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<th>Magazine use among Malaysian youths: a uses and gratifications perspective.</th>
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<td>Author(s)</td>
<td>Idid, Syed Arabi.</td>
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Magazine Use Among Malaysian Youths:
A Uses And Gratifications Perspective

By

Syed Arabi Idid
This paper presents results from an exploratory study of audience behaviour on how Malaysian youths make use of the mass media in general and magazines in particular. The analysis focuses not on the effects of media exposure but on the social-psychological factors that prompt audience members to make use of the mass media. The present analysis assumes that media are bent to meet the needs of youths. Media fare is selected rather than imposed on the audience. The particular media characteristics are chosen because they are meaningful to those who chose them.

This paper is limited to investigate one form of media, namely magazines—ranging from the serious to the ridiculous—as they are important in the lives of youths.

Many researches on mass media and youth have concerned themselves with what mass media have done to the lifestyles of youth. Instruction by the media in social behaviour has been another frequent topic of research (Herzog, 1944; Clarke and Esposito 1966), although in actual fact the studies have been done through content analyzing the media and making general inferences to audience behaviour (Gieber, 1960, 1960; Brown, 1961).
Audience members are able to decide for themselves the programmes or content that they prefer. They would also be able to provide their meanings they have of these media. For many years audiences had been assumed to exhibit a mob mentality. From the concept of mass theory, audiences were assumed as aggregates of anonymous and unorganized individuals.

Rather than assume audiences as passive, this study takes from the perspective of the uses and gratifications of audience members as being able to decide for themselves their media preferences.

Studies on uses and gratifications have focused mainly on media use by adults. Findings on how adolescents or youths make use of the media, limited as they are, have concerned themselves mainly with television and music. Studies on the use of magazines by youths have been sidelined in comparison to those dealing with television; this is perhaps because of the dominance the electronic medium has over the lives of ordinary people in society.

For whatever image magazines may have, one should not dismiss the significance some magazines do hold among youths. Just like certain programmes on radio, especially music and songs, are preferred among others, certain magazines make youth their captive audience.

**Significance**

The study of youth and media is an important place to concern ourselves with the social correlates of communication. Young people are increasingly thought of as a community of their
They have their own life styles, behaviour and a culture of their own. The peer group is recognized as an anchor point in the formation and sustainence of social values among young adults.

**Media and Malaysian Youths**

Specific research on media and youth in Malaysia is scanty. One major recent study on the reading habits and interests of the Malaysian people was completed in 1983. The study covered respondents who were 16-24 years of age, an age group that could be considered to be in the youth category (Atan Long, 1984). The study found that a large percentage (81%) read magazines in the past six months. This compares to 63% of the 25-40 years and 42% among the 41-50 years who read magazines during the period. Literacy was the main factor that accounted for the high percentage of youths who read magazines compared to the older Malaysian groups.

On books, 53% of the 16-24 years read books in the past six months. Among those who have not read books, 50% say they have not done so because they had no time.

Newspapers are regularly read among Malaysians. A total of over 90% said they read at least one newspaper during the same period.

Time watching television among youths in most cases decline (Comstock et. al, 1978, McLeod and Brown, 1970), as evidenced by studies in United States and England (Greenberg, 1974), and Sweden (Roe, 1983).
Even when viewing television most, youths spend time with their siblings or viewing alone rather than with parents (Chaffee et. al, 1971).

Malaysian youths actively watch TV or read the newspapers and magazines. A study by the Research Division of the Ministry of Information found that in 1984 out of 7474 TV watchers surveyed, 69% were from 15 to 39 years. The figure was 68% in 1985 (Ministry of Information). The majority of TV watchers were apparently youths.

A recent study found nearly all the youths surveyed listened to the radio or watched television. The study conducted in the state of Terengganu found no difference in the habits of viewing television or listening to radio among the young (Maimon 1986/87). The same study found that 53% of youths used television to idle their time for entertainment. Only 17% said they used TV to keep abreast of current issues.

An academic exercise done at Universiti Kebangsaan Malaysia where 150 respondents were interviewed as to their use of magazines in Seremban, the capital city of the state of Negeri Sembilan, found that magazines were used for several purposes; as for example, in connection with health, fashion, entertainment and identification with teenage idols (film stars, pop singers). They also used the magazines to gather topics for discussion with friends (Lim 1984/85).

