towards the federal government in many aspects were evident in this paper.

**Keywords:** Perception, UGOV, Gen Y, Government, Social Media, Voter

### Introduction

The misjudgement about the importance of social media was the painful moment for the federal government of Malaysia after GE12. But it seems that the government pay less attention to social media issue. Although GE13 was proclaimed by Prime Minister Najib Razak as Malaysia's first social media election and the government realize that social media particularly UGOV have becoming essential to the young voters, they still under estimate the power of social media by emphasizing that it will not become the biggest factor in elections (Mohd Azizuddin Mohd Sani, 2014). As a matter of fact, the government also making assumption that social media platform mainly UGOV will just remain functioning as a medium that only upsurge the political debates (Lim,2013).

However, the flexibility offered by social media has allowed not only proliferation of a great many creative, cultural and social practice, but also the openness of UGOV that have encouraged vast amount of subliminal political manipulation to win the hearts and souls of the Millennials. The increasing dependency on UGOV must not be ignored by the ruling parties. Instead this should be perceived as a chances to win the heart and mind of the young voters.

Researchers in the realm of social media and political participation have identified multifaceted perception that and has intensified the diffusion of critical and liberal ideas among Gen Y. Although it is undeniable the government has making the effort to attain the young voters through social media platform, the UGOV user found that the government still lacking in terms of credibility because of the content or most of the issues in the government related video only focussing issues that distant from the voter's heart.

In addition , although there are loads of study on looking at the participation, the Internet as tools of electoral campaigns, eDemocracy, eGovernment and the effect of Internet access on voting behavior, studies on the Influence of UGOV on Gen Y Perceptions towards Malaysian Federal Ruling Party however is a scarce. Therefore this study intends to answer how does the User-generated online video and its virality contribute to the perception of Gen Y towards the federal government ruling parties?

This study will open up important questions which have previously unaddressed in the context of UGOV and Gen Y. This study will extend knowledge regarding the Influence of UGOV on Gen Y Perceptions towards Malaysian Federal Ruling Party.

## **Literature Review**

### ***Gen Y***

According to Shaw and Fairhurst (2008) Gen Y, who were born between 1977 and 1994 are also labeled as a group of young people along with other similar definition that continuously emerging. These generation also known as "The Net Generation", the "Dot-Coms", the "Echo Boomers", the "iGeneration", the "Me Generation", "Generation-D" and the "Nexters". In addition, Noble, Haytko & Philips (2009) stated that Gen Y is a highly active generation in the marketplace which not only has tremendous purchasing power, but they are also considered as most culturally diverse as well as the best educated generation (Wolburg & Pokryweznski, 2001). This is supported by Eisner (2005) as he characterized Gen Y as an ethnically diverse generation in history, educated and the most technically literate. Thus, Asiyah Kassim. Shaharuddin Badaruddin, Zurina Md Nen, Sarina Othman, Mazlan Che Soh, Nadrawina Isnin & Azami Zaharim (2011), denotes that the political landscape has changed along with the advancement of social media. Aisyah Kassim et.al asserts that the youth, also known as Gen Y or Millennials has no longer heavily rely on traditional and mainstream media as they found that what is going on within their own social media circle is much more appealing and insightful.

### ***User Generated online video***

The definitions of UGC are diverse and keep evolving with the current invention of technology (Ostman, 2012). In this study UGC will be used interchangeably with UGOV as its carry the same meaning and characteristics. UGC can be differentiated based on the design. The term design is referring to the form and the structure of the content which made available to the Users. For instance, YouTube offers a video oriented (audio, video based) design as compared to other UGC websites that offers text and graphics based (Valcke & Lenaerts, 2010; Huizingh, 2000 ;Kim et al.

,2012) . While Kim et al. (2012) has reviewed the thirteen literature on UGC form and characteristics, Milliken et al. (2008) classified YouTube as User- Generated Online Video (UGOV). This is unarguably similar to Lai & Turban (2008) and Kim et al. (2012) which also classifying YouTube as User-generated video that may be traded through an online platform.

