



The Impact of New Media Platforms Towards Social Shaping and Culture Interaction Among Universiti Sains Islam Malaysia Students

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ABSTRACT

New media platforms have brought huge changes to people and affected almost everything that people do in their daily lives, including towards the aspect of communication and interaction. This can be connected to the impact of new media platforms towards social shaping and culture interaction. The objective of this research is to know if there is any relationship between new media platforms towards social shaping and culture interaction and how it impacted one another. The research will include the aspects of perception, assumption, and influence on the effects of new media platforms. The interconnection relates to the behavior and attitude of people on online platforms through social media. Quantitative study was carried out using random sampling of 111 students at the Faculty of Leadership and Management, USIM. Respondents were given a survey questionnaire form. The age range of the research is from 18 to 26 years and most of the respondents are from 21 to 24 years old. The relationship between new media platforms towards social shaping and culture interaction among respondents shows there is a significant correlation. This research contributes to the understanding of how new media platforms impacted towards social shaping and cultural interaction besides can serve as a reference for educators and instructional designers in understanding communication and interaction are key factors that influence how social media impacts social and intercultural adaptation.

Keywords: *New Media Platforms, Social Shaping, Culture Interaction, Quantitative Study*

INTRODUCTION

New Media Platforms

New media platforms were known as the main contributor to the ease of communication between humans today. With the sophistication that goes with the times, it allows us as people to communicate with each other by using technology, sent digitally such as smartphones, newspapers, articles and blogs to music and podcasts and even video games (Zhang et al., 2022). It also allows us to communicate with others. New media platforms were recognised as websites, emails sent straight to mobile devices, streaming applications, and any other kind of internet-based communication are all included in the definition of new media platforms.

Hence, within the seconds of sending and receiving messages, people can interact with one another anywhere in the world. The words "global village" have become a place where people from many cultures can communicate and from that it was called new media platforms. According to Howcroft and Taylor (2022), they said that previous research has found that using tablets and smartphones with internet connection or specially created software which means an application can enhance daily tasks, social engagement, and communication in a variety of contexts.

The cognitive dimension is concerned with learning, whereas the practical dimension is focused on the actual use of the technology, how it is used and for what purpose. For example, to be used effectively, technology is an object that must be interpreted and understood. The symbolic aspect encompasses how people perceive technology. Making technology important in their lives is the process at hand. For instance, the evolution of enhanced social shaping may or may not be the result of the individual's own use of technology (Abdulrahman et al., 2020).

In addition, social media mobile devices change how adolescents communicate. According to Hogan and Strasburger (2018), digital media nowadays can be seen as a communication platform that moves from face-to-face and voice-only phone conversations to more screen-to-screen connections such as through applications, such as FaceTime and Skype where daily communication has become engaged with screen time". It means that these new media platforms connection has several benefits, such as enhancing social networking, learning regarding resources from online peers, and seeking information and insights, including exposure to misleading info, negativity or hatred in communication, delays in traditional information sources, and unhealthy influences.

But, positive or negative of new media platforms, it depends on their own use. But indeed, the new media platforms are more directed to a positive angle where it has provided great convenience to people. The media cannot and should not be vilified and rather, they should be welcomed, appreciated, and used for their beneficial aspects. On the other hand, our youth face genuine risks and potential impact through media messages, images, and behaviors (Hogan & Strasburger, 2018).

Furthermore, according to the (Ramsten et al., 2020) new contexts and circumstances that allow engagement in everyday life have been produced by technological advancements. The conditions for participation and social relationships have changed due to the widespread usage of new media platforms. The 'digital divide,' which refers to inequalities in access and usage of new media platforms according to social group, endures because of rapid technological advancements that can alter the restrictions experienced by users and possibly boost material access.

