

Focus Group Discussion of Internal Factors Community Sharing Trends on Self-Efficacy Photographic Images

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ABSTRACT--- *Communications technology has played an important role in the dissemination of information to the public. This information includes the dissemination on self-efficacy photographic images which transmitted in various forms. Internet is also called as a tool to convince the public of an event. However, not all information obtained from social media is considered to be relevant and appropriate. This article dismantling the key factors which affect the younger generation (youth) which tend to do a photographic image sharing on online Public Housing Program (PHP) community. The method used is the focus groups discussion consisting of twenty-one informants aged between twenty to twenty-four years is also a youth among low income community at PHP Lembah Subang, Selangor. The study is based on internal factors (the narrative, photographic images and themes) and external (Internet and ethics). Five photographic images on self-efficacy (images that are picked from online community at PHP Lembah Subang, Selangor) displayed and should be evaluated by the informants and further sets out their views. The study found that these two factors internal and external) influence the sharing of self-efficacy photographic images to online community. In addition, the subject matter is an important factor which be assessed before the self-efficacy photographic images are shared. However, for younger generation who use low rate Internet are not fully influenced by internal factors (the narrative, photographic images and themes) in partnership photographic images online.*

Keywords--- *Self-Efficacy Photographic Images, Visual Communication, Online Community, Photography, Focus Group Discussion.*

I. INTRODUCTION

Communication technology is growing rapidly with many of the Internet-based applications. The existence of new media is not only as a “gateway” to facilitate the delivery of information to the public, but more than that. Media is also the most influential tool in implementing an effective communication process. Furthermore, with Web 2.0 technologies, the use of the Internet has changed and a lot to do with this new media. Levinson (2009) called it a “new media” that is newer than the new media that shows the difference compared to the classic new media such as e-mail and websites.

Nowadays, technological advances such as the Internet has made it as one of the main sources that are valuable to get information and share a point of view, in relation to other communities include global communication system

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(Harrison & Thomas, 2009). Internet usage is currently one of the advanced technologies that can help improve information, knowledge and new skills among all levels of society community regardless of race, creed, political borders, age and gender. With the availability of the network connection and the “nodes” in the global, knowledge can be disseminated without borders and globally accessible.

The use of communications technology is growing from time to time have created any information or media content sent and received by a group of people so quickly, especially those who have the advantage of the Internet access. Technology is also interpreted to advanced scientific research in the use of sophisticated electronic equipment. Dijk (2006) states that the actual human communication has a significant change as a result of developments in technology and communications revolution in the form of technical or structural.

Communication is also a background in the use of audio, visual, graphic and many others. The development of communication technology has triggered an unexpected situation when the public is seen began to share part of their lives with other community groups. The development of communication technology nowadays has created a new situation in the context of public communication. It can be seen with the presence of new media. New media is defined as media access which offers a variety of options that attract today's generation of communications activities and have little interaction with interactivity (Harrison & Thomas, 2009).

In addition to media convergence which merge to form a new dimension in communication. For example, when the Internet and mobile phone technology becomes more advanced, so social media is growing rapidly as well. Now, to access Facebook, YouTube or Twitter can be done anywhere and at any time simply by using your mobile phone (Lipkin, 2005). The ability to access social media via mobile applications (mobile web) is a driving factor in the success of social media. This is because it has access to information that maximum quality even accessible via a smartphone so that ordinary mobile phones. The development of social media is growing rapidly with a variety of applications such as sending messages, upload or download pictures, games, chat, music, video screenings cause its always spend time in front of his screen gadget.

A growing number of people that use of this new media in order to meet various requirements, such as a medium to get satisfaction and pleasure. According to Wakefield and Collin (2013), online communication has opened up the space and opportunity to the people in terms of learning, information, share insights, and so on. Internet technology has transformed almost entirely on how society and individuals communicate, think and share information easily with each other due to the existence of online portals, social networking sites and also the speed in disseminating any information to the public (June Lu et al., 2003).

