

**Diffusion of Innovations:  
The Adoption of Facebook among Youth in Malaysia**

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## **Diffusion of Innovations: The Adoption of Facebook among Youth in Malaysia**

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### **ABSTRACT**

The popularity of social media has invited questions about how and why people use Facebook. With its ability to allow users to post or change their content, Facebook has emerged as the most pervasive and the most personal of the new media. It has generated questions about the factors that influence users to adopt or reject it and about their level of involvement in the “Facebook community.” The decision to adopt or reject Facebook is subject to a wide variety of factors. Past researchers have shown that social variables such as peer support or peer pressure, shared values, and mentors influenced people’s choices regarding new innovations and technologies. Through a survey method, this paper seeks to address the factors that have an impact on the adoption of Facebook among youths and to enhance our understanding of the diffusion of Facebook in Malaysia. Results indicated that youths were influenced by peer pressure to use Facebook. Spending time on Facebook appears to be part of the daily routine of most Malaysian youth.

**Keywords:** Facebook, adoption, youths, social media, peer pressure, innovation, government involvement.

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### **Introduction**

The year 2011 sees Malaysia focusing on celebrating innovation and creativity. Fifty-three years after independence, Malaysia is a quickly developing country with the “1Malaysia” concept leading its efforts at reorientation and a new direction geared toward greater unity and success. Malaysia seeks harmonious living among its diverse cultural groups, constant economic growth, political stability and the elevation of living standards, all grounded within a unique diversity of living patterns that is steeped in tradition, but yet able to accommodate and withstand the onslaught of global culture without losing local cultural balance (Nobaya Ahmad & Samsudin A. Rahim, 2008). Nevertheless, the introduction and advancement of global media have brought new challenges and change to the social and cultural milieu of young people. The mass media and popular culture are the medium for affecting change on a large scale, and it has succeeded to help shape messages that reach millions of young people.

We live today in an increasingly hyper-interconnected world, a global society of communicative interaction and exchange that stimulates profound cultural transformations and realignments, a society largely defined by globalization and the arrival of new technologies. In essence, the changing global media landscape is shaping the socialization processes, values, and beliefs of young people, and influencing young people’s decisions, in areas such as educational choice, employment and leisure.

Malaysians, especially the younger generation, live in a much richer media environment today as compared to even a decade ago. In this new social media environment, they are no longer a passive audience which depends on traditional media to get information, but rather actively contribute to the content of the new media. The new media and ICT in general are seen as a means to speed up and accelerate development if applied properly. The Malaysian government has realized the potential of the new social media and ICT and is doing everything possible to maximize its use and to reap the benefits. Government policies are very important to help utilize the ICT innovation to bring about development (Ali Salman, 2009).

According to Lampe et al., (2011: 2), the term “social media” includes a range of tools and services that allow direct user interaction in computer mediated environments. Recently, many government units have either tried, or are considering trying, social media as a way to interact with stakeholders. Social media usage has often followed a few key paths. Firstly, policy makers see social media as a way of micro-broadcasting news about policies to target stakeholders. Secondly, policy makers see social media as a way to “crowd source” feedback about policy. In this framework, stakeholders can submit ideas and content to policy makers who filter content for worthwhile information. Finally, lastly, social media interactions in third party sites like online newspapers and large-scale services like Facebook can be mined for stakeholder opinions.

According to Effective Measure and the Malaysian Digital Association, Facebook is ranked first among the most popular websites visited by Internet users in Malaysia. Almost everyone has a Facebook account and even those who are less technologically savvy have found a way to make sense of it. They think of it as a tool to reconnect with long lost friends. Having realized the potential of Facebook, more and more people are trying to use this social networking site. As with any communication technology, the future of Facebook will eventually be determined by public response. While Facebook is undergoing a rapid diffusion process, it is important to monitor not only how users use it as a new medium, but also how potential users perceive Facebook as compared to other social sites.

