

## **CHAPTER V: DISCUSSION, RECOMMENDATIONS, AND CONCLUSIONS**

### **5.1 Introduction**

This chapter discussed the findings based on results presented in Chapter 4. This chapter also summarizes all the findings and discussions based on the study conducted. Overall, this study has achieved the stated objectives of studying the score of social media self-efficacy and youth readiness for drug prevention education programs. This chapter will also discuss the results of the descriptive analysis of the respondent and the mean analysis obtained. All research findings will be discussed and summarized while some suggestions are presented for further research. Hope that the findings in this study can be used as reference or guidance by any of the parties concerned.

### **5.2 Summary of findings**

This study has been conducted among the youth in Teluk Intan Perak. The results of a study conducted on youths related to social media self-efficacy and its influence on youth readiness towards drug prevention programs found that Teluk Intan has the highest confidence in the level of social media self-efficacy. While youth readiness in drug prevention programs shows the results that youth in Teluk Intan strongly agree with activities and efforts of preventing drug problems among them. Nevertheless, there was a positive and significant relationship between social media self-efficacy and youth readiness.

### **5.3 Discussion of Study Findings**

The findings namely the score of self-efficacy and the score readiness, the self-efficacy, and readiness significant relationship based on drug prevention programs. The correlation between self-efficacy and readiness among youth on drug prevention programs that are reported in Chapter 4 will be discussed thoroughly.

#### **5.3.1 Level of Social Media Self-Efficacy**

The first objective of this study is aimed to answer the research question about the level of social media self-efficacy among youth to engage in drug prevention education programs. The mean and standard deviation of self-efficacy of youth had shown that Item “Convey the advantages of using social media” had the highest mean (M=4.85, SD=1.015). While the Item “Analyze the capacity within your organization for developing social media programs”. (M=4.47, SD=1.185) scored the lowest means.

Most of the respondents (n=261) are in the highest confidence in self-efficacy. From the findings in chapter 4, the mean level of social media amongst respondents was  $226.92 \pm 42.3$  which indicates the level of social media self-efficacy of the respondents is in the highest confident category which was higher than 147 in scores.

These findings are aligned with a study by Noor Shakirah, Jamilah and Nur Nasliza Arina, Martin, Geyzel, Juliana, Siti Ezalia & Azizah, E Irawan & T Suryo, and Jamilah among youth or modern age as a social media usage and their support the findings that social media self-efficacy is a technology that is very helpful in facilitating work, education, and communication especially to convey the advantages of using social media. This finding also supports the research done by Jamilah, Mat Dawi, Syed Lamsah, Jamri, Mohamad Hafifi, and Nazariah on the effectiveness of drug-related

messages and information presented on social media is important to address the issue of drug abuse among youths. However, this finding is in contradiction with the finding in a study by Rusnan (2012) who indicated a low level of social media self-efficacy because he argued that traditional media is superior to new media.

The results in this study also support the level of self-efficacy by Compeau, Higgins, & Huff (1999) that a statistically significant positive relationship exists between self-efficacy and computer use and adoption. Other research has also indicated that more experience and higher self-efficacy are predictive of greater computer competence (Malliari, Korobili, & Togia, 2012). Those with low self-efficacy are less likely to perform related behaviors in the future (Bandura, 1982), and in this case, adopt and use the media social, compared to those with high degrees of self-efficacy.

Based on the previous study, there are a lot of factors that contribute to the high level of social media self-efficacy among media social usage especially among youth as a suggest by findings in a few studies such suggested by Chen, J. J. Y., Tan, Y. T., & Siau, C. S. (2020).

### **5.3.2 Level of Readiness Towards Drug Prevention Program**

This study is aimed to answer the research question about the level of readiness of youths to engage in drug prevention education programs through social media. The Mean and Standard Deviation of youth readiness based on the five domains were perceptions of alcohol, tobacco, and other drug problems or ATOD, perception of adolescent access, permissive attitude towards teen use, support for prevention, and perception of community commitment.

From the findings of this study, the domain of perception of ATOD problem (M=20.28 SD=5.443) and domain of permissive attitude teen use (M=23.45 SD=3.987) was at a high confidence level. This finding also supports the research done by Garkovich (1989) observes that both models consider the complex dynamic interactions during community-level and consensus-seeking collective action. These indicate that the majority of the respondents have a positive perception of the ATOD problem. They also strongly disagree with teens' drug use.