Referring to Nesi (2020), new media's widespread use has produced a complex world that young people, parents, medical professionals, and legislators must manage. In fact, while this media environment has created several fresh risks and concerns for young people's mental health, it has also offered several noteworthy advantages and opportunities. For instance, in the age of social media, many students view sites like Facebook as being exclusive to young people. However, because they interact in real life, students often choose to friend their instructors on social media. If teachers and students can effectively communicate through this social media link, this may have an impact on their shared perceptions and beliefs.

Social Shaping

In addition, people utilise social media for a wide range of reasons. The need for interaction and interpersonal connection is clearly felt. As supported by Maslow's Hierarchy of Needs, people desire to fulfill a sense of belonging through support from relationships with others. This is proof that new media platforms lead to social shaping. Williams and David (1996) said that there are numerous technical options accessible at every level of the creation and use of new technologies. Which option is selected cannot be reduced to simple 'technical' considerations, but is shaped by a range of broader social, economic, cultural, and political factors.

Moreover, the goal of the social shaping of technology perspective (SST), which was introduced in (1985) with the publication of the same named book by Mackenzie and Wajcman (1999), was to comprehend technical evolution as a social process. Syahputra and Ritonga (2019), remarked that the social shape in information distribution and consumption has changed because of communication technology's impact on the new media period, which manifested in diverse ease of access to anything through the internet. The internet makes it simple to find information, and it can be altered and shared via a variety of social media platforms.

Meanwhile, rising public participation and activities are found on social media. In this context, public participation is mediated through their activities on social media since mass media is considered to have neglected its function as the state's watchdog. Social shaping has led the people to participate in the participation public where this participation has shaped the society greater. The public has been involved in political and social matters because it is important to form a country even if only by using social media (Darmastuti et al., 2021).

However, the rise of social media as an alternative for the people to become a discursive space capable of inciting political mobilization and mass protests. Hence, post truth can be identified in the age of new media through multiple discursive spaces on social media sites like Twitter. Twitter conversations that happen frequently, in large numbers, and quickly can influence people's trust or mistrust in honesty, dishonesty, the truth, virtue or vice, and anything that claims to represent the truth. (Syahputra & Ritonga, 2019).

Culture Interaction

This shows that new media platforms have given something of a culture that has shaped the social shaping and culture interaction among all of us. This culture has also made us more and more advanced to viral things and it has spread throughout the country. This culture has sometimes made it difficult for people to form social shaping and be able to interact with each other. For example, there will always be debate on the internet platform, for instance, when people use social media platforms to debate, express opinions, and tell others about what is happening. In this culture, people will only encounter thoughts and information from others who share their opinions in this culture, also known as the "Echo Chamber." As a result, communication in these online forums promotes interactive discussions that deepen understanding of other viewpoints (Cinellia et al., 2021).

Based on the Syahputra & Ritonga (2019), they said in their research and found that a journalist who uses Twitter, argued that the media and journalists can shape the realities that surface in discursive spaces on social media like Twitter: When they are consistently conveyed by the media, truths can be produced through specific strategies like framing. The news will then spark a discussion on Twitter. Netizens will take the news or information as fact if they are consistently and in large numbers endorse it. Because netizens were first divided by political feelings, this process was made simpler. From that, it shows that social media such as Twitter was a place where people share their thoughts, debates and give an opinion to other people and this was called by culture interaction. The results of interaction caused many people to tweet each other on their Twitter to pick up information about current issues. Plus, Twitter is an easy place for people to find information by simply using hashtags and pressing keywords related to search.

Not enough with that, culture interaction has also become a phenomenon where, the term "online disinhibition effect" is used to characterise this phenomenon. Social media is used freely by internet users to express themselves. The news and information that is circulated may include some works by citizen journalists. Public opinions, however, make up some other information or news. Some news reports may even contain confusing or vague information, making it unclear if they are intended to enlighten the public or to support a certain presidential or vice-presidential contender (Mueller-Coyne et al., 2022).

