

Comments on Fire! Classifying Flaming Comments on YouTube Videos in Malaysia

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ABSTRACT

Flaming refers to the use of offensive language such as swearing, insulting and providing hateful comments through an online medium. In this study, the act of flaming will be explored in the context of social media, particularly YouTube. The research aims to discover the types of comments that are found on Malaysian themed YouTube videos and classify them accordingly. The Uses and Gratification theory was used as a base to explain the satisfaction obtained through YouTube as a platform to express via comments; hence obtain satisfaction through negativity. The methodology employed to carry out the study was through a content analysis. One video from the top 5 YouTube category namely entertainment, film and animation, news and politics, comedy and people and blogs were chosen with at least 100,000 views and a minimum of 100 comments. Top 100 flames were then sorted out for each video and analyzed using the thematic analysis approach. The results of this study show that the two most frequent types of comments found on Malaysian videos are political attack and racial attack. Other subcategories that are also driving the two categories mentioned above are stereotypes, speculation, comparison, degrading comments, slander/defame, sedition, sarcasm, threaten, challenge, criticism, name-calling, and sexual harassments. Through this study, the severity of the issue of flaming on account of YouTube comments has been identified; enabling the concerning party to take proper action including the use of artificial intelligence against cyber-bullying.

Keywords: *Social networking, online harassment, flaming, YouTube, malicious comments.*

INTRODUCTION

The Internet is an ultimate tool which connects people around the world which just a touch with wireless technology. There are hundreds of networking companies that enable Internet connection to reach us easily and we get to choose our desired wireless provider based on our own preference. These days, even the smallest computers can communicate with one another with the presence of the Internet and makes computer communications easier than ever.

Flaming refers to the use of offensive language such as swearing, insulting and providing hating comments in a particular forum (Moor, 2010). In this study, the act of flaming will be studied in the context of social media, particularly YouTube. Flaming is the all new trend in the world of cyber-bullying to provoke an argument online through the spreading of hate-speech and victimize target. Over half of the young users of the Internet were reported being bullied online and out of this number, 10 to 20 percent users experience cyber-bullying repeatedly (Online Hate Speech, 2015). More than 80 percent of teens regularly use cell phones, making them the most popular form of technology and therefore a common medium for cyber bullying

(Online Hate Speech, 2015). Every minute, about 300 hours of videos are being uploaded to YouTube (YouTube Statistics, 2015).

Many studies have taken place surrounding YouTube, for instance Malaysian scholars who studied on YouTube in Malaysia has focused more on other aspects of YouTube such as YouTube as a tool of learning language (Hasan, 2013), as a place of teaching and education of performing arts (Dorothy, 2013), YouTube usage in tertiary levels (Danyaro, Jaafar, De Lara & Downe, 2010), and YouTube and young Muslim generation consists of university students (Aripin, Ismail, Ishak, Rahman, Rahman, Madon & Mustaffa, 2016).

In recent days, YouTube has been labeled as the number 1 website with the most number of flames (Thompson, 2014). The term flaming refers to offensive language such as swearing, insults and hating comments (Moor, 2010). The Hacker's Dictionary (Steel et al., 1983) defines flaming as "to speak rapidly or incessantly on an uninteresting topic or with a patently ridiculous attitude" (p. 158). Flaming was also defined as verbal attacks intended to offend either persons or organizations (Reing et al., 1997). However, the word 'flaming' was not defined in any top dictionaries such as Oxford Dictionary, Cambridge Advanced Learner's Dictionary and so on. The term was defined by scholars and researchers and is being mutually used up to date. The main objective of this study is to examine the classifications of flaming comment that can be found on YouTube videos in Malaysia.

HOSTILITY ON YOUTUBE

YouTube has been the breeding place for online abuse and hate-speech. The number of 'trolls' and the rate of flames are increasing day by day to the point where it is almost impossible to find a video on YouTube without a flaming comment on it. Negativity on the Internet is a norm since its existence but in the recent time, the presence of hate-speech and online abuse is at its peak. Flaming usually happens when someone posts a provocative or offensive message or comments on online forums or Internet discussion group known as 'flame bait' (Moor, 2010). The intentions of posting a 'flame bait' are often targeted and intend to provoke angry responses or arguments over an issue that often does not interests the poster. The main intentions are mostly to seek for attention and entertainment through the arguments of others (Lange, 2006).