Photographic images also have to be part of the best communication tool in shaping social relations in which it opens the minds of the audience to better understand of an image. The use of social media and new media diversity has become a challenge for the public to understand and interpret the photographic images viewed (Friend, 2006). Ali (2015) states that the development of technology has enabled all visual material able to be shared by anyone with a variety of ways, either through a computer or smart phone.

Szarkowski (2003) states that the audiences actually understand photographic images are not able to fool the audience and it's easy to believe even with only a piece of the image. Marsh (2003) stated his view that the photographic images seek to fend off any notion of the subject and what is displayed by photographic images it is really all about. It is undeniable that photography has been able to change the pattern of life in modern era and people also need to understand better what the true meaning of the photographic image. Photography is the capital

and largest communication not only used for verification of a phenomenon or experiment, but used for social, economic, political and also disclosure expression by photographers to create social change about something that happened (Lipkin, 2005).

II. RESEARCH ISSUES

Studies on the social networks have found that adolescents in this country (Malaysia) tend to join a social network such as Facebook for having a strong sense of belonging (Adham Shadan, 2010). Jamaludin (2007) states that the students are the most frequently involved in the issue of Internet addiction. This is caused by no self-discipline in students. Time management is irregular and there is no control of the family or other people who are more mature are the factors involved in adolescent excessive Internet activity.

Online sharing of images nowadays has become part of the basic points made by each of the new media (for example Facebook). It is used as a tool to release the pent-up feelings and shared in online communities on the other. According to Richter and Riemer (2008), the social networking site is to manage identity (read: identity management), seek specialist (read: expert finding), aware of the context (read: context awareness), managing contacts (read: contact management) and information exchange (read: information sharing). Mahmud and Omar (2013) also present the motive of Facebook is to maintain the relationship, spending time, joining a virtual community, entertaining, feeling great and looking for friends. Sheldon (2008) states that the roles of Facebook are to exposing themselves and find the information.

Excessive Internet surfing also cause people like to sit alone all the time. The use of social websites reduces face to face interaction. Younger generations are no longer like to talk face to face and make them insensitive to the feelings, not exotic reactions friends and others (Wakefield & Collin, 2013). However, it is contradicted in a study conducted by Lipkin (2005) found that, have a hobby of surfing social networks, do not become a person who likes to be alone or individualistic. Internet is a source of the information that is easy to use fingertips. Thus, these facilities cause most people no longer go to the library to find the information. Ironically, most of the information (including photographic images) is widely used by them (read: younger generation) without a special screening of the photographic image.

According to Thompson (2000), the identity nowadays largely influenced by the media. "Who" we are formed as a result of the experience and exposure to life outside the local audience which absorbed from global television programs. The process of formation of self-identity is now being fostered by the resources of the media due to the weakening of local culture. Therefore, the possibility of forming an opinion and a different meaning than they (read: younger generation) of self-efficacy photographic images obtained is linked to the extent to which the use of media by them (read: younger generation). So, the big question that arises is it any related factors that driving them (read: younger generation) in selecting self-efficacy photographic images to be shared with the online PHP community?

III. METHOD OF THE STUDY

This study, using focus group discussion with informants consisting of among low income community at Public Housing Program (PHP) Lembah Subang, Selangor. Informants are divided into 3 groups (A, B and C), which

each group consists of 7 informants. The total amount involved informants was 21 (13 females and 8 males). Informants consisted of youth and came from low income community at PHP Lembah Subang, aged around 20-24 years. 5 photographic images on self-efficacy (images that are picked from online community at PHP Lembah Subang, Selangor) displayed and should be evaluated by the informants and further sets out their views. 5 photographic images are an image that has its own purpose and portrayed on self-efficacy. Image selected and shown to the informants also an image which has become 'viral' among online users.

Selection of informants was based on the frequency of the use of informants in the internet. Frequency of informants in Internet use also evaluated based on the number of hours spent in a day. Informants who spent less than 4 hours were placed in the lower group (A); 4-6 hours are placed in the medium group (B), while informants who use the Internet more than 6 hours were placed in the lower group (C). Selection of informants was based on the level of penetration to the use of different media. According McMillin & FisherKeller (2009), the views of each individual are often different because of their penetration to the use of media influence the way they think and determine a decision. This study focuses on 2 factors namely internal factors (narrative, meaning of the images and themes) and external factors (Internet and ethics) in the process of sharing self-efficacy photographic images to the online PHP community.