Realising the growing popularity of Facebook among users in utilizing social networking sites, it is not surprising that the government is beginning to view this network as a valid mechanism to reach audiences, including youths. Tim O’Reilly (2010: 12-13) notes that “information produced by and on behalf of its citizens is the lifeblood of the economy and the nation; government has a responsibility to treat that information as a national asset.” As in the case of this country, Malaysian Prime Minister, Dato’ Sri Mohd Najib Tun Abdul Razak took a step ahead in building his own Facebook for sharing thoughts in current issues and disseminating ideas to the Malaysian public. By 2009, he had over 120,000 “friends” from all over the world. This shows his commitment in using Facebook as a new way of interacting and disseminating information to the mass public especially youths.

In a related matter, the former Minister of Youth and Sports Ministry, Datuk Ismail Sabri Yaakob launched Rakan Cyber (Cyber Friend) as part of Rakan Muda Program (Friends of the Young Program) to bring youths closer to the information and communication technology. The ministry also provides a Facebook for youths to exchange and express

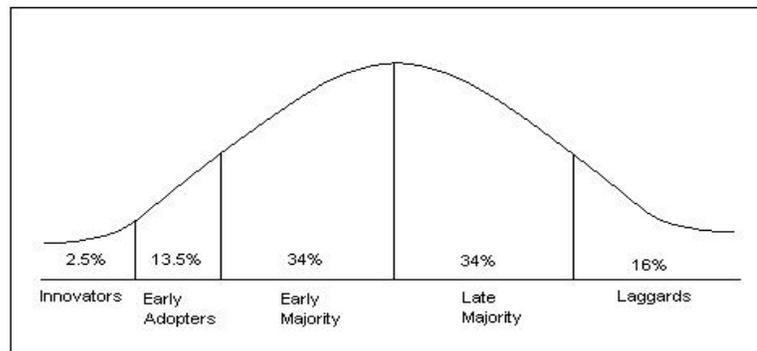
opinions. This is parallel with developing and optimizing the energy and financial resources in order to maximize results and generate better quality in terms of life and well-being for the youths in support of the country's development.

### **Social media and the diffusion of innovations**

The four main elements that are involved in the process of diffusion are innovation, communication channels, time and the social system. The initial element that sparks diffusion is the invention or introduction of something new into the social system. This invention or introduction needs the members of the social system to adopt it, which involves some form of communication to convince them to reach a mutual understanding to accept change. This is the diffusion of innovation theory forwarded by Rogers (1983, p. 5) that holds that diffusion is the "process by which an innovation is communicated through certain channels over a period of time among the members of a social system." Rogers explains that an innovation is "an idea, practice, or object that is perceived to be new by an individual or other unit of adoption." Furthermore, communication "is a process in which participants create and share information with one another to reach a mutual understanding." It is a kind of social change that involves deliberation and alteration or acceptance of the adopters in the social system. This is so because, when new ideas are proposed, they can be diffused and adopted or rejected, leading to certain consequences in the social system. Adoption of ideas can be slow or fast, depending on the social values, belief and culture of a society.

How potential adopters view a change agent affects their willingness to adopt new ideas. Messages are concerned with new ideas and this, of course, involves some degree of uncertainty and deliberation which sometimes need much convincing, persuasion and time to reach a decision. Another important determinant of the adoption rate of an innovation is its compatibility with the values, beliefs and past experiences of individuals in the social system. The rate of diffusion is defined as the speed that the new idea spreads from one consumer to the next. Rogers (1983) asserted that a diffusion process in a social system follows an S-Curve in which the adoption of a technology begins with slow change, is followed by rapid change and ends in slow change as the product matures or new technologies arise. Adoption, tracked through the diffusion curve, is a decision-making process in which an individual passes from initial knowledge to attitude-formation toward the innovation, to a decision to adopt or reject it. Figure 1 illustrates the five groups of adopters categorized on the basis of the acceptance of innovativeness.