### ***Federal Government ruling parties and the virality of User generated online video***

Zhang, Johnson, Setzer and Bichard (2010) in their findings demonstrated that the engagement of UGOV did not have a significant impact on confidence in the government. However, the virality of UGOV content has managed to increase political participation besides offering different perspectives of the government. Furthermore, UGOV virality has changed the citizens' views to be more critical towards government new policies. As supported by Chatfield and Brajawidagda (2013) the transparency of information, reach and speed have increased drastically through the social media platform.

In another study, Conroy, Freezell and Guerro (2012) found that UGOV have cultivated political engagement through revolutionary of interactive technologies. The discussion and issues that have been raised using UGOV as a platform has fostered not only political knowledge, but also civic engagement, trustworthy and life contentment in the younger generation. Jakarta for instance, has made use of YouTube as a strategic platform to communicate their ideas to net-savvy citizens. This 'open door strategies' demonstrate the government transparency, which involving the citizens and technology as the 'Fifth Estate' to check and balance the government policy-making (Chatfield and Brajawidagda, 2013).

The discussions on Fifth Estate emerge ever since the existence of the Internet. Prior to Fourth Estate that once becoming a political force of pluralistic governance, the press has, long before controlled by the government, which eventually does not do the justice and functioning as the Fourth Estate. Thus, the mainstream media no longer monopolize the distribution or production of information to the public (Newman, Dutton and Blank, 2012). In fact, Dutton (2009) denotes that social networking is a platform of networked individuals to form "Fifth Estate". The source of information can be generated independently in which public opinion may be expressed directly. Unlike Fourth Estate, the Fifth Estate has the potential of becoming a compelling political force without the institutional intervention. However, the replacement of Fifth estate for Fourth estate may cause selective behavior in searching for political information (Newman et.al, 2012).

In the United States, social media are widely accepted and adopted by the public. The openness of social media has led to 'open' government, which social interaction is the key components to ensure the effectiveness of government plans. UGC and UGOV are categorized as an expressive social media platform for public collaboration and participation with the government. Although social media promote active interaction between the public and the government, the implementation and knowledge of social media by the government agencies is still lacking (Lee and Kwak, 2012).

Nonetheless, Bertot, Jaeger, Munson and Glaisyer (2010) in their study concluded that the government employment of social media will be able to encourage:

- i. Active participation and democratic engagement, social media technology usage will nurture participatory discussion through a virtual dialogue in order to ensure the implementation and policy development are success and impactful.
- ii. Co-production, in which a combination of governments and the public mutually develop, design, and deliver government services to enhance service quality, delivery, and receptiveness.
- iii. Crowdsourcing innovations and solutions, innovation are seeking through the knowledge of the public and talent to develop innovative solutions to large-scale societal issues. To facilitate Crowdsourcing can be facilitated by the government through inputs and data sharing so that the public has a foundational base on which to transform

In addition, the Arab World also has been pressured by the network citizens that urge the government to end the dictatorial regime. The social media hold tremendous power changing the mindset of Gen Y in Middle East country. For example, the turbulent aftermath of the 2009 Iranian Presidential Election has witnessed the leaderless 'social media revolution' which instigated by the network citizen (Chatfield, Akbari, Mirzayi & Scholl 2011). The Iran leaderless 'social media revolution' concept has transformed and engaged the ordinary citizen, especially the younger generation to go against the government through massive coordinate and rapid protest by using UGC platform. Feeling the heat of the YouTube effect, the Iranian government restricts connection speed to limit its people's access to video streaming. But as the matter of facts, the more censoring took place, the more videos of peasant rebellions being posted online. Limiting the speeds does not limit the citizen's effort to stop their strong demand (Naim, 2007).

Over the years, the traditional media such as book, radio, and newspaper and network television have dominated the role as gatekeeper. Recently, the one-to-many interaction over the traditional dissemination platform has no longer effective when many-to-many interaction took place. The social media such UGC and UGOV have conquered the user beyond the geographical boundaries. Most of valuable information is more diverse and has been purposely created by end Users as opposed to professionals (Bertot, Jaeger, & Hansen, 2012).