LITERATURE REVIEW

Concept Of New Media Platforms

According to the (Naqvi et al., 2020), technology has seen a significant increase in the number of users of social networking sites like Facebook and in the use of informal, low-tech communication methods. Social Networking Service (SNS) preferences provide customers with the ability to stay connected with peer groups, organise social events, exchange information, share videos and photos, and post comments. Conversely, SNS are based on a series of recent applications and software, such as the exchange of photos, profiling, messaging and with different online users (Hermann 2020).

Based on much previous research, new media platforms can be said as often referred to as Web 2.0, so-called new media platforms cover a wide range of web-related communication tools, including blogging, wikis, online social networking, virtual social worlds, and other social media platforms. But they added, it was typically have seen that, rather than displace old media, new media tend to augment old media, frequently functioning with one another to achieve the organisation's aims. In the meantime, the characteristics and features of social media that attract users' attention in the online world should be created in various ways to increase the advantages of users derive from their involvement and communication.

Fatimah et al. (2019) said that as a result, they will find the media technology offered on mobile applications and web-based internet that would provide different environments very easily. It means that users and technologies have an evolving relationship. It evolves with time and early expectations and ideals change over time, just as the initial, frequently experimental, use of technology does. Furthermore, in other research, Yujie et al. (2022) said that all web-related technologies, including social networking websites, blogs, online social media networking, and other technology and communication platforms, are referred to as new media technologies. So, basically, the word "web" is referred to the new media platforms who provides communication channels, connectives, and internet connections for people around the world to be able to carry out internet-driven daily routines these days.

New Media Platforms as Tool to Human Being

Pratyaksa and Putri (2020) has defined that new media platform as in fact, practically everyone alive today has access to technology like smartphones or other devices as a tool that are used to access information. The communicator will then be greatly helped in this situation to communicate with many people. In addition, new media are cultural artifacts that are distributed and displayed using digital computer technology. Other than that, it is obvious that new media can be defined in a variety of ways. The inherently ambiguous nature of the topic of study, the message, the medium, the technology, the time, and the social context contributes significantly to the misunderstanding, if there is any, among the many definitions of the new media.

Meanwhile, according to the (Naqvi et al., 2020), they said that new media platforms as a tool which the accessibility of sharing personal information and the possibility of meeting new individuals on these platforms inspire research into the implications it may have on young people's lives and development. Moreover, the term "media" now is used more to describe the message rather than just the technology, or the medium of communication. It means that, term media itself refers to messages sent to others as a communication tool remotely online as opposed to term technology itself. This shows that human beings apply all the mediums available online, especially social media which are now increasing in diverse features and attract the public to communicate in various ways with the purpose of the message being conveyed to the sender.

There are many types of media that can be used in the current digital age, including television, print media, and even online media. Mankind now has a greater need for easily accessible media that can be used to gather information. However, the reality is that nearly every person living in the modern era has access to technology or a device that allows them to access information, such as a smartphone or similar device. (Pratyaksa & Putri, 2020). Today, nearly everyone, or those who live in the digital age, has access to technology that allows them to access information, such as smartphones or similar devices. Therefore, the communicator will have a much easier time spreading the message to the public.

Impact of New Media Platforms on Social Shaping

As stated by (Waterloo et al., 2018), users are generally reluctant to divulge and share their personal information with strangers in the hopes that it will remain private. To establish a more limited semi-public social shaping environment, users of different online communication networks like WhatsApp and Snapchat publish content that is only viewable to a specific list of friends. For example, this circle is now wider thanks to SNS settings, particularly on Facebook where user information is accessible to friends and friends of friends. Because many people can see the user's personal information as a result, using these SNS makes users feel uneasy.

Meanwhile, many academics believe that SNS privacy settings should be carefully chosen because many SNS providers offer complex settings that could wear users out (Chou et al., 2019; Saeri et al., 2014). This means that the resolutions in the media should be selected and set according to the circle and environment according to what we do on our own or with others. This is because, if the scoop ability is not limited according to what we want, the social shaping will be larger, open, and wide which it is able to form from the society of foreign countries unless the users itself want a huge and large social shaping with other countries. Plus, the use of new media platforms has assimilated into household daily life and has become an "intrinsic aspect of contemporary living." The adoption of these kinds of new media platforms has had a variety of effects on modern society.

