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ONLINE READING PREFERENCE AND BUDDHISM CONTENT IN MALAYSIA: A CASE STUDY ON DHARMA DRUM MOUNTAIN BUDDHIST CENTRE MALAYSIA FACEBOOK PAGE

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Abstract:

Online reading preferences encompass the reading materials favoured by readers, for which they invest considerable effort and time, indulging themselves in the act of reading. In this context, readers enjoy complete freedom to choose content that captivates their interest the most. In Malaysia, numerous Buddhist Facebook pages curate content to engage readers, offering a variety of materials such as Buddhist teachings, article sharing, Buddhist hymns, and more. This study specifically focuses on the Dharma Drum Malaysia Facebook Page as a case study to explore the online reading preferences of its readers. Employing a quantitative survey involving 116 respondents, the researchers utilized content analysis to observe the "likes" and "shares" of the content. The findings revealed a positive relationship between online reading preferences and Buddhist content. This research holds significant value as it serves as a reference for the organization to further develop and tailor its content to better cater to the preferences of its readers, fostering a stronger and more engaging online community.

Keywords:

Reading Preference, Buddhism Content, Facebook Page

Introduction

Reading is a fundamental skill in learning English as a foreign language, alongside listening, speaking, and writing. It serves as a conduit for conveying ideas from the writer to the reader through written text. The role of reading in the language learning process cannot be overstated. It provides essential insight into developments in one's surroundings and areas of expertise. Without proficient reading skills, individuals may struggle to keep pace with daily life, be it in educational, professional, or recreational contexts (Al-Jarrah & Ismail, 2018). Adapting one's reading approach to suit different types of material is crucial for students. Effective readers actively engage with the text, seeking to extract meaning. In contrast, ineffective readers adopt a passive stance, failing to connect the material with their existing knowledge. Educators in specialized fields can furnish their students with strategies to tap into background knowledge, familiarize themselves with text features, and draw from general world knowledge, often referred to as common sense (Par, 2020). In the contemporary digital age, a plethora of technological devices have emerged to facilitate various aspects of life, including learning and reading. Multimedia technology, for instance, offers diverse tools to enhance the reading experience. Traditional forms of reading are gradually giving way to digital platforms and gadgets, making it increasingly rare to find individuals who dedicate time to reading physical books. Readers now have the freedom to choose between digital formats like e-books and conventional printed materials such as newspapers, magazines, and books. However, not all readers approach this activity with the same level of enthusiasm, and their motivation may be influenced by the tools and mediums they use during the reading process (Syaputri & Trilestari, 2017).

Online reading, defined as the "moment-by-moment processing of text during reading," has become a prevalent practice among college students. The advent of new devices and integrated tools has significantly expanded the options available for reading in English (Dağlı Gökbulut & Güneyli, 2019). With these devices now widely accessible and readily purchasable, the continuous advancement of electronic texts is posing a challenge to the availability of printed materials (Kazazoğlu, 2020). The distinctions between electronic texts (e-texts) and printed texts (p-texts) hinge on their respective features and user preferences. While some individuals have specific reasons for favoring p-texts, others hold their own viewpoints regarding e-texts. A p-text refers to a tangible paper-based text that people can borrow or acquire from traditional libraries and bookstores. In contrast, an e-text is defined as "an electronic version of a textbook presented in software form." (Alamri, 2019)

Reading preference involves the act of choosing one thing over another, with an emphasis on highlighting dominant, positive, or important qualities of the chosen item. The factors influencing preference can be categorized as internal and external. Internal factors encompass a desire for personal growth, finding joy and fulfilment in an activity, and recognizing its benefit to both oneself and society at large (Helingo, 2021). External factors include meeting the expectations of family, social circles, and society, as well as preparing for a secure future and taking advantage of material opportunities (Demir & Çetinkaya, 2024). These considerations hold relevance not only in academic pursuits but also in social contexts. When we view reading skills as fundamental pillars of academic life, it becomes evident how individual preferences related to reading can shape the course of one's life (Alfatihah & Tyas, 2022). In educational endeavours focused on enhancing reading proficiency, giving due importance to preferences is crucial in making reading an engaging activity and elevating its quality. This entails organizing reading events that take into account the interests and needs of

students, creating an environment that is alluring and inviting, rather than one characterized by rigid directives (Aydin & Ayranci, 2018).