Thus, according to Noveck (2009) when the social media are adopted by the public, it will result in the formation of an open and transparent government. This situation is happening to not only Western country and Middle East country, in fact, most of Asian countries are also into social media utilization in order to widen the power of democracy as well as to gain younger voters support. In Malaysia context, social media has expanded its role offering alternative venues where the issues can be debated and discussed. As the Fifth Estate and "watchdog", the social media has changed the citizen's expectations and has increased the level of transparency and accountability of Malaysian government (Liow and Pasuni, 2010).

## Methodology

The qualitative data collection method have been implemented. The qualitative process is more inductive and therefore the data can be measured and intimately connects how we perceive and think about the social world with what we find in it. Moreover, qualitative research is very much flexible as the process is continually evolving and allowed for richer findings. The interview protocol



have been used in the instrumentation process to sharpen the understanding of findings. Moreover, the interview protocol also helps in obtaining information relating to personal experience which uniquely shared by the informants.

The reasons why Gen Y is chosen for this study, regardless of marital status, gender and ideology is because they can no longer be classified as passive recipients in the democratic process. Apart from that, Gen Y is also known as a technically literate and technologically savvy generation, they are too seen as confident, independent, ambitious and achievement-oriented. This group of young people has been typically idealistic, always critical of the presents and continuously demanding change and betterment (Hamisah Hamid 2013). Moreover, the informants were chosen because the researchers believe that they are good sources of information that will move the research toward an investigative goal. However, there is no mandate to proportionate the sample in a virtue of their gender and race (Sandelowski, 1995). As a matter of fact, the decision in opting phenomenal variation is to meet the reasonable ground instead to just focus on analytical ground.

#### *In-depth Interview*

An in-depth interview that will help the researcher to understand the phenomena by interviewing a small number of individuals who have experienced it.

A probing question was asked to dig deeper the informant opinions on the subject matter. Questions are often changed while the process takes place to reflect and amplified the underlying problems. Fifteen interview sessions were conducted within a nine month period. The objective of conducting the interview is for the researcher to be able to describe what the informants has experienced individually and the most important points is to interpret the meaning of the phenomenon thoroughly. Although the process was complex at the beginning, the interview session went very well with the cooperation from the chosen informant. They are among the Gen Y with expressive attitudes and emotional at times. Emotional here is referring to the opinion that has been voiced out in a harsh tone when it comes to the point of disagreement of the informant.

#### **Findings and Discussion**

Since independence 1957, never in history the ruling coalition failed to sustain two third majority until the arrival of new media or specifically user generated content platform in Malaysia which has kept breaking down the dominance of ruling coalition seats during 2008 and 2013 general election. As a matter of fact, the sophistication function of technology affordance has facilitated the end-user a steady flow of current or “real time” political information onto new media platform. As denotes by Liow and Pasuni (2010) new media cannot be neglected as a medium of information dissemination. The phenomena of new media usage were not only a wakeup call for the government but it really gives a challenge to the government to be critical in providing source of information to the citizen mainly to the Gen Y.

In his research UGOV Users perception towards federal government ruling parties uncovers the summation of four emerging themes: evaluating the government, stereotyping the government and poor response.

*Evaluating the government*

Many scholars stressed out the importance of citizen participation in evaluating the government performance as it is a vital strategy for improving trust in government. At the heart of good governance affairs lies a collaboration of the citizens and nongovernmental organization whose should be perceived as a crucial tool for building democratic and effective government (Kim 2010). A study by Wang (2001) found that the public trust in terms of government competency, fairness and honesty positively influence by citizen participation

In a country like Japan and South Korea, the values of human autonomy and choice have a prominent place. Human autonomy and choice carried the meaning of how citizen are taken into the next level and contributing ideas to improve standard of living. In fact for both Japan and South Korean government, they value the idea of the citizen because their government belief that human autonomy and choice make people more receptive to the idea of individual freedom and self-expression (Kim, 2010).