The younger generation is more likely than older generations to use communication technology now that the fourth industrial revolution has begun. Modern packaging that uses straightforward language is therefore required for clarity. You can use some social media sites, including Facebook, YouTube, Instagram, and others (Pratyaksa & Putri, 2020). Despite this, as noted in the literature, little research has been done to fully understand how the social environment shapes affects how people with intellectual disabilities use Information and Communication Technology (ICT).

Intentionally choosing the metaphor of "shaping" over "social construction" to reflect the materiality of technology (Mackenzie & Wajcman, 1999). In addition, a fascinating aspect of new media platforms is that it enables users to take part in public debates on social or political issues. In fact, these technologies give the user a private space in which to comment on the artificially created public sphere. Users are now able to create online content with ease thanks to new media platforms (Rizquna & Rianto, 2020; Abbas, 2019). As mentioned before, technology continues to advance in which society has started to alter its ways of thinking and doing things.

Impact of New Media Platforms on Cultural Interaction

Based on Yushi (2020), there is a lot of discussion about user demographics and behavioral intentions as SNS grow in popularity as a communication and entertainment medium, as well as the privacy concerns held by a variety of demographic groups based in numerous nations. Hence, although billions of people now can connect more easily with people who live far away thanks to recent advances in communication technology, little is known about how the frequent use of these devices in social settings affects face-to-face interactions another finding of research said that people are becoming more dependent on technology for communication with friends and family, neglecting to interact in person, unhindered by phones and devices, even when in the presence of others.

Furthermore, according to Anderson and Jiang (2018), they said that as the number of online communication networks grows significantly, it is crucial for global marketers to understand the factors that influence how people use international SNS. This means that culture interaction is difficult for some global marketers to understand because culture interaction itself is governed by how a society acts online. Each community has a variety of attitudes and behavior according to its own country, even within the country itself with multiple religions and races. From there, the attitude and behavior of a community is according to the mold of how the culture interaction occurs in the place.

Another researcher also stated that (Sharif et al., 2019), different ideas, intents, and perceptions on the employment of a new media platforms may have various effects depending on the setting. For instance, many people adopt and use technology in daily life for a wide range of purposes. On the other hand, most employees within organizations might be more likely to use information technology for goals. Therefore,

the way that new media platforms "change" the processes of representational contact or to be more precise, of communication, has grown in importance. We are faced with intricate intertwining processes in which specific human behaviors institutionalise and reify in something we refer to as "a medium," which "alters" our (communicative) production of cultures and societies.

Attitude plays an important role in a user's intention to engage in behaviors (Hansen et al., 2018; Um, 2018). While existing research lends credence to the idea that behavioral intention is predicated on the idea that people base their decisions on the information that is made available to them. The relationship between a person's intended behavior and their actual behavior is then examined (Gong et al., 2018). Previous investigations into the use of SNS looked at the behavior of various populations around the globe (Yushi, 2020).

RESEARCH METHODOLOGY

A quantitative data collection method was used in this research, and it included survey questionnaire distribution and survey data collection. Quantitative data is the procedure of gathering and analyses a specific numerical analysis. It can be used to identify trends and averages, formulate hypotheses, examine causality, and extrapolate findings in this research. Hence, the survey that consisted of open question and Likert-scale in the questionnaire were made to collect the data other than to answer research question and objective of this study. This method also elaborated how well new media platforms influenced the impact of social shaping and culture interactions among students. Furthermore, the target of this study location is Faculty Leadership and Management at USIM. Study areas are geographic boundaries used to define the extent of data analysis. Researchers choose USIM to ensure that research data is confined to a specified area. The descriptive statistics using SPSS gives benefit because the data been organised systematically and portray in more depth and detail data statistically.