The poster of such 'flame baits' is called the trolls. Trolls are often seen as someone on the Internet who starts an argument and upsets people on the online communities by posting hostile messages with the intentions to provoke readers or otherwise disturb a discussion (Shin, 2008). When multiple users engage in the provocative responses on the original 'flame bait', a flame war occurs (Shin, 2008). A flame war often causes the most damage in the argument as offensive language and displaying hostility occur as more user gets involved in the topic or issue of argument (Moor, 2010). Flaming comments are the kind of extreme derogatory comments where it does not contain any constructive feedback or any improving ideas, but a bunch of swearing, hateful and negative comments either on the person shown the video, the uploader of the video or other YouTube users that comments on the particular video. These groups of people are called the haters. According to Lange (2007), "a hater is someone who posts a

negative comment that doesn't offer any (criticism) or any helpful information. Simply commenting with 'gay' is hater like. Saying "this sucks go die" is hater like. (They) insult you and offer no suggestions on improvements" (p. 40).

According to Peter (2010), negative form of communication often occurs in computer-mediated communication compared to face-to-face communication allowing people from a geographically distanced to communicate in a rather more offensive and hostile way. Social psychological influences normally present in face-to-face communication and therefore, this situation prevents flaming and hating interaction. Although there have been many positive effects encountered in computer-mediated communication in past studies, such as more encouraging lively discussions, lively arguments and genuine comments, however, in recent studies, it was found that the disinhibiting effect of online-environment has focused on the negative effects of CMC including flaming.

Flaming on YouTube occurs in a sequential pattern. The main causes of flaming are when a user calls other user names (name-calling), user expresses a view another user finds wrong or inappropriate, user expresses anger towards the content of the video or other users, user insults others by the wrong usage of language, etc. The next phenomena occur when user chose to take the flaming comments personally rather than ignoring them, Flames in response to the comment and adding flames, or wanting their opinion to be heard and want to proof the opinion expressed. Usually the contexts of flaming are the type of video, the subject discussed in the video, the actions made in the video, the looks and their status in society. The aspects that made one to flame is the lack of consideration for others' feelings, no tight penalties by YouTube on the flammers, not reading or ignoring the community guidelines and finally the thought that YouTube is too large to moderate and therefore it is acceptable to flame. Mostly, random username without any personal information or image triggers one to flame due to anonymity. As a step to overcome this problem, YouTube has linked its site to Google+ but the effectiveness is uncertain.

The language used on the Internet has been defined in many terms throughout the years of in which computer-mediated communication has been studied. Example of Internet language includes Netlish, Cyberspeak, Weblish, electronic discourse, Internet languages, and interactive written discourse (Crystal, 2006). The nature of Internet language is basically straight forward and mostly abbreviated. For instance, words like 'Crap!', 'OMG', 'WTF', 'this sucks!' (Berens, 2006). Even though many scholars had debated on the linguistic issues that the Internet has caused (Axtman, 2002; Berens, 2006; O'Connor, 2005), many scholars have opposed the idea of using proper formal language when communicating online and claimed that it is not relevant in most cases (Crystal, 2006; Tagliamonte & Denis, 2008; Thurlow, 2006). This issue remains not clear till date as the language used on the Internet are seen to be the individual's linguistic competency and preference.

Research shows that people who do not use appropriate 'Internet language' are made fun and laughed at as it mostly not accepted by most Internet users (Crystal, 2006). An interesting article on this issue entitled Ten YouTube Comments Translated to Standard English supports this concept by proving the awkwardness of the usage of formal language when

communicating online (Andy & Dave, 2009). For this study, the language used in YouTube will be taken into consideration in order to identify the flames on the comment section.