Findings revealed that the youngsters have reached to the stage where they want the government to face the fact that the rises of critical citizens are matter to gain the public trust. Mc Allister (1995) defined trust in two different forms which is affect-based trust and cognition-based trust. Affect-based trust is founded on social-psychological bonds between parties whereby cognition-based trust draws on beliefs about another's ability. From these definitions, the sense of respect that a citizen feels through government officials' attention to their input may increase the affect-based trust in government (Kim, 2010). As such, being open and critical were deemed necessary by UGOV User, which may elevate the Gen Y devotion towards the government.

In this study, UGOV Users are giving their evaluation on what they think about how resourceful the government to deal with the comment and response on YouTube. This evaluation is fundamental as it will determine how effective the effort taken by the government in handling information on social media. A strong view personified by UGOV user were revealed as follows:

*"Based what I've seen on YouTube, aa... I can see that aa... most of the Ministry... especially the aaa... Prime Minister's Office... and also the EPU... Economic Planning Unit... they are doing aaa... a lot in terms of social media. because they will update ... through the capsule on how to spend wisely, the government try to simplify the best that they can.... how the administration of GST for example... or BRIM, fuel subsidy. So this can't be explained just in write up or article. So, that's why I think they give... infographics... video with comical elements. To me Government is quite up to date... So, why not I watch everything... It's quite good I think..." (UGOV User 12 Line 996-1004)*

*"There is a few positive news... for instance, err. recently we err... it was announced by the world economic forum that we are err... ranked 18th in the err... global competitive index, ok. In the economic front, err...I think two of the most credible credit ratings... rated as A+ or double A. So, those are actually positive developments in spite of the negative climate that we are facing now... in spite of the economic slowdown that we are facing now, ok. There is still good news. But, unfortunately the problem is that this little positive news not being making headlines."(UGOV User 4 Line 705-712)*

*"There are certain positives that the Government done which I think is eclipse by everything else all the scandals and which is... perhaps their efforts in going to the rural areas and maybe meeting the people aa... over there... building roads... those are the positive aspect in YouTube but perhaps not many people pick it up because... the dangerous thing about the internet at least is that... its active searching, as opposed to passive searching. So you actively looking for information to suit what you want to know which may or not be the full reality of what's happening. So, for me it's also for me to always be aware that yes, the federal government may not be doing things wrong in a lot of the aspects but there are positive and at least you give credit for them."(UGOV User 14 Line 532-541)*

The response from UGOV User highlights the positive aspects of the government effort to keep update in giving information to the society. Both informants seem satisfied with how government presented the information but unfortunately no exposure given to good news. Good news seldom being a headline due to the fact the issues was not prominent to the society.

However, the government, from the eyes of UGOV users has delivered the information which they believe only to support the government policy. But at the same, the government tends to ignore the bigger issues that need their justification. This has affect UGOV user expectation since the government are passive when it comes to clarifying the issues that concerned the most by the youngsters. The dismay were expressed as follows:

*"Currently, I feel... personally I feel a lot of them I just... lies...but at the same time it maybe because they are not saying what I want them to say. Umm...and I'm not hearing the things that you know that were posting online because I feel that you have too umm... solve the bigger issue first and then you can talk about the other things why deflect and camouflage using in smaller issue when there are bigger that they really need to solve now."(UGOV User 3 Line 513-518)*

*"Umm... we had already listen to our err... prime minister when he mentioned about the budget 2016. Err... honestly... I don't see any positive content out of that. Umm... why I pick 2016... budget 2016 as... as my answer for this one is because we are yet to get the answer on issues that happened in 2015 and now you come out with another err... budget and that budget that... I don't see any good sign of... of the Malaysians will get the benefit out of the budget he mentions."(UGOV USER 7 Line 787-793)*

In order to fulfill the citizen particularly the youngsters that always demand for better explanation, government are expected to be aggressive and effective in offering more opportunities using online platform. As denotes by Kim (2010), citizen's expectation must be cater through innovative planning by the competence workforce. The government leader needs to encourage the workforce to analyze the success and failures and apply those results to restore the government accountability. In fact, not only it will benefit the government in the long term but it will also enhance the public support and trust.