The location and subjects of this study was conducted in Universiti Sains Islam Malaysia (USIM), Negeri Sembilan, Malaysia. This study carried out a survey questionnaire distributed through online Google Forms to the respondents. Moreover, USIM is a place that matches the research objective as it supported researchers to reach out to students randomly on who will be the respondent. It was also an approachable area and strategic location for researchers to conduct data collection for the first phase.

The research instrument was distributed via an online survey questionnaire which is Google Forms, and this way was easy for respondents to access the online survey forms at any time to answer the survey. Moreover, this way also can achieve the research objective because the survey will be open access online and requires several minutes only which it is time saving for respondents to answer the survey. For section A, it consisted of demographic of the respondents which the data collected on details such as name, gender, age, years of the study and programs in the faculty they study at USIM. This section's aim is to identify and analyses the background of the respondents.

Meanwhile, for section B, Likert-scale with five-point such as 1 (strongly disagree) to 5 (strongly agree) and one open question were given, and the respondents were required to answer related to new media platforms. Lastly, for section C, using a Likert-scale, this section was based on social shaping and culture interaction. In addition, this research instruments also used a Google Forms survey questionnaire to determine students' perceptions of the impact of new media platforms towards social shaping and culture interaction. It is also important to explore and know how the expectation of USIM students think about the impact of new media platforms. Moreover, this survey questionnaire is critical for researchers because the quality of this research influences the overall of the study value.

The quantitative methodology is usually used and reflects a large sample size, where sometimes the reason of the study is to delegate a larger population. So, the data collection procedure used Google form which to collect numerical data. Likert-scale type were used, and it was called closed ended question. Since the sample size is large, the question needs to answer the target objective to collect, and analyses statistics data obtained from respondents. Hence, the Google Form data will be transferred to SPSS software for data extraction. The survey responses of respondent entered using Statistical Package for Social Sciences (SPSS) version 22 for Windows. In this study, descriptive and reliability analysis had been used to get the exact numerical and relevant value for the real data collection. This study also employed Pearson correlation analysis and multiple regression analysis to answer the research questions and achieve the study research objectives.

FINDINGS AND DISCUSSION

DESCRIPTIVE STATISTIC

	N	Minimum	Maximum	Mean	Std. Deviation
New Media Platforms	111	23.00	35.00	30.44 14	2.95630
Social Shaping	111	19.00	30.00	26.09 01	3.09119
Culture Interaction	111	10.00	25.00	21.35 14	2.90031
Valid N (listwise)	111				

Table 1: Total Descriptive Statistic of Variable.

Descriptive analysis has been used in the research to elucidate data that can help researchers to explain and summaries data in detail. To make the research's findings easier to understand, descriptive analysis has been conducted to summaries the data collected from survey questionnaire by measuring value the mean and standard deviation. Hence, based on Table 1 above, it can be said that the highest mean for variable is new media platforms with value 30.4414 and the standard deviation is 2.9563. For the lowest, variable of culture interaction gets mean with 21.3514 and the standard deviation is 2.9003.

New Media Platforms

This part will address the first objective of this research, which is to identify whether there is a relationship between new media platforms towards social shaping and culture interaction among USIM students. There were eight topics in this part which in the survey question in Section B that cover questions on the Likert-scale and open questions. There were seven core values answered by Likert-scale, through strongly disagree, disagree, neutral, agree and strongly agree.

