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**EXPLORING INFORMATION SEEKING IN NEW MEDIA AMONG  
CONVERT CHINESE MUSLIM**



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of Arts And Sciences

Universiti Utara Malaysia

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Tandatangan  
(*Signature*)

Pemeriksa Luar:  
(*External Examiner*)

**Assoc. Prof. Dr. Jusang Bolong**

Tandatangan  
(*Signature*)

Pemeriksa Dalam:  
(*Internal Examiner*)

**Dr. Mohd Khairie Ahmad**

Tandatangan  
(*Signature*)

Nama Penyelia/Penyelia-penyelia:  
(*Name of Supervisor/Supervisors*)

**Dr. Romlah Ramli**

Tandatangan  
(*Signature*)

Nama Penyelia/Penyelia-penyelia:  
(*Name of Supervisor/Supervisors*)

**Dr. Nik Adzrieman Abdul Rahman**

Tandatangan  
(*Signature*)

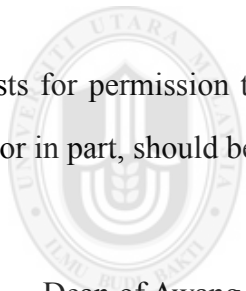
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## Abstract

The communication technology development reshaped the global information seeking landscape, and this study shed new light on the Islamic information seeking through new media platform of the convert Chinese Muslim which were highly unexplored. This research aims to understand the new media platform which is utilized by convert Chinese Muslim and the influential factors of the new media utilization. In further, this research identifies the scope of Islamic information which convert Chinese Muslim acquired through new media platform and the credibility of the Islamic information sources. This research applied qualitative research method which tried to understand the Islamic information seeking of convert Chinese Muslim through new media utilization. This research used snow ball sampling to recruit 16 convert Chinese Muslim who currently live in mainland China as the informants in this research, and used in-depth interview to collect data and use Nvivo software to analyze data. Apparently, the researcher found out that current social media are widely used for convert Chinese Muslim for their Islamic information seeking since most of the Chinese Muslim websites and many foreign websites were blocked, and the China-based social media, WeChat became the most widely used social media platform for Islamic information seeking. Performance expectancy, effort expectancy, social influence and facilitating conditions are all influence media utilization of convert Chinese Muslim. The convert Chinese Muslim have not only acquired fundamental Islamic information, but also acquired practical Islamic information which is provided by Muslim from all over the world. The convert Chinese Muslim judge the credibility of source from the content, the source-writer relation, and the third party. This study is far from representative of the experience of all convert Chinese Muslim in China, it provides some preliminary evidence for Islamic information seeking behavior of the convert Chinese Muslim in contemporary China. This research provides the evidence for information seeking theory, within the Wilson's model, the credibility of source also influences the information seeking behavior. This research finding adds one more attribution to Internet's Islamic information credibility scale which expanded source credibility theory. This research finds that the credibility of source is a mediated factor of the unified theory of acceptance and use of technology (UTAUT), This research also provided evidence for use and gratification theory from the information seeking behavior of convert Chinese Muslim from Chinese context.

**Keywords:** Utilization of new media, Islamic information seeking, Convert Chinese Muslim, information seeking theory, The unified theory of acceptance and use of technology (UTAUT)