*Stereotyping the Government*

Stereotyping has being described by the psychologist as picturing something in our head. Although the study of stereotyping involve perception of ethnic group, in this context it is more towards describing a contemporary thought of stereotyping where it is also known as an act of categorization (Hurwitz, 1984). The findings disclosed that the stereotyping has becoming culture among the Gen Y. Their stereotyping process happens through the experience from viewing the online videos (YouTube) which in a way they are learning what provocation elements are constantly related with each other and then they eventually combine this into meaningful categories. When they rely primarily on what they use to watch and use to belief, they actually started the stereotyping process and belief what has being picture in their head. As noted by Triandis (1971) stereotypes tend to be more rigid and less open to experience than the belief we develop on our own. He also emphasize that the perceiver stereotype more and more those they know less and less (Triandis, 1971).

The tendency for the Gen Y to form their own belief is caused by their experience with the issue that they encounter. People sometimes have set their perception and making judgement based on what they are exposed to. The informants on the related mentions disclosed their feedback in their following statements:

*"Sometimes people already have a perception... If they saw a video from the government they will stereotype it. My experience when I watch the video... Sometime most of the video I think they just simply wanted to inform... you know... without any agenda to spin your thinking or what not... It's just that they wanted to tell the facts... Because sometimes people don't really know the whole facts, they have come up with their own conclusion... So that's why this kind of video actually a good summary. It just that some people mentality whether to click or not to click the video. (UGOV USER 12 Line 1024-1031 )*

*"Well...the climate is very negative. It's like a haze (chuckles). Err... we are living in an age of err... negative environment... negative climate, ok. If you want to check out the good news, you can picked up The Star, NST, or UTUSAN. If you want to check out the bad news you can go to Malaysia Kini YouTube channel." (Y4 Line 691-694)*

*"They are trying to deliver a positive message. They are trying to propose positive err... err... positive feedback. But, it always gets a negative feedback from the citizen because of the trust. Somehow because err... because how they deliver the content that will tell whether people trust them or not.... they helps people to evaluate either to trust them or not because they way they saying it... the... the level of knowledge of how they deliver the message... It is important for them to err... think wisely before they talk." (UGOV USER 8 Line 918-924)*

It was learned that the stereotyping tend to decline when the exposure are increase. Indeed, it is reasonable to conclude if someone who has the attitude of stereotyping, they are among of the people who refused to rationalized things.

### *Poor Response*

One of the factors that discourage the engagement of the Gen Y with the government is due to poor response in giving feedback on social media platform. Based on the informants experience utilizing this medium, the government has underestimate the power of user generated content platform which is the main role is supposed to facilitate the citizen with speed and rich information. The visualization power of YouTube should wisely employ by the government to build trust among the Gen Y.

The slower the respond from the government will only giving advantage to the opposition to take charge of the issues. The feedback has been deliberate in the following excerpts:

*"First... the government is very layback to respond on certain issue that being rise up by the opposition. Second, because of the opposition have that energy to bashed the government. The slower the respond from the government, the more likely the opposition will keep on bashing the government."(UGOV USER 11 Line 360-363 )*

*"The government can see actually... They knew that Gen Y like to watch YouTube... ok so we go for... all out on YouTube. But maybe they have to upload the latest video and at the same time giving fast response. That is the most important."(UGOV USER 12 Line 1020-1022)"*

*"The government is not really utilizing YouTube because they still believe the mainstream media can influence peoples' mind. But since GE 12 which we can see that BN lost in cyber war. They tried again in GE 13, more chairs lose. So I think they will keep trying hard for GE14. But, it will make no change if their respond remain slothful."(UGOV USER 13 Line 811-817 )*