Surveys on use of journals (magazines) were identified way back in 1974. It was reported that 78% of journal readers were aged 15 to 30, the rest were 31 years and above (Grenfell, 1979).
When readership is broken down by language, the percentage of young readers (15 to 30) were still above 70% for readers in Bahasa Malaysia (81%), Chinese (78%), Tamil (71%) and English (78%).

With respect to family communication, this period marks alteration in the frequency of interaction with members of the family. Most youths maintain more frequency of communication with their peers and less with their family. They develop friendships at schools, and displaces the time they have with their families. A study in Malaysia showed that more than a quarter of the young surveyed did not discuss anything with their parents (Palan and Ng, 1982). Where families are close, there is a great deal of communication. Much of the problems youth encounter may be due to the changes happening to the family structure, the roles and functions of family values (Chian and Fatimah Haron, 1982).

Malaysian Youths

The stage of youth generally begins with the onset of puberty and lasts until the person assumes a substantial degree of emotional independence. It is a period when the youth wants to be free from parental control yet finds dependence much to his advantage.

There are three main dimensions in conceptualizing youths. One dimension is to look at the age factor. This correlates highly with biological growth which influences the cognitive development of an individual. Admittedly no single individual matures at the same rate as other environmental factors, family
structure and nature of education are important influences in the process of an individual's cognitive development.

Whatever the factors, certain institutions do indicate the age group that someone can be considered as youth. UNESCO has declared those between 15 to 25 years as youths. The dominant political party in Malaysia, the United Malays National Organization, has accepted any person 16 to 40 as eligible to be in its youth wing. The Malaysian Youth Council defines youth as anybody from 15 to 30 years, a definition that is adopted from the Ministry of Youth and Sports.

The second dimension of youth is legalistic in nature. In Malaysia, a person who is 12 years and above must have an identity card issued by the National Registration Department. The Election Commission, however, decrees that only Malaysians 18 and above can have the right to vote. The legal age in Malaysia is 18 years to be regarded as not to be a minor anymore.

The third dimension is based on socio-cultural factors. The patterns of interaction, the changing roles, or in short the lifestyles are factors that determine the definition of youths.

The age group 16-24 form 38% of the total Malaysian population. They are better educated than those older to them, perhaps because of the benefit they accrued from the rapid expansion of education during the past several decades.

The present youths are mainly educated in the Malaysian language. It was in 1976 that the last batch of Malaysians in Peninsular Malaysia took their examinations in English. After that date, all examinations were conducted in the Malaysian
language as the medium of instruction was changed from English to Malay. This language acquisition has important implications on the media habits of young Malaysians. They are more likely to read magazines, books or newspapers in the Malaysian language than their predecessors who, because of their English education, are more likely to read in English.

The language medium of instruction in schools meant also that books, newspapers and magazines in the Malaysian language grew faster than in the other languages.

The Malaysian youths today are better educated than the youths of yesteryears. They have more access to money. It is a question among them of what they can use the money for, to buy books, to go to the movies or to buy fancy expensive shirts.

Malaysian youths are shy, easily hurt, easily embarrassed, feel inferior and lacked self confidence. They are also said to be serious, mature and responsible although they tend to be idealistic (Chiam and Nik Azis, 1982)

Youth Magazines In Malaysia

Magazine presence in Malaysia can be seen in several dimensions. One dimension is to view it from the language factor. The multi-racial composition of Malaysia is reflected in the linguistic diversity of magazines. In Bahasa Malaysia, one can cite several publications such as Mastika, Jelita, or in Chinese such as Fu NI, or Udhaiyam in Tamil, or Her World in English.
The second dimension is to view it from the female-male dimension. The third is to regard it as serious (academic) or light (entertainment, humour, sports).

The fourth dimension, which concerns us, is based on age, which caters for children, youth, and adults. There are several magazines catering for the youths and they can also be divided along the first (language), second (gender), and the third (nature) dimensions.