Figure 1: Adopter Categorization on the Basis of Innovativeness



As illustrated in the above figure, the categories follow a normal curve where the innovators are in the 2.5% adopters who are educated, appreciative of new technology and willing to tolerate problems and take risks. They are active information seekers about new ideas. The early adopters comprised 13.5% of the bell curve. They are susceptible to changes in the society and are receptive to innovation as they envision great gains in competitive advantage from adopting a new technology. The early majority comprised 34% of the curve. This group of adopters is very practical, though very deliberative; they are motivated by evolutionary changes prior to the adoption of new technology. The next 34% of the adopters are the late majority who are often sceptical and at the lower social economic ladder. They do have the motivation to adopt technology, but often rely on advisers to help them make sense of any new invention. The laggards fill up the final 16% of the bell curve and are sceptical toward any kind of technology said to enhance productivity.

### **The adoption of Facebook in Malaysia**

Youth of today face a myriad of challenges. They enjoy a higher level of affluence and tend to be technologically savvy. The United Nations defines youth as persons between the ages of 15 to 24 years (United Nations, 2005), but in Malaysia, the *Youth Society and Youth Development Act 2007* defines as those who are aged between 15 and 40-years-old. Griffin (1997: 97) points out that youth are “treated as a key indicator of the state of the nation itself.” However, in the National Youth Policy in Malaysia which was formulated in 1985 and revised in 1995, the main targets of its programs are youth in the age bracket of 15 to 25 years old.

Youth between 15 and 25 years make up a substantial portion of the population, and they carry greater responsibility toward further progress in the country as it moves toward a progressive, harmonious and united civil society as envisioned in the *Malaysia Vision 2020*. In 2003, there were 4,684,700 in this age group (18.7% of the population), of which 2,375,400 were male and 2,309,300 were female. Most of this age group is still in secondary school, college or university. They are considered by the government as a primary national asset and the future of the nation. Under the *Ninth Malaysia Plan* (2006-2010), the government has allocated RM2.2 billion for activities related to the development of these young people.

The economic demands of the new global era require the development of a knowledge-based society for nation building purposes. Currently, the Malaysian workforce is mainly derived from youth who will be the agents of change for economic and social growth of the society. On that note, the Knowledge Content in Key Economic Sectors has identified youth as the target group for ICT with the hope that their strength will steer Malaysia toward the development of K-economy and K-society on par with other countries across the globe (Tengku Nor Rizan et al., 2005). Malaysia is an active global player in youth development and is serious in confronting issues concerning youth locally and globally. Realizing the importance of monitoring the status of youth development in Malaysia, the Ministry of Youth and Sports, in line with the government’s focus on the *Ninth Malaysia Plan* has governed to enhance human capital development amongst youths in order to create first class human capital.

The existence of social media has created a more democratic sphere among the citizens. At the press of a button or a touch of a finger on the screen, consumers are able to channel out opinions to get chains and chains of feedback—globally for that matter. Nielsen Media Index indicated that Internet users increased to 21% world's population in 2008 with almost 4 in 10 users spending between one to two hours on the Internet every day. Email, surfing and information gathering are familiar traits among Malaysians, but the more popular activities among “netizens” are online TV/music/games (47%), message/chat/blogging (45%) and reading newspaper/magazines shows (35%) the least. About 90% of Malaysians use Facebook as their prime social media network. 5.14% Malaysians visit Youtube, while another 1.97% frequent the latest media network Twitter. MySpace was one of the favourite among Malaysian a few years back, but it is in 6th place and continues to lose popularity.