The emanation of social networking sites has developed a complication of how a person is to be understood by the online world. Relating one another in a network that grows as a social is the main idea of these sites. Thus, this creates a situation where one needs to develop a social standard or a new self to be portrayed to the outside world through the eye of social networking sites. Hongladarom (2011), studied on the personal identity of Internet users in offline and online world. He argued that the use of the social media has become boundless and the self-understanding of both online and offline world has become vague and obscure. He stated that there is a fusion between the both worlds' selves in which reality itself is often informational. It means that both these selves do not have real meaning or essence. The characteristics and the personalities that being portrayed in these social media sites are usually what they want to show to the outside world when generally in reality are not such. "An externalist account of the identity of the self is offered that locates the identity in question in the self's relations with other selves as well as other events and objects" (p. 541).

Psychologically, people tend to create a personality that they adore through online and this often happens with the development of manners and personal feelings. Interestingly, ego is found to be one of the central points to one's conscious thoughts and behaviors. This has been studied by Rhee (2010), who researched on the development of virtual ego and online persona through his article entitled *I, Myself, and e-Myself*. The result of this study proved that, online behaviors can be determined through the concepts of virtual ego and online persona. Relating to this study, a person who goes to YouTube often uses the medium to appear differently to the online compared to his/her offline self. This means the person acts however he/she wants when commenting on YouTube as a place to release tension, escape and to obtain self-satisfaction.

Online persona is the 'mask' worn by the online users to hide their real identity and show a different personality in the online world. The findings also indicate that they are two types of people with such persona or 'fake' identity online. One category is the type of person who is sovereign and autonomous in real life and acts immature online while the other category who are immature in person but and mature surpassing their actual tendencies to a certain extend online (Hongladarom, 2011).

The aggression occurs in an online situation is one of the elements that contributes to an individual's tendency to flame. There are two types of incitement for aggression namely proactive and reactive aggression (Dodge, 1991). Proactive aggression is a motive directed and contemplative form of aggression result from external consequents. Reactive aggression, on the other hands, is the results of provocation and driven by hostile impulse of others (Dodge, 1991). In other words, proactive is the type of aggression that is initiated without any threat or provocation while reactive aggression is only proposed as a reverberation to a perceived threat.

For this study, reactive aggression will be the point of convergence. According to Dodge and Coie (1987), belligerent and hostile biasness causes reactive aggression. Hostility biasness develops when a person interprets another person's messages or intention as a belligerent medium even when the person that who conveys the message does not have the intention of

being harsh or hostile (Crick & Dodge, 1996). Reactive aggression is seen to be the defensive element as a response to a provocation threat (Dodge & Coie, 1987). The increasing rate of stress in online communication discussion may result hostile commenting situation which will likely trigger an individual to “return the comments with a flame to escape or diffuse such stress” (Alonzo and Aiken, 2004, p. 211). This is what happens in YouTube. Users often comment negatively as a result from returning comments that discomforts them creating a flame war.

According to Myiah (2012), another element that triggers cyber aggression is when a person’s belief of practices is being challenged by another person through comments. Myiah also mentioned that most cyber aggression occurs when comments that are directed being personal or shot directly to the user using personal elements such as ‘Username’ or real name, or made a string comment clearly aimed to a particular user. An indirect comment on the other hand, are the type of comments that are not targeted to an individual personally but instead, challenges their beliefs or and attacks a group of people (ethnicity, cultures, norm, etc). These are the factor that triggers greater intention for one to engage in cyber aggression and flame in comments sections. This is relatable to this study as most flames in YouTube occur when a user is being provoked or challenged by another user in the sense of their beliefs, norms or practices that are mostly sensitive.

Anonymity is definitely one of the major components of YouTube that leads one to flame. According to Aiken & Waller (2000), anonymity renders an environment that encourages all the irresponsible acts by people to display offensive behaviors. Anonymity refers to an environment that involves around with secrets, hidden identity and masked personalities where basically, “the notion of anonymity is related to freedom from identification, secrecy and lack of distinction.” (Scott & Orlikowski, 2014, p. 5). Most users of YouTube are anonymous and go with an anonymous name and a random avatar to represent them in their ‘channel’ page (Varga, 2009).