For the present purpose, suffice it to say that there are more than 20 magazines that deal with issues pertaining to youths, such as Varia Pop, Remaja, Utusan Radio and Television, (Bahasa Malaysia), Sin Chao, Seng Sei (Chinese), Indian Movienews, Udhaiyam (Tamil), and Her World, Galaxie (English).

Present Study

The present study was undertaken in February 1987, as part of a bigger study on mass media institutions in Malaysia.

Since no thorough study has been conducted on youths and magazines, the present research adopted two steps. The first step entailed going to 31 towns, and identifying what youth magazines were sold by shopkeepers and vendors. The towns covered and the number of bookshop owners interviewed were as follows: Kodiang (2), Sungai Petani (11), Baling (3), Georgetown (6), Butterworth (6), Ipoh (5), Slim River (5), Sitiawan (4), Telok Intan (4), Kuala Kangsar (6), Kajang (10), Sepang (3), Kelang (3), Petaling Jaya (7), Kg. Pelek (4), Cheras (9), Kuala Lumpur (4), Kuala Pilah (5), Kg. Pantai Seremban (11), Alor Gajah (2), Melaka town (8), Kluang (3), Raub (9), Muar (5),
Batu Pahat (5), Kuantan (3), Kuala Terengganu (9), Pasir Mas (4), Kubang Krian, Kota Baru (4).

The second stage was the conducting of interviews with youths in the towns identified. A total of 550 respondents were obtained.

A questionnaire lasting 15 to 20 minutes were administered on the respondents. The questionnaire probed the types of magazines used, and the reasons why they used magazines. Questions on exposure to other forms of mass media (radio, television, newspapers) were also asked. The questionnaire was pretested in January 1987.

The survey was conducted by students in the Department of Communication who were taking a course in communication research methods.

The data obtained were coded and analyzed using the SPSS programme made available by the University's Computer Center.

Uses and Gratifications

This study accepts the major assumption of the uses and gratifications approach in mass communication research that utilizes the response of the active audience to describe their media use.

According to Katz, Blumier and Gurevitch (1974), uses and gratifications researches are concerned............

........ with (1) the social and psychological origins of (2) needs which generate (3) expectations of (4) the mass media or other sources which led to (5) differential patterns of media
exposure (or engagement in other activities), resulting in (6) need gratifications, and (7) other consequences, perhaps mostly unintended ones.

The uses and gratifications model states that people have needs, which are in part, gratified by media.

The uses and gratifications assume an active audience member. An active individual is able to choose situations and so influences the environment by bringing relevant perceptions and interpretations during the contact situation (Saloman, 1983).

Empirical findings from gratification studies have suggested several functions that media or content serve audience members. Generally three approaches have been used in identifying them. One approach looks at the functions served by the media, another at specific programs and a third at gratifications from programme types (Katz, Blumler and Gurevitch, 1974).

Studies have been made on functions served by media, such as that on radio formats (Cox, 1981), on television's perceived functions among British children (Greenberg, 1974). Specific contents were studied but these were mainly limited to television news (Palmgreen, Wenner and Rayburn, 1981, Wenner 1982), the evening and local news on television Palmgreen and Rayburn 1982).

Each medium seems to offer a unique combination of characteristic contents, typical attributes and typical exposure situations. Despite all these, audiences find it difficult to isolate perceptions of media from their intrinsic qualities. Most people, for example, associate book reading with a desire to
know oneself, and newspapers with the need to feel connected to the larger society.

The use and gratifications approach has widened the functions media are said to provide. Early scholars have stated the perceived media functions in a general way, namely that of surveillance, correlation of the components of society, transmission of social inheritance (Lasswell, 1948) and entertainment (Wright, 1960). Recent researchers are able to indicate empirically other functions served by different media and attributes.

The perceived functions provided by media, content or programme-types are varied. Katz, Gurevitch, and Hass (1973) obtained five needs from 35 need statements provided to the respondents. In their study in Australia, Kippax and Murray (1980) found four factors: the Personal Identity and Social Contact Needs; the Information Factor; the Self, and Gratification; and finally, the Entertainment Factor.

Weaver (1980) found five factors in using television and another five factors for television news. Greenberg (1974) found six factors as major reasons why children watched television (habit, arousal, companionship, relaxation, to forget, and to learn).