Items	Percentage					Mean	Std. Deviation
	SD	D	N	A	SA		
1. Do you have an understanding on New Media Platforms?	1.8 (2)	2.7% (3)	24.3% (27)	50.5% (56)	20.7% (23)	3.86	.840
2. Internet, cell phone and social media are example of New Media Platforms.	0% (0)	0.9% (1)	3.6% (4)	50.5% (56)	45% (50)	4.40	.607
3. New Media Platforms allow interactivity among users.	0.9% (1)	0 % (0)	3.6 (4)	45% (50)	50.5% (56)	4.48	.570

4. All people in digital age use web-technology to connect and communicate with each other.	0.9% (1)	3.6% (4)	5.4% (6)	45.9% (51)	44.1% (49)	4.32	7.38
5. New Media Platforms plays an important role as a mediator in this digital era.	0 % (0)	0 % (0)	2.7% (3)	43.2% (48)	54.1% (60)	4.51	.554
6. New Media Platforms able to give an impact on the social shaping and culture interaction.	0 % (0)	0 % (0)	3.6% (4)	44.1% (49)	52.3% (58)	4.49	.570
7. Characteristics on New Media Platforms able to influence consumer behaviour	0 % (0)	0.9% (1)	3.6% (4)	50.5% (56)	45% (50)	4.40	.607

Table 2: Percentage Distribution, Mean and Standard Deviation for New Media Platforms.

Table 2 shows that the highest average mean is at item five, with value of 4.51 and the standard deviation is .554. This indicates (54.1%) equal with 60 respondents believe that new media platforms play an important role as a mediator in this digital era with Likert-scale Strongly Agree.

Furthermore, the statement "Do you have an understanding on New Media Platforms?" in item one gets the lowest mean with value 3.86 and the standard deviation is .840. It means that the respondents were as much 56 students same with (50.5%) agree on that statement. So, from this statement, they were likely do not understand new media technology because the second highest vote of respondents are neutral with 27 respondents same with (24.3%).

Social Shaping

Besides, in this part it will clarify the second objective which is to study the impact of new media platforms towards social shaping among USIM students. For this section, it will represent Section C in the survey questionnaire that consists of six items that possess five-point Likert-scale which are strongly disagree, disagree, neutral, agree and strongly agree.

Items	Percentage					Mean	Std. Deviation
	SD	D	N	A	SA		
1. The presence of New Media Platforms makes people debate between each other about current issues through online platform.	0 % (0)	0.9% (1)	5.4% (6)	45.9% (51)	47.7% (53)	4.41	.638
2. The lifestyle of a society can be influenced by the social formation that always discuss to each other.	0 % (0)	1.8% (2)	10.8% (12)	46.8% (52)	40.5% (45)	4.26	.723
3. New Media Platforms impact people in a way of sharing information with each other, viewing content, posting feedback on blogs and others.	0 % (0)	0 % (0)	6.3% (7)	36.9% (41)	56.8% (63)	4.50	.616
4. The advancement of New Media Platforms has led to the transformation in almost all aspects of human's life.	0 % (0)	2.7% (3)	16.2% (18)	38.7% (43)	42.3% (47)	4.21	.810
5. New Media Platforms allow user to use various platform in enhancing communication way and improving daily life.	0 % (0)	0 % (0)	6.3% (7)	50.5% (56)	43.2% (48)	4.37	.602
6. Social shaping can develop mental agility and ability to exchange opinions.	0 % (0)	2.7% (3)	8.1% (9)	41.4% (46)	47.7% (53)	4.34	.745

Table 3: Percentage Distribution, Mean and Standard Deviation for Social Shaping

In addition, based on table 3, the highest is item three with statement "New Media Platforms impact people in a way of sharing information with each other, viewing content, posting feedback on blogs and others". The value of mean for item three is

4.50 and the standard deviation is .616. Hence, the overall percentage of value for item three is 56.8 percent equal with 63 respondents. From this item, respondents have strongly agreed that the impact of New Media Technology influences all behavior people at online platform.

Hence, with the mean 4.21 and the standard deviation is .810 get the lowest value in this section. The statement was in item four with statement "The advancement of New Media Platforms has led to the transformation in almost all aspects of human's life". The data has shown that this item gets voted mostly on Strongly Agree with (42.3%) equal with 47 respondents.