Many individuals initially encounter Buddhism through reading. Those with an interest in Buddhism may explore it out of intellectual curiosity or for spiritual growth. For some, reading becomes a catalyst for a deeper commitment to diverse practices within Buddhism. In fact, a significant portion of self-identified Buddhists and sympathizers maintain their connection with Buddhism primarily or solely through reading. However, certain traditions may view this reliance on reading as potentially diluting the 'authentic' transmission and 'beneficial' practice of Buddhism (Regan, 2021). Throughout history, Buddhist traditions have heavily relied on the written word for both practice and transmission. This is evident in activities such as reading, recitation, and chanting, which occur in various ritual, ceremonial, and educational contexts, and are now also facilitated through various physical and electronic formats. By situating reading within multiple dimensions of Buddhist practice, this dissertation aims to illustrate that reading holds a central role in the dissemination, reception, and application of Buddhism on a global scale. Reading constitutes a fundamental practice in Buddhism and serves as a primary mode of transmitting its teachings (Ashcraft & Calvert, 2023). It supports the practice of Dharma, offers moral guidance, fosters faith, facilitates purification, and aids in meditation. Buddhism advocates for a deliberate and repeated approach to reading, encouraging practitioners to internalize the teachings through familiarity and memorization of Dharma texts. Additionally, this study highlights that social media reviews can be valuable in gauging how contemporary audiences receive Dharma texts. This enriches our understanding of the practices of individuals often referred to as "Bookshop Buddhists" and sympathizers, and contributes to ongoing discussions about religious identity and affiliation. The majority of readers of Dharma texts seek spiritual fulfilment, religious knowledge, inspiration, and practical guidance from an accessible, non-dogmatic, and relatable perspective (Jané, 2021).

Dharma Drum Mountain (DDM) Malaysia serves as the Malaysian branch of DDM, an organization established by Master Sheng Yen in Taiwan. The overarching vision of Dharma Drum Mountain is to cultivate a pure and harmonious society on Earth, guided by the principle of "Protecting the Spiritual Environment," which is one of the fundamental tenets under the broader ethos of "Four Kinds of Environmentalism." These encompass the protection of not only the spiritual environment, but also the natural, living, and social environments. DDM Malaysia is aligned with this vision and actively promotes the practice of Protecting the Spiritual Environment by providing opportunities for individuals to learn and engage with Buddhism. We offer activities conducted in English, such as weekly meditation group sessions, beginner's meditation classes, and one-day Chan retreats. Additionally, we host activities conducted in Chinese, which include meditation sessions, various dharma services (such as the Recitation of Buddha's Name Group Practice, Great Compassion Repentance Dharma Service, and the annual Compassion Samadhi Water Repentance Dharma Assembly), as well as courses related to dharma and a youth group (About DDM Malaysia, 2023).

The Dharma Drum Mountain Buddhist Centre Malaysia's Facebook page was established on October 16, 2012, and presently boasts 12,000 followers. This study is dedicated to examining the online reading preferences of its audience, with a particular focus on the Dharma Drum Malaysia Facebook Page. To achieve this, the researchers conducted a quantitative survey, which garnered responses from 116 participants. Content analysis was then employed to

scrutinize the engagement metrics, specifically the "likes" and "shares" of the content posted on the page.

Research Objectives

a) To examine the Online Reading Preference in Malaysia.
b) To examine the Online Reading Preference of Buddhism Content in Malaysia.
c) To examine the Online Reading Preference of the content on the Dharma Drum Mountain Buddhist Centre Malaysia Facebook page.
d) To examine the relationship between Online Reading Preference and Buddhism Content in Malaysia.

Methodology

This study employs a quantitative research methodology, characterized by the integration of survey questionnaires and content analysis as primary instruments for data collection and analysis. Quantitative methodology is recognized as the predominant framework within the social sciences, encompassing a variety of strategies, techniques, and underlying assumptions aimed at investigating psychological, social, and economic phenomena through the lens of numerical data. By examining numerical patterns, researchers can glean insights into complex interactions within social contexts.