Anonymity is characterized by its “non-identifiable” which generates through the removal of self- identifying elements such as name and address (Wallace, 1999). Anonymity has been one of the concerned topics since the presence of Internet and computer mediated communication and has been debated over decades. Scholars around the world had intensified the debate surrounding anonymity where some are for it and some are against it. Brazier (2004), pointed out that anonymity as must in a computer-mediated communication environment to preserve ‘information piracy’ while Levmore and Nussbaum (2010), go against it by arguing that anonymity creates negative environment with hostility and juvenile levels of responsibility. This is most relatable to this study because anonymity is seen as the root cause of one to flame in YouTube as their identity remains unknown to the other users. Anonymity is being reviewed in this study mainly because the prime reason for one to flame is because of the hidden identity of the user. When an account of a user appears anonymous, the tendency of the particular person to flame increases. More swearing, hate-speech and hostility is displayed due to the absence of one’s true identity.

Miscommunication often leads to flaming as receivers misinterpret comments that are being directed to them. The importance of a text is mostly depending on the perceptions of the

users (Lange, 2005; O'Sullivan & Flanagin, 2008). To address the variance of online communication and flaming, a framework that explains flaming in terms of norm misdemeanor had been contemplated by O'Sullivan and Flanagin (2003). The framework that has been created by these CMC researchers looked into all three prospects of message senders, receivers, and also the third-party who is involved. Initially, the model interprets that flames are 'intentional (whether successful or unsuccessful) negative violations of (negotiated, evolving, and situated) interactional norms' (O'Sullivan & Flanagin, 2003, p.85). In this study, similar to the model mentioned, sender, receiver and third party are involved but flames are seen as a subject that are might or might not be intentional by the sender. It purely depends on how a message is being interpreted by the receiver and the third party.

These are the main factor that causes miscommunication. Hence, miscommunication happens when users violate the social patterns of an online community and their intentions define on how 'flames' or obnoxious messages are being judged (O'Sullivan & Flanagin, 2003). It is clear that one's intention definitely defines how 'flame' is being interpreted and could cause problems with identifying offensive messages. A great psychological definition of 'intent' in this context is 'doing something agentive, deliberately, or to some kind of end of purpose, rather than, say, by accident or happenstance' (Edwards, 2008, p. 177).

According to Moor (2007), messages are often recognized as 'flames' by the third party observers who are not involved in the communication process and the content may appear offensive to the outsiders while in fact it would be humorous in both the sender and the receiver's perspective. Sometimes the messages that are being sent will be distinguished differently by the sender and the receiver (Moor, 2008). This phenomenon varies in face-to-face (FtF) communication due to the presence of non-verbal cues which indicates the real meaning behind every message that is conveyed to another person. Body languages play an important role in notifying the listener or the receiver on the real intention of the delivered message, hence, avoiding miscommunication (Carter, 2003).

Since YouTube is based on a computer-mediated communication, it is impossible that body language is present during communication process, therefore, the site is more prone towards miscommunication. Receiver of the messages often gets confused with the message sent especially when messages contents sarcasm and intentional offense in order to create humor or fun-talk. In this case, expressions are really important as the key to indicate that the other party should not take the message seriously or misinterpret the content (Carter, 2003). This is relevant as a study on psychology defines that "nonverbal information is an important cue to the speaker's meaning, particularly when the literal content of the message is ambiguous" (Kruger, Parker, Ng & Epley, 2005, p. 926).

A study done by Kato and Akahori (2004), identified that it is indeed harder for a partner to interpret emotional messages conveyed through computer-mediated communication compared to FtF communication. These researches did another study in the year 2007 where the result shows more negative effects of miscommunication and misinterpretation in computer-mediated communication. It shows that, when emotional messages are being misinterpreted, it results more negative emotions from the other party. They concluded that

miscommunication leads to negativity and unfavorable perception to one another. Other miscommunication leads are often sarcasm where it is more prone to happen in CMC environments rather than FtF communications (Kruger et al., 2005). In this study, sarcasm is seen as one of the major element of miscommunication as sometimes sarcasm is delivered as a funny statement but turns out to be misinterpreted by the receiver causing problems to both sender and receiver.