Culture Interaction

Other than that, this part will clarify the second objective also which is to study the impact of New Media Platforms towards culture interaction among USIM students. For this section, it will represent Section C in the survey questionnaire that consists of six items that possess five-point Likert scale which are strongly disagree, disagree, neutral, agree and strongly agree.

Items	Percentage					Mean	Std. Deviation
	SD	D	N	A	SA		
1. Function within New Media Platforms allows user to interact with more than one person's simultaneously besides its ability to individualise each message.	0 % (0)	0 % (0)	9% (10)	40.5% (45)	50.5% (56)	4.42	.653
2. Culture interaction gives people great freedom in producing and developing any types of content.	0 % (0)	0.9% (1)	12.6% (14)	52.3% (58)	34.2% (38)	4.20	.685
3. New Media Platforms affect the way people understand each other including appreciating for those of different culture.	1.8% (2)	0.9% (1)	7.2% (8)	47.7% (53)	42.3% (47)	4.28	.788

4. The patterns shown by people on how they think and express their cultural context through online are the effects from culture interaction.	0.9% (1)	0 % (0)	15.3% (17)	42.3% (47)	41.4% (46)	4.23	.774
5. Implementation of cultural values among society influence the social networking within New Media Platforms.	0.9% (1)	0 % (0)	15.3% (17)	43.2% (48)	40.5% (45)	4.23	.771

Table 4: Percentage Distribution, Mean and Standard Deviation for Culture Interaction

For table 4 above, it shows that item one received a highest value of 4.42, with the standard deviation value is .653 with the statement "Function within New Media Platforms allows user to interact with more than one person's simultaneously besides its ability to individualise each message". From this item, most respondents have got voted on Strongly Agree with 56 respondents equal with (50.5%). This proves that the advancement of new media platforms nowadays allows its users to interact with each other at the same time and anywhere.

Besides, with the value mean of 4.20 with the standard deviation .685 got the lowest value. This means at item two with statement "Culture interaction gives people great freedom in producing and developing any types of content". This statement has got vote on mostly Agree with 58 respondents same with (52.3%). It means that most of the respondents comprehend and agree with the statement that occurs in culture interaction among USIM students.

Correlation

Based on results of respondent's answers on forms, researcher found there is a correlation in the middle of a relationship between the impact of new media platforms towards social shaping and culture interaction. The correlation aimed to test the strength and compatibility between the three variables. All independent variables have shown a positive relationship with a significant .000.

Correlation				
		New Media Platforms	Social Shaping	Culture Interaction
New Media Platforms	Pearson Correlation	1	.677**	.620**
	Sig. (2-tailed)		.000	.000
	N	111	111	111
Social Shaping	Pearson Correlation	.677**	1	.805**
	Sig. (2-tailed)	.000		.000
	N	111	111	111
Culture Interaction	Pearson Correlation	.620**	.805**	1
	Sig. (2-tailed)	.000	.000	
	N	111	111	111

Table 5: Pearson Correlation between the Variables

Based on table 5 above, the result of bivariate Pearson correlation has shown the relationship between independent variable (New Media Platforms) and dependent variable (1- Social Shaping) (2- Culture Interaction) among FKP students at USIM. Pearson correlation significant value is -1 to +1, negative one is significantly negative correlations while the positive values indicate the positive correlation and significance.

The 2 tailed significant according to 0.05. New Media Platforms have a correlation with Social Shaping, ($r = .677$, $n=111$, and $p=0.00$). Hence, the next 2 tailed is significant with the New Media Platforms and Culture Interaction as the value is ($r = .620$, $n=111$ and $p=0.00$) which is less than .05. It indicates that there is a significant relationship between New Media Platforms and Culture Interaction.

Outcome Of Statistical Analysis

It has been explained and discussed about results of the completed review received. For all primary analysis, the intervention of a relationship between new media platforms will be compared against the impact of new media platforms towards social shaping and culture interaction. Pearson's analysis explained the data. For subgroup analyses, researchers will employ regression methods with appropriate and relevant interaction. Hence, P-values will be reported to four decimal places, and p-values less than 0.001 will be denoted by the symbol ($p = 0.001$). The most recent version of SPSS will be used for the analyses. Also, for all the tests in the SPSS. The researcher will use two-sided p-values with an alpha level of significance of 0.05.