*"Right now we do not have any answer for all the issues that being raised. The 1MDB we have this err...GST, when we were ok with the fact that we... we had the... this SST instead of GST then suddenly because of the issue of 1MDB we had raised err... we had to face the fact that we need to pay more for our toll, we need to pay more for our daily food, and everything. Not only that fuel as well. So economic wise they don't...they don't fully utilize social media especially YouTube... The responses are slow too." (UGOV USER 7 Line 747-758)*

The findings revealed that the government is incompetent in engaging the Gen Y as perceived by the informants. The quality aspect of engaging with citizen through this platform need to be enhance progressively. The UGOV platform must be use to promote the government vision and mission but it also must be fully utilize as a tools to communicate with the public particularly on the issue that always has been champion by the opposition.

### *Losing Gen Y trust*

Distrust of the people is the attitude that always been associated with Gen Y. In fact, the findings revealed that the previous general election has left UGOV users feeling to a certain extent frustrated and disheartened. Furthermore, the characteristic such as 'dissatisfied with' and 'alienated from' has manifest the youngsters' feelings about the political process. Many studies highlight young people are not well equipped with political knowledge as compared to the older generation (Hen &

Foard, 2012). The reason behind it is because they are highly disenchanted with how the politics work and have doubts with the political parties.

In this section the researcher will disclosed the UGOV users experience based on the video that they watch about the federal government ruling parties. The reasons UGOV users trust are declining can be capsule in three themes: Losing faith and confidence, unsuccessful engagement and negativity capture attention.

### *Losing faith and confidence*

When the government faced a lot of unsettled issues, the youngsters started losing their faith and confidence towards the ruling party. Trust issues for instance always being brought up by UGOV users. With the unlimited access to formal and informal information about politics on YouTube, the way young people engaging themselves with political activity has obviously shifted through new media culture. This situation was suggested by Loader (2007) as 'cultural displacement' in which the form of expressions is changing from traditional channels to new media channel. This is due to no mechanism to control over what is published online which indirectly has facilitated the explosion of conspiracy theories and differential interpretation (Loader, 2007).

The variety of point of views being generated among the UGOV users. As delineated by Coleman and Rowe (2005), young people is not the one who disconnect themselves from formal politics, but it is due to the fact that political institution itself disengaged from young people. The deliberations by UGOV users were expressed as follows:

*"I think the government had a lot of issues, problems, credibility issues umm... a lot of people.... It is common knowledge that the... the government is having a serious err... credibility issues, image issues, trust issues err... majority of the population umm... have little faith in the government." (UGOV user Line 668-671)*

*"Well, they are trying to do what the opposition parties are doing. But, they are failing miserably because what they have right now is an issue of image. Err... once people label you as a liar, as you know... the person who... who cheats the whole country, people would not believe you anymore. It's kind of losing battle because people say ah anything in government is all lies. So the only thing they can do is to prove instead of just saying, do it. Then the people will say ok the government is doing something about this. They can see changes... they can see the holes on the road being covered up... they can see toll rates being not being hike... they can see price of oil is err... I mean goes down or economy improve they can see. Err... more job opportunities then... then of course people will say ok government is doing something about this. Generally they are helping us... But... right now that's not the case." (UGOV User 6 Line 562-574)*

While the credibility, price hike and mostly economy concerned issues bothers the informants, this brave statement is sincerely and shockingly expressed by the informant:

*"Umm... I think everyone doesn't like our current PM and I have to agree with that. So, when you ask me about the... the first thing that I see in governing... governing party is to see him step down from that post." (UGOV User 7 Line 737-740)*

The statement followed by disagreement and dismay by the informant when she compared the situation of the recent *dewan rakyat* session (House Representative) with the previous one. The frustrations were expressed as follow:

*"I don't think they are doing a good job. If you watched the dewan rakyat (House Representative) ... the recent dewan rakyat videos, you can see like compared to two years before the parliament was not like that. Last time they argue they talk but now, we can see how politician are yelling... asking Lim Kit Siang to leave and he was suspended for six months. What the hell is that?? (Sigh) I agree with the opposition in parliament. I see the way they try to fight for us... it is in videos. I see how they are trying to fight for the GST, they are trying to fight the BR1M, they are trying to fight on our budget for education, so, my opinion on the current ruling party or mostly the... the government side they are not doing a good job. They are losing vote especially towards a young voter. And they will be losing if they continue to do what they do." (UGOV User 15 Line 427-439)*

This finding concurs with the conclusions of study by Mohd Azizuddin Mohd Sani (2014) on the social media election in Malaysia where the content in YouTube pertaining to the government is mostly viewed negative by the viewers. The virality of the video has become social media discussion and the negative issues about the government have been manipulated by the opposition during GE13 which they claim because of that, the youth has rejected the ruling party.

### *Unsuccessful engagement*

Unsuccessful engagement is another factor that supports the notion of why the federal government is losing the Gen Y trust. Although at one time YouTube has been used by the Prime Minister, Najib Razak to response to as many questions expressed by the citizen, the proactive action has been warned by the Information, Communication and Culture Minister, Rais Yatim. He cautioned the government not be immersed by the social media culture. Unfortunately, the young generation is hooked with the social media and there is no sign the dependency of this platform will end any time soon (Mohd Azizuddin Mohd Sani, 2014).

The expression such as *"they are not very active on social media"*, *"they are not good at engaging people"*, *"they still failed to engage with the citizen"* *"lack of engagement I think is what they are lacking"* persist in numerous statement epitomizing the nuances among UGOV user as a result of the ruling government failed to maintain social media connection with the youngsters.

Thus, from the findings, it was emphasis by UGOV users that the government are not that responsive to the social media particularly YouTube. Deliberation by UGOV users were stated as follows:

*"Well... I can see that... when you say the Government... They are not very active on social media... although they tend to do so... but then again they don't have the... the creativity... or the... like I said they only think about themselves. They don't think about the citizen. So, all the content that they posted aa... aa... in the social media is not actually ... 100% comes from their heart... maybe yeah they have their own people to do this ya. But they don't... they are not....genuine."(UGOV User 10 Line 734-740)*

*"I think the first thing I said sterile I don't know why. Sterile... ermm sterile in meaning that everything is predictable. That's why I say sterile they are not impersonal. They are not good at engaging people. They are not good." (UGOV USER5 Line 1141-1143)*

*"They trying hard but I think aa... so far at this point... they still failed to engage with the citizen. They don't do well. They are using social media to gain back the support and trust but whenever like... the prime minister posted on something the citizen will bash him back... I did not see any support is happening. The government are getting the feedback. But they are all negative." (UGOV User 9 Line 887-892)*

*"I think in social media or even in political strategy engagement is very important... to know that you're engaging with your audience... even though social media... even though the social media demographic is not the majority demographic of the country but these are also your demographic who you are trying to win over the vote for you. So lack of engagement I think is what they are lacking." (UGOV User 14 Line 519-524)*

With the advent of social media, particularly user generated online video like YouTube; the government is expected to be proactive by having proper political strategy engagement. Effective engagement will boost the support and trust among the Gen Y. Although the government (parties and candidates) have followed the current trends of having the social media accounts, it was still perceived as not responsive by UGOV users.

#### *Negativity capture attention*

The 'digital intermediaries' or better known as online content platform like YouTube is not designed to produce, but, it is the platform to host user-generated expression (Braun & Gillespie, 2011). Due to the fact that these intermediaries progressively use to distribute personal ideology or individual expression, the role in serving the community have becomes more complex. The complexity occurs when the content that has been posted might be conflicting or opposing other people's belief. Although YouTube is a platform that allows everyone's right to express unpopular point of views (YouTube, 2008), the main concern is to give an alternative ways of looking things. However, it is beyond of the authority control if this platform is used to highlight the so called 'unpopular views'. This kind of views would never appear in the mainstream media and what more if it is related to the government. The good deeds about what the government has done are not something that can capture most of the UGOV user interest. In fact, through their experiences they found that the content about the government are mostly negative as deliberated in the following excerpts:

*"The video that I watch about government mostly showed negative content... The government are arrogance, ignorant, they refuse to accept suggestions. And that bring negative effects on this, on the videos." (UGOV User 2 line 1038-1040)*

*"When you choose to watch videos on YouTube you have all the freedom that you want... you have the freedom to share... you have the freedom to watch... you have the freedom to... to interpret whatever you want with the videos. Erm... but definitely again people are sharing*



*more the bad stuff rather than the good things. You will see how the video in YouTube shows the stupidity of the governing party.” (UGOV User 15 Line 544-550)*

*“Certain things should not be shared... certain things should be err... just you know err... discuss at certain levels not... not everyone should know everything, That’s... that’s normal practice, you know. But if an issue that... that affects the livelihood of Malaysian that is not shared or not... not being err... discuss in front of the public then they should be highlight.”(UGOV User 6 Line 669-681)*

Nonetheless, it is not peculiar for some UGOV user when most of the video highlights the negative side of the government. Bad news is good news for some of the users and vice versa. The experience encounter with such video is revealed by the UGOV user in the following statement:

*“There are... there are a few positive news, but... err... for instance, err recently we err... it was announced by the world economic forum that we are err... ranked 18th in the err... global competitive index, ok. In the economic front, err...I think two of the most credible credit ratings... rated as A+ or double A. So, those are actually positive developments in spite of the negative climate that we are facing now. There are still good news. But, unfortunately the problem is that this little positive news are being err... being... being... being... err... being err... not being... making headlines. People are more interested in a bad news. So, that’s the reality.” (UGOV User 4 Line 705-713)*

The content driven by user and news organization are different in terms of the objective. The journalistic rules must be followed by the news organization because their identity is defined by their professional content whereas in contrary, with user driven content, Hermida and Thurman (2008) describe it as empty vessels in which the brand identity is defined by the nature of the user media. Some of the UGOV users feels that YouTube enable them to understand issues that affects their livelihood. They pay more attention to videos that discuss or highlight the issues they are facing recently. Although most of the issues reflect their judgement on the ruling party, that justify why negativity always capture their attention because the issues raised are close to their heart.

## Conclusion

The Gen Y perceptions towards federal government ruling parties as they perceive based on virality of UGOV. In this research, the UGOV Users accentuated the needs of the government to provide fast response on this platform. Despite the government being expected to fully utilize UGOV, the content of the video must capture the voters’ heart. As professed by the informant, government is failing by being utterly unable to make use of the technology affordance to take advantage of the citizens particularly Gen Y huge potential for growth. The government should be critical and strategize the information that being highlighted so that the message is delivered and trust is gained.

Ignorance in justifying important issues and passivity should be avoided by ruling parties in order to remain relevant to the Gen Y. Less attention on the issues that needs to be clarify will only open the door for the citizen to stereotype the government negatively. The power of UGOV platform should not be underestimate. As the matter of fact, the visualization power of YouTube should wisely employ by the government to build trust among the Gen Y. Disregarding this medium will just shows that government is inefficient and failed to take charge of the issues. Thus, matters that are related

to government policy or any raised issues that close to Gen Y heart must be aggressively communicated to circumvent distrust.

Consequently, the effective engagement is crucial in maintaining rapport between the government and Gen Y. The opportunity should be grasped by the government to choreographed its own media outlet on YouTube. It is undeniable many leaders in the government have created their own channel. However the content is not up to the viewer's expectation. They demand for content alteration as well as their questions to be taken and addressed seriously by the government.

Apart from 1MDB and GST issues, YAPIEM scandal is among the issues that have yet to be answered by respective authority. Most of the controversial issues questions have not being deliberated transparently. There are always controversial issues that needed fast respond from the government. Unfortunately based on the UGOV Users experienced, they hardly found the video that can counter back the accusation made by the opposition which ends up to Gen Y misperception.

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