Scholars who have studied the perceived functions provided by media or programme say that a particular medium provide certain functions to audience members, but others say that gratifications are not media-specific (Becker, 1976). People seeking specific gratifications from one medium are likely to seek similar gratifications from the other media as well.
However, three basic dimensions emerged from Becker's study which exhaustively tapped the measurement of gratifications, namely avoidance motivation, vote guidance and surveillance, and the final factor being excitement, seeking reinforcement, and communicatory utility.

Empirical studies undertaken by several scholars (Becker, 1976; Levy, 1977a, 1977b) have suggested that three types of motivations would be inherent in the gratifications that people seek in attending to the mass media, namely surveillance, communicatory utility and avoidance.

A major characteristic of surveillance is its information-seeking nature to serve a personal need. Communicatory utility is seeking information to facilitate social interaction. Avoidance from seeking information means that a person does not actively process or select messages from the environment.

In this study, 16 types of statements encompassing the needs of surveillance, communicatory utility and avoidance were administered on the respondents. The results obtained were as follows.

Findings

A total of 51% of the respondents were males, and the rest females. Forty-four percent of the respondents were Malays, 35% Chinese, 15% Indians and the rest were of other races.

The education received by the youths surveyed ranged from a year of education to 13 years of education.

A majority (51%) of the respondents were still schooling, 18% were looking for jobs while the rest were working.
The ages of respondent ranged from 16 to 20 with the majority in the 19 to 20 year group (46%).

**Media Exposure**

Questions were asked on the newspapers and magazines that they read, the number of minutes that they attend to listening to the radio and watching television over the past week.

A total of 480 youths read at least a newspaper during the past week. Those who did not read the newspapers gave several reasons such as being "busy" or that the newspapers were "expensive" or, the newspapers were not relevant to them.

**Magazines Used by Youths**

The survey asked respondents to list out four magazines that they had read during the past six months and three magazines that they preferred to read the most. Respondents named 233 magazines that they had read during the past six months. They covered various types of magazines: the humorous, and the serious in the four major languages (English, Chinese, Indian and Malay). They read local and imported magazines.

A variety of reasons were given by youths as to why they read magazines. A total of 20% said they read magazines to acquire knowledge, 12% said they wanted to be abreast of current events, 11% as a form of hobby and various other reasons like to know the lives of film stars, interesting or to relax.
The 16 need on the gratification items questions asked on a 0 to 10 scale were:

a) Reading magazines is a hobby
b) So that I can know what is happening in other parts of the world.
c) So that I can relax
d) It provides me with many ideas
e) So that I can utilize my time well
f) It can provide true information about the society
g) It is a form of entertainment
h) It helps me to forget my problems
i) It enables me to reflect in depth about problems faced by society
j) because I have nothing else to do
k) I read when I am bored
l) Magazines are my companions
m) Reading enriches me
n) So that I am not alone
o) I really like to read
p) Inform me of what I should act.

When factor analyzed, the items clustered into three factors. Table 1 provides a summary of the data as factor analyzed cross all the respondents, with the items classified into the factors with the highest loading. No items overlapped very much on any factor. From the analysis, the study was able to identify several reasons why youths attend to magazines in Malaysia.
Factor 1 was labelled the surveillance - communicatory utility (hereafter to be referred to as "surveillance"). What has been two separate a priori set of items - surveillance and communicatory utility - emerged as a single factor. This factor indicates an active monitoring of the environment through reading the magazines. It accounts for 34.8 percent of the common variance.
<table>
<thead>
<tr>
<th>ITEMS</th>
<th>FACTOR I</th>
<th>FACTOR II</th>
<th>FACTOR III</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Reading is a hobby</td>
<td></td>
<td>.6460</td>
<td></td>
</tr>
<tr>
<td>2. Can know what is happening in the world</td>
<td>.7377</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Can relax</td>
<td>.6402</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Provides ideas</td>
<td>.7303</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Can utilize time</td>
<td>.6537</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Provide information</td>
<td>.7664</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Form of entertainment</td>
<td></td>
<td></td>
<td>.7406</td>
</tr>
<tr>
<td>8. Helps forget problems</td>
<td>.6080</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. To reflect problems faced by society</td>
<td>.8376</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. Nothing else to do</td>
<td>.7144</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11. As I am bored</td>
<td>.4892</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12. My Companion</td>
<td>.3796</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13. Enriches me</td>
<td>.6227</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14. I am not alone</td>
<td>.6666</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15. Really like to read</td>
<td>.5447</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16. Inform me what I should act.</td>
<td>.5360</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Factor II was called the "Relaxation" factor. The respondents used the magazines to relax and they really used them for
entertainment and hobby. All the four items on this factor constituted 11.8 percent of the common variance.