The possible application through user-generated content has transformed users from content consumers to content producers, supporting the democratization of knowledge and information. Social media come in the form of podcasts, social blogs, weblogs, news portals, internet forums, etc., to create a public sphere communications sphere. Having public sphere elements, these forms of social media are very interactive and dynamic channels of news and information. They allow citizens to access information, send messages, offer views and opinions, and deliberate over critical issues. Consumers are able to upload videos, photographs, texts comments and the like forming a highly interactive cybersphere. Social networking sites such as MySpace, Facebook, Youtube, Twitter etc., have allowed consumers to chat, to exchange information and also to be persuasive unlike radio and television.

The popularity of Facebook has shown a special increase in its use among youth. As of April 2009, Facebook has over 200 million active users worldwide. In Malaysia, the number of users has reached 10 million, with 38% being 18 and 24-years-old (socialbakers.com, 2010). This makes Malaysia the 17th largest concentration of Facebook users in the world and 3rd behind Indonesia and the Phillipines in South East Asia.

As the number of users increases, it is necessary for scholars, parents and educators alike to understand the activities youth perform online and the influences of Facebook on their lifestyle. As is always the case, any new technology or innovation is subject to abuse, which may affect its continuous adoption (sustainability of use), thereby making its impact less felt, or its potential or benefit less realized. It is against this background that laws and regulations are crucial in order to monitor the use of innovation and prevent it from abuse. Laws and regulations will instil confidence of the people who use the innovation (Ali Salman, 2009). Several monitoring methods should be provided so that people can avoid being victims of online crimes. One of the emerging crimes is cyberstalking. Cyberstalking is defined as the use of the Internet or email to stalk, harass or threaten another individual. When youth provide real-life information, including additional ways to contact them online, they become potential victims of cyber stalking (Huffaker 2006).

Another area crime involves online gangsters. A main page article in *The Star* dated May 11, 2011, reported that underworld gangs were utilizing social networking sites like

Facebook as a platform to recruit new gang members, including secondary school students. The gangs would even organize illegal events such as illegal races and gang fights via these websites. They would offer protection to anyone who joined the gang, and some even tried to lure students to be a new gang members by offering free alcohol. It is said that students from most major towns in the country are being targeted by these cybergangs. Meanwhile, some Facebook users have expressed surprise that the authorities were not aware of such pages on social networks, for they have been in existence for quite some time. Home Minister Datuk Seri Hishamuddin Hussein has vowed that a massive crackdown will soon be launched to stop secret society gangs from recruiting students via Facebook or other comparable means as part of the fight against drug trafficking gangsters recruiting school students, a problem that has now spread to many parts of the country. He also gave his assurance that the ministry would make use of the relevant agencies as they had the expertise to tackle the worrying trends.

According to Huffaker (2006), a more frightful scenario involves sexual predators and pedophiles using Facebook to contact teenage authors. Finkelhor et al. (2000) also found that almost 20% of teenage users have been approached or have received sexual solicitation within the last year of Internet use. One in thirty teens had been aggressively solicited, meaning that the predator asked to meet them, called them on the telephone or sent them regular mail, money or gifts.

Cyberbullying, in which electronic communication is used to bully or harass an individual, is similar to cyberstalking, but involves fellow classmates or peers. While it may not sound as worrisome as stalking or solicitation by adult predators, cyberbullying can still have negative effects for teenagers, in the same way as real-world physical bullying or harassment. While school administrators are becoming increasingly aware of the problems of physical bullying in school, few are aware that students are being harassed through the Internet (Huffaker 2006).

As social media risks come in various forms, a prompt response to any complaint or threat would help avoid a massive disaster in online communication. Problems affecting youth are considered cancerous. If left unobserved and uncontrolled, they may affect the well-being of the entire communities and nations at large. This is so because youth are a national asset of all nations; they are the human resources that build nations here and now, and at the same time provide the potential leadership to shape them in the future. Therefore, understanding the how and why of Facebook adoption among youths in this country would contribute to our knowledge of their usage and purpose and the factors that influence the adoption of Facebook.