## Abstrak

Perkembangan teknologi komunikasi membentuk semula lanskap pencarian maklumat global, dan kajian ini memberikan gambaran baru mengenai pencarian maklumat berkaitan Islam melalui platform media baharu oleh Cina Muslim yang belum diterokai. Penyelidikan ini bertujuan untuk memahami platform media baharu yang dimanfaatkan oleh masyarakat Cina Muslim dan faktor yang mempengaruhi penggunaan media baharu, selanjutnya, penyelidikan ini mengenal pasti skop maklumat Islam yang mereka perolehi melalui platform media baharu dan kredibiliti sumber maklumat Islam. Penyelidikan ini menggunakan kaedah penyelidikan kualitatif yang cuba memahami maklumat Islam bagi Cina Muslim melalui penggunaan media baharu. Kajian ini menggunakan persampelan bola salji dengan 16 orang Cina Muslim yang kini tinggal di China sebagai informan dalam kajian ini, dan menggunakan temubual mendalam bagi mengumpulkan data serta dianalisis menggunakan perisian Nvivo. Nampaknya, penyelidik mendapati bahawa media sosial semasa dan media sosial yang berpangkalan di China, WeChat menjadi yang paling banyak digunakan untuk mencari maklumat Islam sejak banyak persatuan laman web Muslim Cina dan banyak laman web asing yang disekat. Jangkaan prestasi, jangkaan usaha, pengaruh sosial dan kemudahan yang membantu adalah faktor yang mempengaruhi penggunaan media dalam kalangan Cina Muslim. Mereka bukan sahaja memperoleh maklumat Islam yang asas, tetapi juga memperoleh maklumat Islam yang praktikal yang disediakan oleh umat Islam dari seluruh dunia. Masyarakat Cina Muslim yang menilai kredibiliti sumber dari kandungan, hubungan sumber-penulis, dan pihak ketiga. Kajian ini jauh dari wakili pengalaman semua Cina Muslim di China, ia menyediakan beberapa bukti pendahuluan untuk mencari maklumat Islam tingkah laku pencarian maklumat dalam kalangan masyarakat Cina Muslim secara kontemporari di China. Penyelidikan ini memberikan Tero Pencarian Malumat, dalam model Wilson, kredibiliti sumber juga mempengaruhi tingkah laku pencarian maklumat. Penemuan penyelidikan ini menambah satu lagi faktor kepada skala kredibiliti maklumat Islam melalui internet yang menambanilai kepada teori kredibiliti sumber. Penyelidikan ini mendapati bahawa kredibiliti sumber adalah faktor pengantara Teori Penerimaan dan Penggunaan Teknologi (UTAUT), Kajian ini juga membuktikan untuk Teori Penggunaan dan Kepuasan daripada tingkah laku pencarian maklumat bagi Cina Muslim dari konteks China.

Kata kunci: Penggunaan media baharu, Pencari maklumat Islam, Cina Muslim, Teori Pencarian maklumat, The unified theory of acceptance and use of technology (UTAUT)

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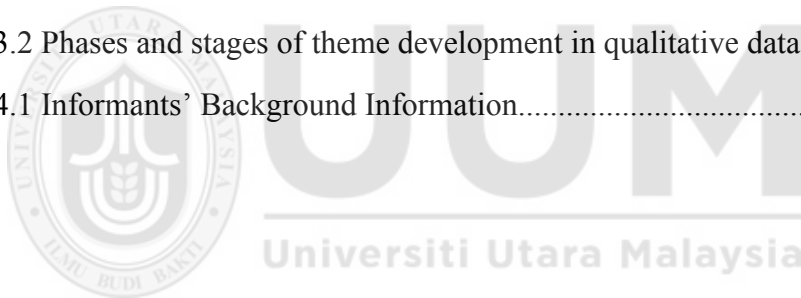
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# CHAPTER ONE

## INTRODUCTION

### 1.1 Introduction

The development of information and communication technology (ICT) does not only bring changes in human life (Haythornthwaite & Kendall, 2010; Punyatoya, 2011) but also reshaped the global information seeking landscape in the Twenty-first Century, especially for the information seeking from the learner's perspective. The diverse new media platforms which created by technology development are more suitable for information seeking in lifelong learning and informal learning (Gö, 2015; McLoughlin & Lee, 2010; Radovanović, Hogan & Lalić, 2015). A number of ICT based tools and services, such as internet-based new media are available to use for enabling and enhancing information seeking (Carlsson, 2008). However, studies on Islam and the utilization of new media are very inadequate and have been basically conducted by either sociologist or computer specialist (Hatab, 2016; Horsfield, 2007), much less research on the utilization of new media and Islamic information seeking. Especially for those people or groups who have difficulty to seek information through other channels (Jørgensen, 2010), the new media became the most convenient, economical channel for information seeking.

### 1.2 Background of the study

In the 21<sup>st</sup> century, followed by technology development, global society involved in the information age. In this information age, the ICT development contributed the

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PUSAT PENGAJIAN TEKNOLOGI MULTIMEDIA DAN KOMUNIKASI  
**SCHOOL OF MULTIMEDIA TECHNOLOGY AND COMMUNICATION**  
Universiti Utara Malaysia  
06010 UUM SINTOK  
KEDAH DARUL AMAN  
MALAYSIA



Tel: 604-928 5801  
Faks (Fax): 604-928 5804  
Laman Web (Web): <http://www.smmtc.uum.edu.my>

25 July 2017

**TO WHOM IT MAY CONCERN,**

**REQUEST FOR YOUR ATTENTION AS A CONVERT CHINESE MUSLIM**

Mrs. MA TING (Matric Number: 900748) is a graduate student under my supervision at School of Multimedia Technology and Communication, Universiti Utara Malaysia.

As part of her Doctor of Philosophy (PhD) research work, she will be conducting a semi structured interview to explore your perception of Islamic knowledge acquisition through new media. The results from her study will be beneficial in understanding the role of new media in disseminating and impacting Islamic knowledge among covert Muslim. As such, your co-operation is highly important and appreciated.