Besides, the domain for the perception of adolescent access (M=12.97 SD=5.704) shows that the respondents have a low level of confidence due to the perception that drug access in Teluk Intan is still at a safe level and under control. Meanwhile, the domain of support for prevention (M=16.86 SD=4.782) and perception of community commitment (M=18.13 SD=7.489) show a high confidence level. The results of this study are aligned with the findings in a study by Abu Yamin et. al (2004) conducted to see the level of knowledge and attitudes of youth towards drugs. The results of the study found that youths have a high-level knowledge of drugs and negative attitudes toward drugs. This shows that youths are aware of the dangers of drug abuse.

From the findings of this study by Johson et al. (2007), involving communities in the prevention of drug abuse can help in reducing the rate of drug abuse through a more youth-friendly and culturally acceptable approach. Janon et al. (2013) suggested that the intervention program developed should be appropriate to the situation, culture, and needs of the local community and implemented with the help of the use of social media. The community should participate in the prevention of drug abuse and be actively involved at all levels of prevention for an effective drug prevention strategy.

These findings also support the study by Abu Yamin et. al (2004) conducted to look at the level of knowledge and attitudes of youth towards drugs who found that youths have a high level of knowledge towards drugs and negative attitudes towards drugs. This shows that youths are aware of the dangers of drug abuse. The results reflect that youth in Teluk Intan strongly agree with activities and efforts of preventing drug problems among them. The community also should be involved in facilitating prevention efforts to curb this problem.

### **5.3.3 The relationship between social media self-efficacy and youth readiness to engage in drug prevention education programs through social media platforms**

The correlation test result showed that there was a positive weak correlation between social media self-self-efficacy and youth readiness toward drug prevention education programs. However, these findings are in contradiction with the finding in a study by Mizad et al (2018) indicating that the respondents had a high level of personal innovativeness and mobile readiness and a moderate in their level of mobile self-efficacy.

Besides, the results of this study are based on the value of the level of social media self-efficacy in all domains of the level of youths' readiness toward drug prevention education programs. The level of self-efficacy with the perception of ATOD problem dimension,  $r = 0.128$ , perception of adolescent access,  $r = 0.131$  as well as support for prevention,  $r=0.182$ , respectively. The association was significant but weak correlation since the p-value is less than 0.005. Hence, there is a positively weak relationship between individual self-efficacy with those four domains. In sum, because  $p=0.000<0.05$ , the null hypothesis is rejected, and accepts the alternative hypothesis.

The result of this study reflected the finding entitled “Relationship Between Social Media Usage, Self-Efficacy, Gender, and Perceived Social Support Among University Students” by Chen, J. J. Y., Tan, Y. T., & Siau, C. S. (2020) in their study, there is a significant positive relationship between social media usage, self-efficacy, and perceived social support.

The results in this study also support research by Malliari, Korobili, & Togia (2012). research has also indicated that more experience and higher self-efficacy are predictive of greater computer competence. The previous research by Compeau, Higgins, & Huff (1999) has shown that a statistically significant positive relationship exists between self-efficacy and computer use and adoption.

While the relationship between the level of self-efficacy with the perception of community commitment has  $r = 0.004$ . This indicates the correlation is near zero or null and the p-value is also not significant ( $p = 0.948 > 0.005$ ). Hence, there is no correlation between self-efficacy and perception of community commitment. Therefore, there is a positive but weak correlation between the individual level of social media self-efficacy and youths' level of readiness toward drug programs in Teluk Intan.

#### **5.4 Implications and suggestions in this study**

There are a few implications of this study for the National Anti-Drug Agency (AADK) in general and the NGO/ Association in specific regarding the findings of this study. The implications of this study are social media usage among youth can be improved by enhancing youth's self-efficacy. This is since youth's self-efficacy appears to be significantly related to youth's readiness for drug prevention programs. However, the methods for raising youth's self-efficacy to be involved in drug prevention programs

via media social platforms need support and collaboration from the Ministry of Communications and Multimedia and the National Anti-Drug Agency (AADK). Youth with higher social media self-efficacy will have a higher willingness to engage in any drug prevention program and will assist the authorities to disseminate drug prevention information as well as awareness messages about the dangers of drugs.