Quantitative research facilitates the gathering of a diverse array of numeric data, some of which is intrinsically quantitative, while other types may require the imposition of a numerical structure for analysis. The collection and subsequent analysis of quantitative data empower researchers to perform a range of assessments, from basic statistical computations to intricate multivariate analyses. Such analyses are capable of aggregating the data to unveil potential relationships among various data sets or enabling comparisons between these aggregated data points. Common methodologies within quantitative research include the deployment of questionnaires, structured observations, and experimental designs. This approach is notably distinct from qualitative research methodologies, which prioritize the collection and interpretive analysis of narratives and open-ended observations through techniques such as interviews, focus groups, and ethnographic studies (Coghlan & Brydon-Miller, 2014).

In the current study, survey responses were initially solicited from 149 participants. However, upon filtering the data to exclude 33 respondents who indicated they had not engaged with the Dharma Drum Mountain Buddhist Centre Malaysia Facebook page, a refined sample size of 116 respondents was retained for analysis.

Furthermore, content analysis serves as a robust methodological tool designed to ascertain the presence of particular words, phrases, or concepts across textual materials. Scholars conducting content analysis engage in the quantification and examination of the existence, meanings, and interrelations of such elements, thereby enabling the derivation of inferences regarding the conveyed messages, the authorial intent, the target audience, and the broader cultural and temporal context of the texts involved. Texts, in this framework, may encompass a vast spectrum of communicative phenomena, including but not limited to books, chapters, scholarly essays, interviews, discourses, journalistic articles, historical documents, and various forms of verbal communication.

To execute a comprehensive content analysis, the text under consideration is subjected to a systematic coding process, wherein it is deconstructed into manageable categories at multiple levels—ranging from individual words and phrases to sentences and overarching themes. This categorization is subsequently analyzed using one of the fundamental methods of content analysis, which may include conceptual or relational analysis (Berelson, 2000). For the present study, content analysis was conducted on the posts disseminated via the Dharma Drum Mountain Buddhist Centre Malaysia Facebook page over a designated period from July 1 to July 31, 2023, covering a total of 59 posts.

Finding & Discussion

Table 1: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	37	31.9	31.9	31.9
	female	79	68.1	68.1	100.0
	Total	116	100.0	100.0	

Table 1 presents that the study comprised 37 male respondents and 76 female respondents, resulting in a total of 116 respondents.

Table 2: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	1	.9	.9	.9
	25-40	25	21.6	21.6	22.4
	41-55	59	50.9	50.9	73.3
	above 55	31	26.7	26.7	100.0
	Total	116	100.0	100.0	

Table 2 presents the age distribution of the respondents. The data reveals that there is 1 respondent in the age range of 18-24 years, 25 respondents aged between 25-40 years, 59 respondents aged between 41-55 years, and 31 respondents who are above the age of 55 years.

RO1 : To examine the Online Reading Preference in Malaysia.

Table 3: Descriptive Statistics of Online Reading Preferences

	N	Minimum	Maximum	Mean	Std. Deviation
I enjoy reading articles and blog posts through Facebook pages.	116	2.00	5.00	3.9828	.86460
I enjoy reading news and current events through Facebook pages.	116	1.00	5.00	4.0086	.95549
I enjoy reading online forums and discussions through Facebook pages.	116	1.00	5.00	3.6121	1.02805
I enjoy reading social media posts through Facebook pages.	116	1.00	5.00	3.6983	1.05682

	N	Minimum	Maximum	Mean	Std. Deviation
I enjoy reading e-books and digital publications through Facebook pages.	116	1.00	5.00	3.3103	1.19720
I enjoy reading online courses and tutorials through Facebook pages.	116	1.00	5.00	3.3448	1.11981
I prefer shorter online articles/posts.	116	1.00	5.00	4.0259	.98211
I usually skim through the online content.	116	1.00	5.00	3.8707	.88002
I usually save or bookmark online content that I want to revisit later.	116	1.00	5.00	3.4397	1.20354
I subscribe/pay for online content that I'm interested in.	116	1.00	5.00	2.6207	1.29652
Valid N (listwise)	116				

Table 3 presents the descriptive statistics concerning respondents' online reading preferences. The findings indicate a general preference for shorter online articles and posts, reflected by a mean score of 4.0259 and a standard deviation of 0.98211. Conversely, while respondents demonstrate an interest in online content, they exhibit a tendency not to subscribe to or pay for such content, as evidenced by a mean score of 2.6207 and a standard deviation of 1.29652.