IV. FOCUS GROUP DISCUSSION

1) Internal Factors (Narrative)

Hammack and Pilecki (2012) noted that the narrative is divided into two main stages. The first stage of this narrative is described as the process of constructing meaning cognitively, where individuals or groups of people trying to understand visually what they see and thought to form any meaning. On the second level is the individual or group trying to build a narrative based on the meaning derived in the first stage. By way of informant's answer, storytelling image is a key factor in sharing self-efficacy photographic images. This statement is supported by the results of focus group discussion:

If we understand the story in pictures, then we feel like to share to others. (Informant C2)

To me, we're younger generation must have to understand the meaning first, then we share. (Informants C3)

Sometimes when I get the picture from the internet, I will try to understand the meaning of the story. After that, I will share through my wall. (Informant C5).

2) Internal Factors (Meaning of the Images)

Each photographic image has a specific meaning. An artwork created a specific meaning. In the context of this study, which assessed the work of art is the self-efficacy photographic images (Hammack & Pilecki, 2012). Each informant would be easier to share photographic images that are seen when the purpose of an image that meets their own interests. This evident reveal when most informants gave similar responses in stating the purpose of the image plays an important role in sharing images to an online PHP community. This statement is supported by the results of focus group discussion;

The purpose of the image would be reason why I want to share those pictures. (Informant C1)

For me, if there is no intention through the picture, I did not share. (Informant B3)

If I have a picture which a sad image... portraying humanity image (poor, people needed help) ... normally this kind of image that people share a lot ... so does the effect on me. (Informant A3)

The effect is what gives us a sense of trying to help... to do more than that, can't effort, than share it ... was able to share any kind of image already ok ... example the picture of bad people ... just share, might be it can help other people. (Informant A5)

Each informant stated that the spirit contained in the photographic image is one of the main factors used during the photographic image sharing among online community. This is because due to any purpose which is seen in the photographic image has been instrumental to the feelings of informants (Kress & Leeuwen, 2006; McMillin & Fisherkeller, 2009). So, it's affected them to share these images with others online community.

3) *Internal Factors (Theme)*

The theme is the basic idea that is used by the artist in creating a work of art. Without theme, a work of art that will be evaluated with an empty feeling by the community (Draper, 2013). Each theme generated views and interests of stakeholders. Within the context of photography, there are a variety of themes to be used by the photographers in producing a variety of photographic images that are appropriate (Harrison & Thomas, 2009). In conclusion, using a specific theme will derive a feeling of sharing the images to the online PHP community. This statement is supported by the results of focus group discussion;

I will share only the picture that I have determine what is the story beside that picture, nobody wants to share all the pictures... theme of the image such as sad story... will shared. (Informant B2)

Only the image that showing sad story. (Informant B4)

Ermmm ... I do not care whatever image, but that image or picture must develop some feel to audience. (Informant C1)

But ... and this picture is actually a lot of meaning ... so I share a picture is for the purpose of self... I also like the pictures that are emotionally difficult to... person. (Informant C4)

However, the opinion of informants from group A (the group that less exposure internet usage) show a slightly different answer than informants from groups B and C.

Hmmmm ... I share a picture because that picture was pretty interesting ... actress or actors. (Informant A1)
I do not care much ... moreover I'm rarely online. (Informant A3)

Share all. (Informant A4)

The study found that that the emotions displayed in photographic images play an important role in sharing images among PHP youth. Each photographic image has a certain emotion. Goleman (2002) says that emotions refer to typical feelings and thoughts, a condition and a series of biological and psychological inclination to act. Emotions are reactions to stimuli from outside and within the individual, as an example of happy emotions leads to change a person's mood, so that physiologically seen laughing, sad emotional cries encourage someone to behave (Sheldon, 2008). Therefore, most informants stated that the theme of emotional factors were the main contributors to the self-efficacy photographic images sharing online PHP community.