A good hypothesis could be measured through correlation analysis. The aim of this study is to look at the impact of new media platforms towards social shaping and culture interaction. There was a positive and strong relationship between New Media Platforms towards Social Shaping Among USIM students ($r = .617, p = 0.000$) and there also was positive and strong relationship between New Media Platforms towards Culture Interactions among USIM students ($r = .620, p = 0.000$). Furthermore, the results point out that respondents realise that new media platforms play an important role as a mediator in this digital era. However, respondents have supposed the presence of new media platforms makes people debate between each other about current issues through online platforms. It means that new media platforms have impacted social shaping and culture interaction between them.

In other words, new media platforms have changed the way students in USIM interact and socialise because they know that all people in digital age have use web-technology to connect and communicate with each other to share their thoughts and opinion. Hence, there existed a result that indicates new media platforms characteristic will be able to influence respondents' behavior. However, the respondents also know that the lifestyle of a society can also be influenced by social shaping, which people thoughts were all different according to the surrounding of their life.

CONCLUSIONS AND RECOMMENDATIONS

For the conclusion, many researchers have found that new media platforms had an impact in various matters such as health, study, family relationships and others. As a source of connection and communication, new media platforms play a very important role in engaging with people's lives. With that, everyone has been impressed by new media platforms because it has been able influence people to do anything that can fill the space by just using the tip of the finger. So, it is possible that the attitude, behavior and thought of people may change due to the presence of new media platforms.

On the other hand, it can be said that there is a significant relationship between the new media platforms towards social shaping and culture interaction in terms of that "New media platforms allow interactivity among users" and "New media platforms able to give an impact on the social shaping and culture interaction". Hence, numerous studies have claimed through their research that new media platforms have impacted their user in both positive and negative ways depending on how the individual uses it in daily routine. It can be said, new media platforms have provided many benefits and benefits to people's lives.

In addition, there is a high score shown in the survey question: "New Media Platforms impact people in a way of sharing information with each other, viewing content, posting feedback on blogs and others.". This means that new media platforms indeed have a great role where it has given an impact on the way in which humans themselves share thoughts, information, and opinions to others in various ways in different places. Other than that, items "The presence of new media platforms makes people debate between each other about current issues through online platforms" shows high score. Based on the statement, most respondents strongly agree because new media platforms were indeed a place for people to share and debate matters and issues according to the timeline. From there, it can influence attitude and behavior while online.

Apart from that, it is suggested that for future direction of the research, researcher may expand the demographic of the respondents to a wider and broader study that can extract social shaping and cultural interactions variables which symbolise a larger community. In addition, the implications of these studies are, due to the selection of respondents being based on simple random sampling, as much as two weeks have been allocated to retrieved respondents because of the constriction on time allocation. The survey questionnaire was given online, and a few of the students chose not to answer the survey. So, with the length of time waiting for respondents, the researcher had to meet with students in the faculty face-to-face to get more respondents.

Apart from that, this study has found that that some FKP students have less knowledge about new media platforms. This is because, in the survey questionnaire, there is an open question that asked on "Do you have an understanding of New Media Platforms?" to the respondents and most of the respondents answered that "I am not sure what the new media means" and "Because I do not have any idea what it is about, but I think it might be something about technology". From there, this shows it is important to educate society related to new media platforms. Even though the extreme usage of new media platforms is a debatable topic, we can never overlook the importance of new media and the immense opportunities that it provides its users with. With various benefits and validations of the importance of new media, this research hope, efforts should be made to explore new media platform potentials to enhance teaching and learning processes, communication skills as well as social and cultural engagements across a diverse group of learners in the primary, secondary, vocational, and higher institutions of learning.

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