The national strategy of any country should delineate the role of the private sector, civil society organizations (CSOs) and government, and provide a road map for harnessing the ICT to address the development problems faced by the country. The identification of the specific roles may be based on the nature of the services. Those services that are in the nature of a public good may be better provided by the state or the CSOs, whereas the services which are in the nature of private goods may be better served by the private sector. In devising such a national strategy, the role of inputs from pilot projects, if there are any, cannot be discounted. Such a policy has to be based on a realistic assessment of what ICT could do in the given socio-economic environment (Ali Salman, 2009).

## **The study**

Past researchers have explored a set of variables that may influence people's choices regarding new innovations and technologies. For example, several studies have investigated the influence of social variables such as peer support or peer pressure, shared values, and mentors. In view of the current transformations within the context of the various governmental policies and the changing media landscape, this study aims to gauge the how and why young people use Facebook in their daily lives. This study was conducted by using survey methods. 200 questionnaires were administered to young people in the age group between 15 and 25-years-old in Klang Valley.

## **Demographic background.**

Table 1 presents the distribution of Facebook users among the various categories of youths. Of the respondents, 48% were males, 52% females. They comprised 50% Malay, 35% Chinese, 12.5% Indian and 2.5% other ethnic. Of the total respondents, 48.5% hold a bachelor degree, 37% a diploma, 11.5% A Level and only, and 3% hold a Masters degree. The majority of the respondents are students (83%), followed by professional workers (14%) and 3% unemployed.

Table 1: Demographic background

	Item	Frequency	(%)
Gender	Male	96	48.0
	Female	104	52.0
Ethnic	Malay	100	50.0
	Chinese	70	35.0
	Indian	25	12.5
	Others	5	2.5
Education	Masters	6	3.0
	Bachelor	97	48.5
	Diploma	74	37.0
	A Level	22	11.5
Status	Student	165	83.0
	Professional	28	14.0
	Unemployed	7	3.0

## **Amount of Facebook experience**

Table 2 shows the time spent on Facebook: 42% spent between 1-3 hours a day, 21% spent less than 30 minutes a day, 20% spent between 30 to 60 minutes a day and only 17% spent more than 3 hours a day of their time on Facebook. As 83% of the respondents are students, it is assumed that the 17% youths who spent more than 3 hours a day of their time on Facebook are students.

Table 2: Time spent on Facebook

	Item	Frequency	(%)	
Time spent	< 30 min/day	42	21.0	
	30-60 min/day	40	20.0	
	1-3 hours/day	84	42.0	
	> 3 hours/day	34	17.0	

As shown in Table 3, 116 respondents (58%) identified themselves as novices in their level of experience in using Facebook; 79 respondents (39.5%) ranked their level of experience as proficient; while 5 of the respondents (2.5%) ranked themselves as experts. The demographic table shows that the self-identified experts spent more than three hours a day of their time on Facebook. The data shows that the level of experience in using Facebook among youth is increasing. The increased amount of time spent in new technology will enhance the knowledge and experience of these youth, besides feeling satisfied with the online media. Accordingly, if the usage and adoption rate of Facebook increases, it is only natural that the experts will become more expert, the proficient will reach the expert level and the novice climb up to the level of proficiency. Using Facebook does not require much learning. Users just need to know which button to click, and when they do it consistently every day they can reach the expert level.

Table 3: Level of experience in using Facebook

Level	Frequency	(%)
Novice	116	58.0
Proficient	79	39.5
Expert	5	2.5

**The adoption rate**

Self-identified adopter behavior categories were analyzed. Table 4 shows that 98 of the respondents (49.0%) identified themselves as late majority, 63 as (31.5%) early majority and 16 (8.0%) early adopters. Only 5 respondents (2.5%) saw themselves as innovators and 18 respondents (9.0%) admitted to being laggards. The data shows the number of respondents who slowly adopt Facebook in their routines. Late majority formed the highest population among the adopters, who, in the standard deviation curve are often sceptical and are lower on the socio-economic ladder. They are sceptical of change, are often uncertain about new ideas and wait for most others in the system to adopt first. Innovators in this adoption rate category makes up only 2.5% and they are found to be the same respondents from Table 3 above, this means that they are innovators because