In addition, this study can also look at the value of social media use among youths to ensure they use social media platforms correctly and efficiently to ensure drug-free and support the government's recommendations to ensure drugs are controlled in 2025.

Thus, the results of this study also prove that youths have the awareness to be involved in prevention programs in the community and are ready to support prevention programs organized. This study also proves that youths have a readiness and permissive attitude toward the use of social media in the implementation of drug prevention education programs.

### **5.5 Recommendation of the study**

There are a few recommendations for further study. First, the sample of the youth in this study is not representing the whole population due to time constraints. The sample of the study needs to represent the actual population of all the youth. Therefore, this study was conducted with an adequate sample size, which would allow the findings to be more easily generalized to the field at large in the future.

The second recommendation for further study is that a qualitative study can be administered to get a better understanding of social media self-efficacy and readiness among youth toward drug prevention programs.

## 5.6 Conclusion

This chapter discussed the overall findings of the study. Besides, this chapter also discussed the level of self-efficacy, the level of readiness toward drug prevention programs, and the relationship between social media self-efficacy and youth readiness to engage in drug prevention education through social media platforms.

Conclusions from this study, youth acceptance of social media self-efficacy and youth readiness for drug prevention programs are in line with the findings from the study proved that youths have high readiness for drug prevention programs through three main domains namely youth perceptions of alcohol abuse, tobacco, and other types of drugs (ATOD), the permissive attitudes of youth, as well as their readiness to provide support for drug prevention programs.

Thus, this matter can be attributed to the youth having their own development and driven by several reasons, such as the process of socialization, education, religion, culture, ethnicity, peer influence, ideology, and others. The criteria are based on the current globalization which makes it easier for youths to absorb all the facilities, especially virtual information without borders. Ease of use of social media through elements of music genre, the language of association, audio and visual pictorial messages through social media mediums such as WhatsApp, Facebook, Twitter, Tik Tok, and so on can be used in the delivery of drug prevention information content holistically.

This need is in line with education in the digital era where youths are more creative and innovative and able to produce high input with the help of media in education. Social media is an intermediary in conveying information that is a

channel for humans to communicate or connect. Social media also serves as an intermediary for agencies, associations, or NGOs to convey information to recipients, especially youth. This need is due to the media used by information channelers such as AADK in the drug prevention education process as a suitable and more efficient intermediary tool in increasing knowledge related to drug dangers and requires comprehensive cooperation from the main communications network broadcasting agency, the Ministry of Multimedia and Communications Malaysia. Bandura's Social Learning Theory (1977) most adequately informs the research on substance abuse and media said:

*“Social learning is based on the proposition that most of a child's learning comes from modeling what others do. The behavior is then shaped by the consequences that follow it.”*

Therefore, if the behavior is reinforced, it is more likely to be obtained even if the reinforcement is as a substitute. Social learning theories are used for education about the prevention of alcohol use, smoking, and illicit drug use. This means that since childhood they have observed others or heard about others engaging in this behavior on television, in movies, in music, in advertisements, in person, and elsewhere. The media could transmit information, shape attitudes, and provide 'models' for behavior. When young people discover media images in advertisements, movies, or songs, the potential exists for that behavior to be imitated. Thus, according to Bandura (1977), media can influence young people in terms of social learning by depicting 'reality', contributing to cultural norms, and conveying messages about the behaviors and materials being portrayed.

Thus, all parties play an important role in creating drug prevention programs that have a holistic impact and can have a profound impact on the youth. Based on the results

of this study, proves that every member of the community, leaders, government bodies, and associations/NGOs consisting of youth are willing to be involved in drug prevention education programs through social media platforms. The competence of youth in using social media must be prioritized in line with current developments. Drug prevention education programs based on innovative and creative information through interactive media channels must be applied to all groups, especially those that can attract the interest of the youth so that the desire and goal of a drug-free country in 2025 can be successfully achieved.

All the research objectives proposed have been answered. The researcher also included the recommendations or suggestions which can serve as the baseline for future research as well as limitations for further improvisation. In conclusion, with this discussion and findings, the outcomes have provided satisfactory answers and insights into the research objectives and research questions of the study. Hopefully, this study can benefit others in terms of understanding social media self-efficacy among youth and its influence on readiness