4) External Factors (Internet)

With the advent of Internet technology and the emergence of social media group, is now seen as an easy communication every image sharing it happened so fast. Nowadays, technological advances such as the internet has made the internet as a primary source of very valuable to get information and share of point of view, in relation to other communities include global communication system (Ariff et al., 2011; Harrison & Thomas, 2009). This statement is supported by the results of focus group discussion; If there is indeed easy internet, it will be easy to share images. (Informant C1)

For me, as while I go through my Facebook, I also want to share photos that I feel pretty. (Informant B3)
I love to share images via Instagram and Facebook. Friends will take a look and know what we are doing. (Informant B4)

Indeed, the Internet itself excite us to share the images that we see the internet, especially when the speed of wifi really fast. (Informant A3)

For informants, ease of use of new media nowadays has helped to better communicate with each other. All informants that have been interviewed were a user to the new media. This is consistent with studies by Ali Salman et al. (2010) which state that interpersonal relationships and social networks and perceptions about the advantages the internet has a positive influence on the users themselves.

5) External Factors (Ethics)

Every human being cannot be separated from their moral ethics and even in communication. If something is good, it is not wrong to be done and if it was not a good should be avoided. Nowadays, communication technology has developed rapidly, and a variety of news and information obtained though not known whether it is true or not. Therefore, each of us should examine in advance any information obtained before spreading to the audience (Lipkin, 2005; Ali, 2015). Similarly, the informants who choose ethics is an important indicator in determining whether each image obtained would be shared or not. All of this was demonstrated when there are answers obtained from informants stated that ethics is an important factor which consider before doing something. This statement is supported by the results of focus group discussion;

For me, if the picture is not right ... I'm not share. (Informant C4)

Why would I want to share a picture which we know are not right? (Informant C6)

To me, we have to look at that picture look like, if sexy or too scary; well do not have to share. (Informant B7)

The kind of horror picture, corpse, does not share. (Informant A3)

Straight away deleted. (Informant A4)

It stated that most informants know that ethics is a considered factor before sharing any photographic images that obtained. Ali (2015) stated that the priorities of media literacy could actually be a factor to understand each specific photographic image and understand the true meaning behind each visual or image.

V. CONCLUSION

This article discusses the specifics of internal factors (narrative, meaning of the images and themes) and external factors (Internet and ethics) in the process of sharing trends on self-efficacy photographic images that

cause the image to be shared by online PHP community. In reality, the average of informants stated that storytelling of an image to be a factor whether the images are to be shared with other communities or not (Friend 2006; Hammack & Pilecki, 2012; Harrison & Thomas, 2009). The results also found that each of self-efficacy photographic images has a specific purpose and it is interpreted differently by the audience. Construction intentions make the images easier to understand and it will facilitate the online PHP community to assess the image that has been shared.

The goal of the construction of the real intention was to make it easier to assess audience of visual, which the next spread it to another level. Audiences are able to interpret any form of visual and photographic images are primarily based on their observations of the entire image. Clear observation of whatever elements make the stimulation of the mind to try to interpret the meaning and understanding of the actual situation (Draper, 2013). Internal factors (narrative, meaning of the image and theme) of self-efficacy photographic images are an important factor that affects informants to share certain photographic images to an online PHP community. The majority of the informants said that the narrative of self-efficacy photographic images is a factor for them to share the images. This is because, once understanding the narrative images, images sharing is considered as the right thing to do and is not considered a spreading slander. Internal factors have made the self-efficacy photographic images is more easily understood by audience and was able to get the attention of the audience.

Subsequently, external factors (Internet and ethics) also play an important role in making self-efficacy photographic images of factor shared by the online PHP community (McMillin & Fishkeller, 2009). Presence technology has facilitated the spread of visual to be judged by public. All this happening as a result of the growing communications technology through the Internet, television, print media and others (Kress & Leeuwen, 2006). But for informants which use technology in a low rate, they are not fully influenced by internal factors (the narrative, meaning of the image and theme) in the process of self-efficacy photographic images sharing with the online PHP community. The study also found that the informants were very understanding and practicing ethics while sharing self-efficacy photographic images in an online PHP community.

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