I will be glad if she is given the adequate support and attention in order for her to get the information needed. Your responses will be treated with utmost confidentiality and for the purpose of this research only.

**Principal Researcher:** MA TING ([mt0999@foxmail.com](mailto:mt0999@foxmail.com))

**Main supervisor:** Dr. Romlah Ramli ([romlah@uum.edu.my](mailto:romlah@uum.edu.my))

**Co supervisor:** Dr. Nik Adzrieman Abdul Rahman ([adzrieman@uum.edu.my](mailto:adzrieman@uum.edu.my))

Yours Faithfully,

Dr. Romlah Ramli  
School of Multimedia Technology and Communication,  
College of Arts and Science,  
Universiti Utara Malaysia

Universiti Pengurusan Terkemuka  
*The Eminent Management University*





敬启者

恳请您以归信穆斯林身份的关注

马婷女士（学号：900748）目前就读于马来西亚北方大学多媒体技术与传播系。我是她的博士研究生导师。

作为她博士论文研究的一部分，马婷女士计划对您进行一次访谈，了解您对归信穆斯林通过新媒体获取伊斯兰知识的观点和看法，她最终的研究成果将有益于理解新媒体在伊斯兰知识传播与影响中的作用。因此，您的合作至关重要，我们特此表示感谢。

如果您愿意给予马婷女士充分支持，帮其获得所需信息，我将不胜感谢，同时我们保证您所提供的信息将仅用于本次学术研究，并对其绝对保密。



博士研究生：马婷 ([mt0999@foxmail.com](mailto:mt0999@foxmail.com))

首席导师： Dr. Romlah Ramli ([romlah@uum.edu.my](mailto:romlah@uum.edu.my))

第二导师： Dr. Nik Adzrieman Abdul Rahman ([adzrieman@uum.edu.my](mailto:adzrieman@uum.edu.my))

顺颂时祺！

Dr. Romlah Ramli  
多媒体技术与传播系  
艺术与科技学院  
马来西亚北方大学  
2017年7月25日

## Interview Consent Letter

### New media and Islamic knowledge Acquisition of Covert Chinese Muslim

I hereby grant MA TING the permission to document this interview through audio recording and transcription of the oral interview as part of her PhD research at School of Multimedia Technology and Communication, Universiti Utara Malaysia. The purpose and the topic of the interview has been explained to me. On this basis I agree to participate as a subject in the research, and I consent to publication of the results of the project with the understanding that my anonymity will be preserved. I understand also that I may withdraw from the project, including withdrawal of any information I have provided in seven days' time from the interview date.



Signature of the Interviewee

\_\_\_\_\_  
Name

ID: \_\_\_\_\_(This number will be recorded with your data so we can withdraw it at your request)

# 受访同意书

## 新媒体与归信穆斯林的伊斯兰知识获取

兹在此同意马婷通过录音记录此次访谈，并将录音转录为书面文本，作为其在马来西亚北方大学多媒体技术与传播系博士研究论文的一部分。此次访谈的目的和性质我已经清楚获悉。基于此，我同意参与此次研究，我也同意此次研究结果的公开发表，并知悉访谈内容将以匿名形式使用。我也清楚我可以从此项研究中退出，包括访谈结束后的七天期限内撤回所有提供的信息。



\_\_\_\_\_  
签名

\_\_\_\_\_  
姓名

编号: \_\_\_\_\_(这个号码将被用于记录您提供的所有信息，您可以在七天期限内要求撤出。



## Appendix 5: Interview guide in English



### INTERVIEW GUIDE

The interviewer will, firstly, provide explanations about objectives of the research to respondents /interviewee .

The purpose of this study:

- a. To understand the factors that make the Chinese convert Muslim to use new media for Islamic knowledge acquisition.
- b. To explore the content of religious knowledge that the Chinese convert Muslim acquiring through new media
- c. To analysis the credibility of source when the Chinese convert Muslim acquiring Islamic Knowledge through new media.

I would like to begin by thanking you for taking the time to help me with my research study. Our discussion should take about 60 minutes. As I mentioned in my call, the purpose of our study is to further understand the Islamic religious knowledge acquisition of Chinese convert Muslim through new media. In our discussions, we will be talking about various facets of your Islamic knowledge acquisition through new media

If it is okay with you, I would like to audio tape our discussion to help ensure accuracy. The audiotape will only be used to help us write our report on the findings from this study and it will be securely stored. Besides me, the only other individuals who will listen to the recording and/or read the transcript are the co-investigators of this study: Dr. Romlah Ramli and Dr. Nik Adzrieman. As soon as we finish our report, the tape will be destroyed. Would it be okay if I audio-tape this conversation?