RO2: To examine the Online Reading Preference for Buddhism Content in Malaysia.

Table 4: Descriptive Statistics of Buddhism Content

	N	Minimum	Maximum	Mean	Std. Deviation
I enjoy reading articles on Buddhist teachings.	116	3.00	5.00	4.4483	.65068
I enjoy watching the videos explaining meditation practices.	116	1.00	5.00	4.0603	1.01544
I enjoy watching the online forums and discussions about mindfulness.	116	2.00	5.00	4.0862	.85026
I enjoy reading the sharing Buddhist quotes and insights.	116	2.00	5.00	4.3707	.74051
I enjoy the online courses and tutorials on Buddhist philosophy.	116	1.00	5.00	4.0259	1.03387
I like to engage with online Buddhism content that encourages personal reflection and application.	116	1.00	5.00	4.1638	.90356
I am highly interested about online content that focuses on practical applications of Buddhist teachings in daily life.	116	2.00	5.00	4.3017	.81529
I am highly interested in participating in online courses or webinars about Buddhism.	116	1.00	5.00	3.8017	1.09719

I am highly interested in the photos that are posted.	116	1.00	5.00	3.7586	.93827
I am highly interested in the activity that is posted.	116	1.00	5.00	4.0172	.85448
Valid N (listwise)	116				

Table 4 presents the descriptive statistics concerning content related to Buddhism. The results indicate that respondents exhibited a strong preference for reading articles centered on Buddhist teachings, as evidenced by a mean score of 4.4483 and a standard deviation of 0.65068. In contrast, respondents demonstrated less interest in posted photographs, which yielded a mean score of 3.7586 and a standard deviation of 0.93827.

RO3: To examine the Online Reading Preference of the content on the Dharma Drum Mountain Buddhist Centre Malaysia Facebook page.

Table 5 to Table 9 provide an overview of user engagement metrics on this platform from July 1 to July 31, 2023. The data reveal that live reports accompanied by photographs elicited the highest levels of user engagement, followed closely by posts about the Religious Fundraising Campaign. Video presentations of Dharma teachings by Venerable Sheng Yen, which were shared every Tuesday, also attracted favorable responses from users. Furthermore, announcements related to various activities, particularly meditation sessions, garnered a significant number of likes and interactions. Conversely, the Friday night English Group Practice Session exhibited comparatively lower engagement levels, suggesting that this specific offering may not resonate as strongly with the user base.

Table 5: Live Report

Date	Topics	Likes	Comments	Share
2-Jul	Live Report: Floral Design Training	92	4	5
2-Jul	Live Report: Spring Cleaning	118	3	3
16-Jul	Live Report: Meditation for Beginners (English)	138	8	12
16-Jul	Live Report: Penang Buddhist College Sunday School	43		3
16-Jul	Live Report: Penang Buddhist College Sunday School	85		3
17-Jul	Live Report: Penang Buddhist College Sunday School Workshop	31		
17-Jul	Live Report: Meditation for Beginners (English)-Completion	129	1	2
20-Jul	Live Report: Volunteer Development Workshop	112		8
20-Jul	Live Report: Volunteer Development Workshop	74	2	2
20-Jul	Live Report: Volunteer Development Workshop	36		
23-Jul	Live Report: Publicity: Great Compassion Repentance Dharma Assembly	87	4	7
24-Jul	Live Report: Workshop	78	1	2
29-Jul	Live Report: Buddhist Studies Course	65	1	5
29-Jul	Live Report: Buddhist Studies Course	34		1
30-Jul	Live Report: UTAR Kampar Meditation Camp	119		14
30-Jul	Live Report: Outing	81	3	2

Table 5 presents user engagement metrics on the Dharma Drum Mountain Buddhist Centre Malaysia Facebook page, specifically focusing on live report posts. The data indicates that the 'Live Report: Meditation for Beginners (English)' post achieved the highest level of engagement, amassing a total of 138 likes. This post was closely followed by the 'Live Report: UTAR Kampar Meditation Camp,' which garnered 119 likes. Conversely, the 'Live Report: Penang Buddhist College Sunday School Workshop,' which was a repeated report, attracted the lowest engagement with a total of 38 likes.