they are already expert in the usage of Facebook: they have the confidence and are able to understand and apply complex technical knowledge about Facebook. These innovators play an important role in the diffusion process of Facebook as they dare launch new ideas and introduce new inventions in the system by importing innovation from outside the system’s boundaries. They subsequently take roles as gatekeepers in the flow of new ideas in the system. The early majority makes up the second largest population (63%) because they normally follow with deliberate willingness in adopting innovations but they seldom lead (Rogers 1983).

Table 4: Levels of acceptance (adoption rate)

Level	Frequency	(%)
Innovators	5	2.5
Early adopters	16	8.0
Early majority	63	31.5
Late majority	98	49.0
Laggards	18	9.0

**Purpose of use**

The respondents were asked five non-exclusive questions about the purposes of Facebook usage. Table 5 shows that the majority of the respondents used Facebook to communicate with friends (67.0%) and to reconnect with old friends (65.5%). Only 22.0% used Facebook for playing games, but 34.5% used it for establishing their networking and 39.0% used Facebook to help them in handling daily routines. Facebook is used to communicate and to reconnect with friends, new and old, to create, to share, to exchange information and to establish networking. The exchange of information becomes the essence of diffusion process through which an individual communicates a new idea. Media channels like Facebook in particular are efficient means to inform audience of potential adopters about the existence of an innovation—to create awareness knowledge.

Table 5: Purpose of use

Purpose	Frequency	%
Communicating with friends	134	67.0
Reconnecting with old friends	131	65.5
Makes routine life easier	78	39.0
Establishing networking	69	34.5
Playing games	44	22.0

Note: Non-exclusive.

**Social factors that influenced the usage of Facebook**

With regard to the most influential factor that affected the adoption of Facebook among youth, Table 6 shows that peer pressure (50.5%) was the most influential factor, followed by current trends (27.0%) and personal interest (16.5%). It shows that people tend to use Facebook because they were persuaded by their peers, who have been using the new media. The use of Facebook enables friends to keep in touch and maintain friendship, and this is one way to stay connected. Peer pressure contributed the most to the adoption of Facebook and only 6.0% were influenced by anonymous invitation.

Table 6: Social factors that influence the use of Facebook among youth

Factor	Frequency	(%)
Peer pressure	101	50.5
Current trends	54	27.0
Personal interest	33	16.5
Invitation	12	6.0

Cross-tabulation was conducted between the social factors and levels of acceptance. Table 7 exhibits the percentage of influencing factors among the different levels.

Table 7: Cross-tabulation of social factors by levels of acceptance

Factor	Level	1&2	3	4	5
Peer pressure		28.6%	49.2%	54.1%	61.1%
Current trends		38.1%	38.1%	21.4%	5.6%
Personal interest		28.6%	11.1%	15.3%	27.7%
Invitation		4.7%	1.6%	9.2%	5.6%
Total		100%	100%	100%	100%

Note: 1 & 2 = Innovators and Early adopters; 3 = Early majority; 4 = Late majority; 5 = Laggards.

As innovators have only 5 counts, they were grouped with early adopters for further analysis. Peer pressure was the most influential factor for laggards (61.1%), late majority (54.1%) and early majority (49.2%); but not for innovators and early adopters (28.6%). The influence of this factor kept decreasing when moving up the level. At the earliest levels of acceptance, i.e. innovators and early adopters, current trends made the most influential factor (38.1%). Current trends were found to be the second influential factor for early majority (38.1%) and late majority (21.4%). There were only 5.6% of the laggards who claimed that they were influenced by current trends but, surprisingly 27.7% said were affected by personal interest to use Facebook. This figure was quite closed to the innovators and early adopters (28.6%). Generally, anonymous invitation did not have much impact to any of the levels.