Factor III was identified as the Social Avoidance Factor. Respondents used magazines to forget their problems and only did so when they had nothing else to do. Factor III accounted for 7 percent of the common variance.

The study also related the gratifications items with other variables. The other variables were education, age and family income and confidence in the future of the country. Education was measured by the number of formal schooling received and income was the total family's income.

Three statements were used to measure confidence; that the economy would pick up, employment opportunities and finally on whether more people would buy vehicles in the coming year. Each statement was measured on a four point scale. The confidence variable was formed by summatcing the three statements. Each respondent was able to obtain a maximum score of 12 points indicating extreme confidence, and a possible minimum score of one, suggesting lack of confidence in the Malaysian future. A two tail test of significance was used to test the correlations of all the variables.

It was found that the surveillance variable (formed by summing the relevant gratification items) was significantly related to age, indicating that the older the youths were, the more likely that they would use magazines to seek information.

Family income was found to be negatively related to social avoidance, indicating that youths from poorer parents used magazines to avoid themselves from society (Table 2).
TABLE 2

CORRELATIONS OF GRATIFICATION VARIABLES WITH EDUCATION FAMILY INCOME, AGE, AND CONFIDENCE

<table>
<thead>
<tr>
<th>Education</th>
<th>Income</th>
<th>Age</th>
<th>Confidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surveillance</td>
<td>-0.0162</td>
<td>-0.0114</td>
<td>0.0815</td>
</tr>
<tr>
<td>Relaxation</td>
<td>-0.0200</td>
<td>-0.0139</td>
<td>0.0155</td>
</tr>
<tr>
<td>Avoidance</td>
<td>-0.0054</td>
<td>-0.1133</td>
<td>-0.0192</td>
</tr>
</tbody>
</table>

* Significant at .05 level.

It is also suggested that youths who actively seek information from magazines are likely to have confidence in the future of the country compared to those who used magazines for relaxation or to withdraw from society.

There were no significant relationships of variables among males (see Table 3). All the correlations were found to be weak.

TABLE 3

CORRELATIONS OF GRATIFICATION VARIABLES WITH FAMILY INCOME, AND AGE AMONG MALE YOUTHS

<table>
<thead>
<tr>
<th>Education</th>
<th>Income</th>
<th>Age</th>
<th>Confidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surveillance</td>
<td>0.0546</td>
<td>-0.0079</td>
<td>0.0882</td>
</tr>
<tr>
<td>Relaxation</td>
<td>0.0377</td>
<td>-0.0490</td>
<td>0.0540</td>
</tr>
<tr>
<td>Avoidance</td>
<td>0.0646</td>
<td>-0.0490</td>
<td>-0.0303</td>
</tr>
</tbody>
</table>

* Significant at 0.05 level
Older females are more likely to use magazines for surveillance, as age was found to be significantly and positively related to it (see Table 4). It should also be pointed out that those females who used magazines to gather information and for relaxation were also likely to have confidence in the future of Malaysia. It must also be pointed out that less educated females use magazines to gather information more than the educated females. Magazines could be used by the less educated female youths to better themselves academically when they actively sought seek information.

**TABLE 4**

| CORRELATIONS OF GRATIFICATION VARIABLES WITH EDUCATION, FAMILY INCOME, AGE AND CONFIDENCE AMONG FEMALE YOUTHS |
|---|---|---|---|
| Education | Income | Age | Confidence |
| Surveillance | .1092 | -.0247 | .1272 | .1654 |
| Relaxation | -.0255 | .0534 | .0448 | .1800 |
| Avoidance | .0447 | -.1143 | -.0053 | -.0021 |

* x Significant at 0.05 level.