Another reason why miscommunication through sarcasm is present in communicating in YouTube is that the absence of emojis in its commenting features. Unlike WhatsApp and Wechat, YouTube does not have the access to inserting emojis in its comment section. Messages can be made clear more precisely when it is backed up by non-verbal cues. However, emoticons also known as smileys are able to be typed out by the users but most times, text based emoticons fail to deliver real emotions of the sender. An emoticon is a typographic display of a facial representation, used to convey emotion in a text only medium. Emoticons are often seen as the verbal substitutes for non-verbal cues but emojis are more accurate representations of one's real expression. All these reasons lead to miscommunication as it is hard for one to convey expressions as YouTube failed to include the feature of adding emojis in its commenting section.

According to Moor (2008), both senders and the receivers of an online forum seem not to be aware of the problems that occur in most CMC and its effects of miscommunication, hence overestimating the efficiency of the communication. Miscommunication often happens in Malaysian YouTube videos due to its different culture, languages and various commenting style carried by each ethnic. Flames also often happen due to the misunderstanding in the way a message is being interpreted by another user. Therefore, miscommunication has been another popular reason for flames to occur in YouTube comments section.

RESEARCH OVERVIEW

This study uses qualitative research method which is the content analysis as the method of analyzing the data. YouTube has 16 video categories in order for its users. Out of these 16 categories, each video from top five video categories that often accessed in Malaysia will be studied (YouTube Statistics, 2015). Those five categories are entertainment, film and animation, news and politics, comedy and people and blogs. Top 100 flames from each video were studied and classified according to its theme. The video is chosen through purposive sampling method where the chosen videos have a minimum of 100,000 numbers of views with comments more than a hundred. The thematic analysis technique will be used for analyzing the data for this study through line-by-line coding on the findings and the researcher will be able to gather data through brief ideas from the information obtained (Creswell, 2014).

The data was then sent for validity and reliability check through the application of Holsti's validity check (Holsti, 1969). Flaming comments from the said 5 videos were listed with its comments classification and sent for validation through the approval of two coders. The two coders chosen were media lectures with broad knowledge in the field. The percentage of approval was calculated and the results achieved 100% which means the data was valid with full

agreement from both coders. According to Landis and Koch (1977), the percentage of coder statistics that are over 81% is calculated as perfect agreement thus proving the data to be valid.

COMMENTS CLASSIFICATIONS

The classifications of comments are done through careful observation of the researcher. The findings were there are two main categories of comments which is political and racial attacks that are mostly found on Malaysian YouTube videos with subcategories namely stereotype, speculation, comparison, degrading, prejudice, defamation, sedition, sarcasm, threaten, challenge, criticism, name-calling, insult, and sexual harassments.

Main Categories

The result of this research reveals two main categories found upon the comments classification process on the selected YouTube videos. Those were political attacks and racial attacks. It is rather interesting as flaming activities in Malaysia often leads to comments that has the elements of politics and race related. There are also subcategories encountered which explain and links with each of the main categories where these classification notes will be detailed in the next session.

Political Attack

Political discourse has long been in the debate of the scholars throughout the existence of social media sites. These sites give individuals the chance to participate in forceful correspondence practices, which uncovers the peevish way of political issues (McCluskey & Hmielowski, 2011). Myiah et al. (2014) stated that antagonism and incivility vary in how much individuals indicate regard for the individuals who hold opposing perspectives. Generally, individuals can reprimand others for withholding data, twisting reality, or for supporting positions that they see as being impeding to society (Myiah et al., 2014). In any case, incivility moves past straightforward feedback to including provocative and inflammatory comments that include little in the method for substance to the discussion (McCluskey & Hmielowski, 2011).