Table 6: Publicity

Date	Topics	Likes	Comments	Share
3-Jul	Publicity: Three Refuges and Five Precepts Refuge Ceremony and Talk	49	1	6
5-Jul	Publicity: Three Refuges and Five Precepts Refuge Ceremony and Talk	49	6	
8-Jul	Publicity: Compassionate Samadhi Water Repentance Dharma Assembly	32	1	8
8-Jul	Publicity: Compassionate Samadhi Water Repentance Dharma Assembly	51	1	8
10-Jul	Publicity: Compassionate Samadhi Water Repentance Dharma Assembly	42		10
12-Jul	Publicity: Three Refuges and Five Precepts Refuge Ceremony and Talk	33		2
13-Jul	Publicity: Compassionate Samadhi Water Repentance Dharma Assembly	39		5
15-Jul	Publicity: Compassionate Samadhi Water Repentance Dharma Assembly	49	1	5
16-Jul	Publicity: Great Compassion Repentance Dharma Assembly	38		
16-Jul	Publicity: Great Compassion Repentance Dharma Assembly	59	1	13
17-Jul	Publicity: Three Refuges and Five Precepts Refuge Ceremony and Talk	52		5
19-Jul	Publicity：Meditation for Beginner	85	18	27
19-Jul	Publicity: Three Refuges and Five Precepts Refuge Ceremony and Talk	38		7
19-Jul	Publicity: 2023 Joyful Practitioners of Buddhism	40		32
24-Jul	Publicity: Three Refuges and Five Precepts Refuge Ceremony and Talk	39	4	5
24-Jul	Publicity: Compassionate Samadhi Water Repentance Dharma Assembly	34		3
26-Jul	Publicity: Three Refuges and Five Precepts Refuge Ceremony and Talk	28		1
29-Jul	Publicity: Compassionate Samadhi Water Repentance Dharma Assembly	75	3	2
31-Jul	Publicity: Three Refuges and Five Precepts Refuge Ceremony and Talk	44	1	3

Table 6 presents a comprehensive overview of user engagement metrics related to the publicity initiatives of the Dharma Drum Mountain Buddhist Centre Malaysian Facebook page. Among these efforts, the post titled 'Publicity: Meditation for Beginners' achieved the highest level of engagement, receiving a total of 85 likes. Additionally, this post attracted 18 comments and 27 shares, aligning well with Dharma Drum Mountain's overarching emphasis on the practice of meditation.

The table further shows the frequency of repeated publicity for specific activities, indicating a systematic strategy employed by Dharma Drum Mountain Malaysia to maximize user interest and engagement. However, the 'Publicity: Three Refuges and Five Precepts Refuge Ceremony and Talk' was featured 8 times throughout the month, while the 'Publicity: Compassionate Samadhi Water Repentance Dharma Assembly' was promoted 7 times. This approach suggests an intentional effort to reinforce key messages and events among the user community.

Table 7: Video Sharing

Date	Topics	Likes	Comments	Share
4-Jul	Dharma Teaching by Venerable Sheng Yen (Video)	60	1	9
11-Jul	Dharma Teaching by Venerable Sheng Yen (Video)	78	3	20
18-Jul	Dharma Teaching by Venerable Sheng Yen (Video)	38	1	5
25-Jul	Dharma Teaching by Venerable Sheng Yen (Video)	61	1	7
7-Jul	Friday night for English Group Practice Session	10		
14-Jul	Friday night for English Group Practice Session	7		1
21-Jul	Friday night for English Group Practice Session	9		
28-Jul	Friday night for English Group Practice Session	5		1

Table 7 presents the two distinct video-sharing topics presented on the Dharma Drum Mountain Buddhist Centre Malaysia Facebook page every month. The first topic features 'Dharma Teaching by Venerable Sheng Yen (Video),' which is disseminated every Tuesday. This series benefits from the immense respect and admiration that followers hold for Venerable Sheng Yen, the esteemed founder of Dharma Drum Mountain (DDM). His teachings consistently attract a higher number of likes from viewers, reflecting the strong connection he has established with the audience.

In contrast, the second topic, the 'Friday Night English Group Practice Session,' occurs weekly on Fridays. This particular series has been observed to generate significantly lower interest among users, suggesting that it may not resonate as strongly with the audience compared to the Dharma teachings propagated by Venerable Sheng Yen.