Table 5 indicates that the relationship of surveillance and education is negatively correlated, meaning that the less educated the Chinese youth, the more likely they would use the magazines for seeking information (Table 6). The younger Chinese
were also using magazines for social avoidance, as age was found to be negatively related to avoidance.

**TABLE 5**

CORRELATIONS OF GRATIFICATION VARIABLES WITH EDUCATION, FAMILY INCOME, AGE AND CONFIDENCE, AMONG CHINESE YOUTHS

<table>
<thead>
<tr>
<th></th>
<th>Education</th>
<th>Income</th>
<th>Age</th>
<th>Confidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surveillance</td>
<td>-.1290</td>
<td>.0479</td>
<td>.0960</td>
<td>.0677</td>
</tr>
<tr>
<td>Relaxation</td>
<td>-.0479</td>
<td>.0186</td>
<td>-.0300</td>
<td>-.0016</td>
</tr>
<tr>
<td>Avoidance</td>
<td>.0165</td>
<td>-.0178</td>
<td>-.1334</td>
<td>-.0557</td>
</tr>
</tbody>
</table>

* Significant at .05 level

Parental income was negatively correlated with social avoidance, indicating that Malays with lower income were more likely to read magazines for social avoidance (Table 6).

**TABLE 6**

CORRELATIONS OF GRATIFICATION VARIABLES WITH EDUCATION, FAMILY INCOME, AGE AND CONFIDENCE AMONG MALAY YOUTHS

<table>
<thead>
<tr>
<th></th>
<th>Education</th>
<th>Income</th>
<th>Age</th>
<th>Confidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surveillance</td>
<td>.1023</td>
<td>.0021</td>
<td>-.0137</td>
<td>.0857</td>
</tr>
<tr>
<td>Relaxation</td>
<td>.0269</td>
<td>.0272</td>
<td>-.0490</td>
<td>-.0115</td>
</tr>
<tr>
<td>Avoidance</td>
<td>.0053</td>
<td>-.1790</td>
<td>-.0477</td>
<td>.0993</td>
</tr>
</tbody>
</table>

* Significant at 0.05 level.
Only one variable was found to significantly related to the gratification variables when Indian youths were analyzed. Education was found to be correlated significantly with surveillance meaning that the more educated Indian youths were seeking information when they used the magazines (Table 7).

**TABLE 7**

CORRELATIONS OF GRATIFICATION VARIABLES WITH EDUCATION, FAMILY INCOME, AGE, AND CONFIDENCE AMONG INDIAN YOUTHS

<table>
<thead>
<tr>
<th>Education</th>
<th>Income</th>
<th>Age</th>
<th>Confidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surveillance</td>
<td>.2102</td>
<td>.0413</td>
<td>.0668</td>
</tr>
<tr>
<td>Relaxation</td>
<td>.1750</td>
<td>.0553</td>
<td>.0082</td>
</tr>
<tr>
<td>Avoidance</td>
<td>.1195</td>
<td>-.0432</td>
<td>.1208</td>
</tr>
</tbody>
</table>

× Significant at 0.05

**Discussion**

The youths in this study gave three reasons why they read magazines. A factor analysis gave three gratification variables, namely surveillance, relaxation and social avoidance.

It was found that age was positively related to surveillance, but income was negatively related to avoidance. The older youths were using magazines to seek information but the poorer youths were using magazines to enable them to withdraw socially from society.

Those who actively seek information (the surveillance function) from magazines are more confident of the country's future.
The relationships of the gratification items with the other variables in the study were somewhat different when assessed among the racial groups.

Among the Chinese youths, the less educated sought information from magazines but among the Indian youths, the higher educated were more likely to seek information from magazines.

Among the Chinese, the younger the youths the more socially withdrawn they were but among the Malays, it was a question of income. The poorer the Malay youth the more the magazine is used to withdraw from society.

Future studies should give more attention with gratification items among subgroups in the population. This study has indicated that subgroups used magazines for different reasons. Perhaps a later study would investigate the use of various media forms among youths of different races.
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