This solely happens because the expansion of incivility gives essential understanding into the contrasts between being condemning of others' suppositions and making obtrusive assaults on their convictions and character (McCluskey & Hmielowski, 2011). The regular talks that in all probability contain components of consultation happen when individuals examine subjects with people whose perspectives vary from their own (Conover et al., 2002; Mansbridge, 1999). It is definite that people who take part in discussions with the individuals who hold opposite political views will not probably endure and tolerate the feelings of others, be aware of others' points of view and have a complex political perspective (Eveland & Hively, 2009).

Apparently, the users of YouTube in Malaysia are most likely to drive any conversation into politics related as a subject of quarrel. The political comments that found on Malaysian themed YouTube videos are mostly about *Barisan Nasional* (BN), *United Malays National Organization* (UMNO), *Democratic Action Party* (DAP), *Malaysian Indian Congress* (MIC), *Malaysian Chinese Association* (MCA), *Parti Keadilan Rakyat* (PKR), *Parti Islam Se-Malaysia* (PAS)

and so on. The comments that are in the form of political attacks often related to comments involving the ruling party, the opposing party and any related Malaysian organization. Some comments are also targeted to the Malaysian political systems and its endorsements.

These political comments vary in many themes and detailed in the forms of subcategory and will be precisely explained in the next section. Below is an example of a screenshot of a political comment found on a YouTube video:

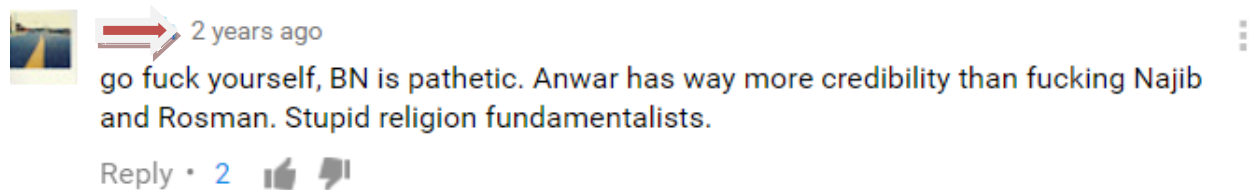


Figure 1: Screenshot of an example of 'political attack' comment.

Racial Attacks

The next main category found on comments on Malaysian YouTube videos is racial attack. Racism has also been a major subject of concern of the scholars in many online discussion forums since the existence of social media sites up in recent years (Harrison et al., 2010; Meyers, 2004; Tateo, 2005; Teo, 2000). Racial comments are commonly found everywhere on the internet simply because of the fact that every one of us who invest energy online are as of now formed by the routes in which race matters offline, and we can't resist the urge to bring our own insight, encounters, and values with us when we sign on (Kolko et al., 2000).

According to Daniels (2009), the online world gives no escape course from either race or racism. Rather, race and racist' activities endure online in ways that are both new and one of a kind to the web, nearby remnants of hundreds of years old structures that resound both offline and online. This has been the case in Malaysia all along as well. According to Sung (2016), racism in Malaysia simply occurs due to the prediction that simulated lines of identification proof and intrigue, much attention is regarded for the differences between groups instead of their developing shared traits and similarities.

Racial attacks that are found in YouTube videos in Malaysia are mostly commentaries on races such as Malays, Chinese, Indians, Sikhs and so on. For this category, the researcher would also include religious attacks as racial attack as in has many similarities upon discovery. Words that are mostly found attacking religions are Islam, Nabi, Sunni, Al-Quran, Jesus, Esa, Salib, Bible, Hindhu, Tokong, Buddha and so on. An Example of a racial attack is illustrated below:

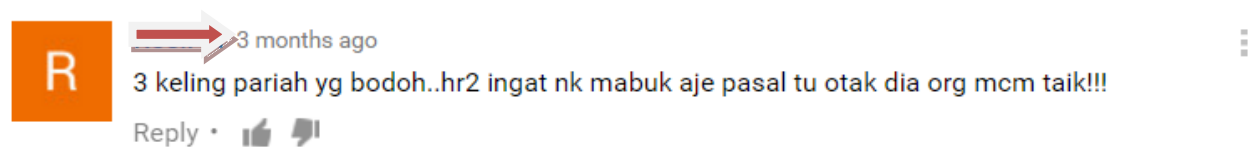


Figure 2: Screenshot of an example of 'racial attack' comment.