I want to remind you that participation in this study is voluntary. Our discussion today is confidential in nature and your name will not be used in our report or any other papers that come from this study. I also have a form for you to complete which gives me consent to interview you. Please take a few minutes to read it and then sign and date where indicated. Do you have any questions before we begin?

1. Would you please tell me about your convert experience? (ice-breaking question)
2. what kinds of new media channel you used for you Islamic knowledge acquisition? *(This will help the interviewee warm up)*

3. Can you tell me why you choose these new media channels?
  - a. **Probe:** what is the reasons that make you choose these new media channels?
  - b. **Probe:** can you tell me why you more prefer these media channels?

4. Can you tell me what kinds of knowledge you acquiring through new media?
  - a. **Probe:** did you learn how to pray from these new media channel?

5. How you judge the credibility of the Islamic knowledge source?
  - a. **Probe:** can you tell me why you trust this new media platform?
  - b. **Probe:** can you tell me why you trust this content is correct ?

6. Is there anything else that we have not talked about today that you would like to add?  
Related to your experience of acquiring Islamic knowledge through new media?

#### SUMMARY

The interviewer will summarize the key points of the discussion. Then, the interviewer will ask if the respondents have any changes or additions?

#### CONCLUSION

Once again, thank you for your time and participation today. Your comments will be very helpful to our study. If you have any questions, please do not hesitate to contact me at: [mt0999@foxmail.com](mailto:mt0999@foxmail.com)

**Thank you so much for your kind cooperation and valuable time.**

## Appendix 6: Interview guide in Chinese



### 访谈大纲

首先，访谈者将向受访者解释此项研究的研究目的。

此项研究的目的:

- d. 了解中国归信穆斯林获取伊斯兰知识的新媒体渠道以及影响因素
- e. 揭示中国归信穆斯林通过新媒体获取的伊斯兰知识的内容
- f. 分析中国归信穆斯林通过新媒体获取的伊斯兰知识来源的可信度

首先非常感谢您抽出您宝贵的时间支持我的研究课题，我们的访谈大约持续半个小时到一个小时时间。正如我在先前的联系中说到的，此项研究的目的是进一步了解中国归信穆斯林通过新媒体获取伊斯兰知识，在我们的访谈中，我们将讨论通过新媒体获取伊斯兰知识的各个方面。

如果您同意，我将对访谈过程进行录音以确保其准确性。录音仅用于帮助我们撰写此项研究结果的报告，语音将被妥善保管。除了我之外，只有另外两位可以听录音或者阅读文字记录，他们是我的两位导师：Romlah Ramli 博士和 Nik Adzrieman 博士。在我们完成研究结果报告的撰写之后，录音将予以销毁。那么请问我可以录音吗？

请允许我提醒您访谈的参与是自愿的。我们今日的访谈都将予以保密，您的真实姓名不会出现在任何我们的研究报告或者基于此项研究的其他论文之中。我也有一份受访同意书，请花几分钟时间读一读，并签署您的姓名。在我们访谈开始之前，请问您还有其他问题要问吗？

1. 请您讲讲您的归信经历是怎样的？（破冰问题）
2. 您在获取伊斯兰知识的过程中使用那些新媒体平台呢？（这是为了帮助受访者进入研究主题）

3. 您能告诉我为什么您选择了这些新媒体平台吗？

a. 深入问题： 是什么愿意使您选择了这些新媒体平台？

b. 深入问题： 您能告诉我为什么您更喜欢这些新媒体平台？

4. 您能告诉我您通过这些新媒体平台获取了那些方面的伊斯兰知识吗？

a. 深入问题： 您会通过这些新媒体平台去学习怎么礼拜吗？

5. 您如何判断这些伊斯兰知识来源的可信度？

a.深入问题： 您能告诉我您为什么信任这些新媒体平台吗？

b. 深入问题： 您能告诉我您为什么相信这些伊斯兰知识的内容是准确的呢？

6. 关于您自身通过新媒体获取伊斯兰知识这一点，您还有什么其他的想说的，而我们之前没有谈论到的吗？

#### SUMMARY

访谈者将总结讨论的要点，然后询问受访者是否有要改变和增加的？

#### CONCLUSION

再次感谢您的时间和参与，您的访谈内容将对我的研究起到很大的帮助。如果您有任何问题，  
请通过邮件联系我： [mt0999@foxmail.com](mailto:mt0999@foxmail.com)

非常感谢您宝贵的时间和友善的合作。