## **Discussion**

This study offers an insight into the use of Facebook among youth in Klang Valley. The study examines the Facebook adoption rate, the factors that influence youth to adopt Facebook and the purpose of using it among youth. The findings indicate that the adoption rate was still in the category of late majority; that is, people who wait until most of their peers adopt the innovation. Although they are sceptical about the innovation and its outcomes, peer pressure may lead them to the adoption of the innovation. To reduce the uncertainty of the innovation, interpersonal networks of close peers should persuade the late majority to adopt it. Then, the 'late majority' will feel that it is safe to adopt (Rogers, 2003, p. 284).

The findings of this study supported the notion that peer pressure may lead young people to adopt Facebook. The majority of them were persuaded by their peers to adopt Facebook as stated in Table 6. They use Facebook as a means of communication with other friends and as a way to reconnect them to their old friends. They claimed that Facebook was slightly used for playing games, making networking and helping in their daily routines.

According to Nobaya Ahmad and Samsudin A. Rahim (2008), youth generally comprise the most media and technology literate sector of the society. With the increase in Internet usage, youth culture today is highly mediated. The Internet is able to provide youth all over the world with instant access with a wide variety of diverse cultural forms and styles. There is no doubt that radios and televisions will remain popular in the lives among global youth, but the Internet is often displacing them as a primary influence. There is a high concentration of media activities among young people today; therefore, their construction of reality is partly and directly influenced by various media images. The media has always been seen as powerful shapers and causes of homogenization between cultures.

When considering how much time adolescents are in contact with the popular media, be it television, magazines, advertising, music or the Internet, it is clear that it is bound to have a marked effect on their behaviour and lifestyle. This is especially the case when the medium itself is concerned with the lifestyle of young people. Latiffah and Samsudin (2000) assert that media penetration means that young people are spending relatively more time with communication media, and it can be assumed that this will lead to a higher exposure to its contents. There are concerns with the media content as it is the integral component of young adult's socialization. From media content, they will develop social constructs about themselves and the environment.

## **Conclusion**

The popularity of the use of Facebook among youths is well known and access to Facebook has continued to grow in classrooms, as well as in the households. Facebook describes itself as a "social utility that connects people with friends and others who work, study and live around them." Facebook is now a firmly established forum for keeping in touch with old friends and for meeting new ones. It has a large appeal in the Malaysian scene. Users share personal information like profile photos, age, birth dates, names, relationship status, sibling's name, employers, what town and state they live in and what

school they attend. The diffusion of innovations in online media has provided a culture of information, pleasure and relative autonomy, all of which are of particular appeal to society's youth. This has implications not only for young people themselves but also for their relationships within the family and between generations.

The emergence of globalization means youth's sphere of experience has become global and local at once. Young people are often among the first to take advantage of the introduction to new technologies. Subsequently, the challenge is to give culturally valid meaning to the use of new technologies. UNESCO and UNEP are working together to understand young people's consumption behaviour and work with them in promoting more sustainable consumption patterns for the future.

It is hoped that the findings of this study will be helpful in discussing the potential effects and satisfaction of using Facebook. Its uses and implications could provide recommendation on the measures taken by the government to encourage community development in Malaysia as we continue to move into the ICT era. The integration of bottom-up and top-down approaches should be employed in reviewing the needs of Facebook among youth in order to understand their routine tasks. The government should develop a mentoring system and set performance indicators to regularly assess and measure this phenomena. The Malaysian government encourages its citizen to utilize ICT in almost all forms of life possible. It has taken proactive attitude to encourage ICT diffusion usage by providing *Multimedia Act* that states, among others, that it will not perform any act of censorship in web content and will give this responsibility to the web users. The task of the government is to develop ICT usage and provide responsible bodies to regulate the running of this industry.

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