Table 8: Religious Fundraising Campaign

Date	Topics	Likes	Comments	Share
21-Jul	Religious Fundraising Campaign	101	8	47
23-Jul	Religious Fundraising Campaign	98		43
26-Jul	Religious Fundraising Campaign	98	1	40
29-Jul	Religious Fundraising Campaign	43		13

Table 8 presents detailed information regarding the Religious Fundraising Campaign conducted by the Dharma Drum Mountain Buddhist Centre Malaysia. This particular campaign is strategically promoted four times each month, reflecting the organization's commitment to

its fundraising efforts. The data suggest that users are well-informed about the campaign's initiatives and demonstrate a willingness to engage with the content by sharing the posts extensively. Notably, the number of 'shares' for this campaign significantly surpasses that of other posts, highlighting the effectiveness of the campaign in resonating with the audience and generating awareness about its objectives.

Table 9: Others

Date	Topics	Likes	Comments	Share
1-Jul	DDM Newsletter: Feature Story	55	3	8
1-Jul	Beginner´s Meditation Class registration full	14		1
2-Jul	DDM Malaysia Youth Activity Report	19		
2-Jul	DDM Newsletter: Activity Report	40	2	5
3-Jul	DDM Newsletter: Activity Report	21	1	
4-Jul	DDM Newsletter: Activity Report	25	1	2
9-Jul	DDM Malaysia Youth Activity Report	27	1	2
10-Jul	Photo: Dharma Class	59		2
22-Jul	Photo: YBAM KL & Selangor	97	3	10
23-Jul	Photo: UTAR Sg Long Workshop	66		4
28-Jul	DDM Malaysia Notice	39	3	6
29-Jul	DDM Malaysia Notice	29		3

Table 9 presents an overview of additional posts from July 2023, specifically focusing on photo-sharing initiatives. The photos titled 'Photo: YBAM KL & Selangor' and 'Photo: UTAR Sg Long Workshop' emerged as the top performers in terms of user engagement, achieving 97 and 66 likes, respectively. This data highlights a pronounced level of user engagement with these particular images, indicating that visually oriented content resonates strongly with the audience. Furthermore, it is evident that the Dharma Drum Mountain Buddhist Centre Malaysia maintains a robust interactive presence within the broader context of various Buddhist organizations in Malaysia.

In summary, the administrators of the Dharma Drum Mountain Buddhist Centre Malaysia Facebook page have successfully implemented a well-organized posting strategy, which has facilitated an easy adaptation for users to the posting schedule. The findings suggest a clear preference among users for live reports accompanied by photographs. Among the various activities highlighted, meditation sessions consistently garner the highest level of interest, aligning with the foundational principles of Dharma Drum Mountain. Additionally, the video teachings presented by Venerable Sheng Yen also command significant attention from users. In contrast, the Friday night English Group Practice Session appears to attract comparatively lower levels of user preference.

R04: To examine the relationship between Online Reading Preference and Buddhism Content in Malaysia.

Table 10: Relationship of Online Reading Preferences and Buddhism Content

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.265	.307		4.120	.000
	M_BU	.567	.074	.584	7.674	.000

a. Dependent Variable: M_OPR

In the context of this study, the independent variable is identified as online reading preferences, while the dependent variable pertains to Buddhism content. Table 9 presents a significant positive relationship between online reading preferences and Buddhism content, with a significance level of $p < .05$. This indicates that as users' preferences for online reading materials increase, their engagement with Buddhism-related content similarly rises.

Conclusion

The present study examines online reading preferences in Malaysia, elucidating the patterns and inclinations of internet users within the country. It specifically examines online reading preferences concerning Buddhism content, providing valuable insights into how individuals engage with Buddhist-related material in the digital space. A thorough analysis was conducted of the online reading preferences associated with the content on the Dharma Drum Mountain Buddhist Centre Malaysia Facebook page, which aided in understanding user interactions with the page's content and identifying the types of posts that attract the most attention. Furthermore, the research explored the relationship between online reading preferences and Buddhism content in Malaysia, revealing a positive correlation. This finding suggests that the reading preferences of online users are significantly linked to their interest in Buddhism-related material. In conclusion, this research offers meaningful insights into the online reading preferences of individuals in Malaysia, particularly regarding content related to Buddhism.

Acknowledegment

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