

## Chapter 59

# E–Behaviour Trends and Patterns among Malaysian Pre–Adolescents and Adolescents

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### ABSTRACT

*The threat of cyber-related crimes due to excessive usage of Internet and current e-behaviour amongst the younger children is not new in this new millennium but stays as an issue for consideration. This paper provide a general pattern of online related behaviours that seem to be taking place among Malaysian pre-adolescents and adolescents and its possible impact on their behaviours leading towards cyber-related crimes. Facts and finding from various researches conducted from different parts of the world, including Malaysia were reviewed. The results from various studies reveal that a great concern and strategies have to be put into place as the age group using the Internet has reduced and the routine activity of pre-adolescence and adolescence are changing and are based on Internet. Non-awareness of their current online behaviours and its possible link to cyber-related crimes may lead these young children to a greater threat when using e-Commerce or any other Internet dependent activities in the future. This paper focuses on the facts collected from various studies to justify the importance of having future research on this phenomenon.*

### INTRODUCTION

The Internet can be considered as a great source of information provider for almost all ages and areas such as science, medicine, engineering, education etc. and a virtual place for people to share ideas, build communities, promote businesses

and socialise. Although the usage of Internet had become popular in other parts of the world since its existence, the Internet age in Malaysia began in 1995 (John and Jackie, 2001). The growth in the number of Internet hosts in Malaysia began around 1996. The country's first search engine and web portal company, Cari Internet, was also

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founded in that year (Sreejit, 2001). According to the first Malaysian Internet survey conducted from October to November 1995 by MIMOS and Beta Interactive Services in (1996), one out of every thousand Malaysians had access to the Internet (20,000 Internet users out of a population of 20 million). In 1998, this number grew to 2.6% of the population. The total number of computer units sold, which was 467,000 in 1998 and 701,000 in 2000 indicate an increasing growth (Lee, 2000). Today, Internet usage or access is not limited via a personal computer with LAN connection but it could be accessed by using a 3G mobile phone.

## **INTERNET USAGE TREND**

Internet usage among individuals such as children, adults and professionals are not a new phenomenon in this new millennium. The world statistics on the Internet usage recorded as of 31<sup>st</sup> March 2011 compared to 31<sup>st</sup> December 2000 shows a tremendous increase (Miniwatts Marketing Group (20/12/2011), from 360,985,492 to 2,095,006,005 and latest report as per recorded in June 30, 2012 (refer to Table 1) appears to be at 2,405,518,376. On the whole in June 2012, worldwide Internet usage statistic shows an increase by 14% from March 2011 and 566.38% from December 2000.

As for Malaysia, the Internet usage has increased to 41% in 2010 which has an increase of 15% over the previous year, based on The Nielsen Company's Mobile Insights Survey (Nielsenwire, 2011) where else Internet usage statistics in terms of overall population was reported as 56.62% as shown in Figure 1. Economist Intelligence Unit (EIU) estimated that the Internet usage in Malaysia would be up to 62% in 2011 nevertheless the report from the World Bank Group (2012) records at 60% and by 2015, this rate is expected to reach 77%. These percentages are an indication of progressive increase in Internet usage among Malaysian.

Worldwide Internet usage report which demonstrates an increase in the pattern of Internet use (Internet World Stats, 2012; NAS Recruitment Communications, 2009) is in line with Malaysia's Internet usage as detailed by Digital Media Across Asia, (2010), however the age of the Internet users are reducing in many countries (Australian Communications & Media Authority, 2010; pg. 42) which in due course experiences changes among millennium pre-adolescent and adolescent online behaviour.

This paper is therefore aimed to recognise and draw attention to the age group and behavioural pattern of the pre-adolescent and adolescent on the Internet use in many parts of the world. Understanding these concerns can support research

*Table 1. Internet usage statistics: World internet users and population stats (modified from Miniwatts Marketing Group (17/02/2013))*

World Regions	Population (2012 Est.)	Internet Users (Dec. 31, 2000)	Internet Users Latest Data
Africa	1,073,380,925	4,514,400	167,335,676
Asia	3,922,066,987	114,304,000	1,076,681,059
Europe	820,918,446	105096093	518,512,109
Middle East	223,608,203	3,284,800	90,000,455
North America	348,280,154	108,096,800	273,785,413
Latin America/Carib.	593,688,638	18,068,919	254,915,745
Oceania/Australia	35,903,569	7,620,480	24,287,919
World Total	7,017,846,922	360,985,492	2,405,518,376

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