

Utilising Social Media for Sustainable Educational Engagement in Malaysia: A Communication Infrastructure Theory Perspective

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Abstract

The research investigates the vital role of social media platforms in fostering sustainable educational engagement among youth in Malaysia, utilising the Communication Infrastructure Theory (CIT) as its analytical framework. In the context of rapid digitisation in education, platforms such as Facebook, Instagram, and WhatsApp have emerged as a crucial communication infrastructure, facilitating dynamic interactions among students, educators, and administrators. This study critically examines how these platforms promote collaborative learning, resource sharing, and peer-to-peer support, ultimately contributing to an enriched learning environment. Through a thorough analysis, the research identifies numerous opportunities for social media to enhance education, including improved access to diverse learning materials, real-time communication, and engagement with educators outside traditional classroom settings. However, the paper also addresses significant challenges, including the digital divide that limits access for students from various socio-economic backgrounds and the varying levels of digital literacy that hinder effective engagement. The study emphasises the need for inclusive digital policies and targeted educational initiatives to bridge these gaps. Ultimately, it aims to deepen the understanding of the intersection of social media and education, offering actionable insights for educators, policymakers, and administrators to optimally leverage social media for sustainable educational enhancement among Malaysia's youth in an increasingly digital landscape.

Keywords

Social Media Engagement, Youth Civic Participation, Communication Infrastructure Theory (CIT), Malaysia, Digital Activism.