

Nexus of Political Issues towards Behavioural Patterns on Social Media: A Narrative Literature Review among Gen Z in Malaysia

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Abstract

The widespread use of social media in Malaysia has created significant political issues due to its interactive and interconnected nature. The use of social media has become an essential part of our daily lives as a source of information for Generation Z known as Gen Z, introducing a pressing political issue concerning its impact on behavioural patterns. They are commonly employed to engage with the influence of political issues that facilitate discussions and the sharing of thoughts and stances on political matters. However, the spread of misinformation on social media is a significant concern that substantially influences political behavioural patterns in Malaysia. The rise of miscommunication often targets younger demographics, including Gen Z, who undoubtedly shape their political attitudes, issues, and beliefs. This research examines social media's influence on political issues and its impact on behavioural patterns among Gen Z in Malaysia. This study is based on qualitative data obtained through a Narrative Literature Review, drawing from 10 journal articles about the research topic identified using Google Scholar from 2019 to 2023. The findings indicate that Gen Z discusses political issues without filtering the news, a phenomenon of miscommunication and information overload. This, in turn, leads to behavioural patterns characterised by ignorance and skepticism. It is crucial to understand the complex relationship between social media, political issues, and the behavioural patterns of Gen Z.

Keywords: *Social Media, Gen Z, Political Issues, Behavioural Patterns, Malaysia*