The example of the racist comment above translates to ‘3 stupid Indians...thinking of getting drunk every day, that’s why their brain is full of shit!!!’. The comment seemingly targeted to Indians in Malaysia, conforming racial attacks in Malaysian themed video on YouTube.

Subcategories

The finding of this study also shows that there are subcategories which can be classified accordingly through the outcome of the thematic analysis. All the subcategories listed below are the types of comments that stands as the split from the main categories where the comments either stand alone as its nature of the said category or as political or racial attack. The results show that there are 12 subcategories found on Malaysian YouTube videos namely stereotype, speculation, comparison, degrading, defamation, sedition, sarcasm, threaten, challenge, criticism, name-calling and sexual harassments. The description and the example of comments are presented in the Table 1.

Table 1: The subcategories of comments and its description

No.	Category	Description
1	Stereotype	Comments which typically group a particular type, thing, a group or a community into a broadly held yet settled and misrepresented image. <i>“Indians are always drunk and good at creating chaos”</i>
2	Speculation	Comments that shapes a theory or concludes without any firm evidence or proof. <i>“I think Najib is the culprit here”</i>
3	Comparison	Comments that judges two or more different situation or a particular collation. <i>“DAP is useless when it comes to charity unlike BN”</i>
4	Degrading	Comments that causes individuals to feel that they have no esteem or respect on the opinions of others <i>“These UMNO leaders suck at their leadership quality and should be treated like a dog”</i>
5	Defamation	Comments that harm and damage the notoriety and good reputation of somebody; libel or slander. <i>“This man has been involved in gambling business and does drugs”</i>
6	Sedition	Comments that triggers individuals to defy and rebel against an authority, party or monarch. <i>“Everyone should stop voting for this party”</i>
7	Sarcasm	Comments that uses irony to mock or pass on hatred through the conveying of contempt. <i>“The girl is the video is very pretty. So beautiful I fainted watching this video. haha”</i>
8	Threaten	Comments that expresses intention to make a hostile move against somebody in requital for something done or not done. <i>“I will definitely find this guy and kill him if he keeps uploading videos”</i>
9	Challenge	Comments that call for partake on a rivalry, particularly a duel. <i>“Face me one to one if you dare”</i>

10	Criticism	Comments that expresses disapproval and dissatisfaction towards someone or something due to the mistakes and faults. <i>"His nose is too pointy - looks like a damaged axe"</i>
11	Name-calling	Comments that displays offensive and hostile names particularly to win a contention or to instigate dismissal or judgment <i>"idiots are clapping for another idiot."</i>
12	Sexual Harassment	Comments that provoke (typically women) in online forums or social circumstance, including the making of undesirable lewd gestures or obscene remarks. <i>"This bitch has a terrible face but a damn nice body. I will play all day"</i>

The findings show that the comments classification in Malaysian videos are varies from other researches and diverse in a broad way. For instance, a study conducted by Jansen et al. (2009) shows that complains and critiquing are the results of the negative communication in Twitter website upon the study on users' comments on that site. Other than that, a study conducted by Madden et al. (2013) on YouTube comments shows that users often used negative impression, gives negative opinions, insults, speculates, critiques, jokes (sarcasm) and does spamming on YouTube. This posts similarities upon the discovery of this study. However, the main two categories are often rare in Westerner's case unlike Malaysian videos where politics and race has always been the topic of discussion on online forums.

CONCLUSION

Through the findings of this study, the severity of this flaming issue has been identified. This study will be useful for many parties such as the all the YouTube users in order to identify their commenting limits, parents in order to guide their children, and the website itself in order to set up its settings according to each countries' video viewing preferences. For example, sensitive words such as '*keling*' and '*barua*' and others seemingly offensive words in Malaysia can be banned or flagged in YouTube. Hopefully this study will also be an advantage for the government as it will provide data on how severe this problem really is. The government will then be able to implement new laws and policy for future YouTube users and the act of flaming can be decreased gradually. Other than that, the use of artificial intelligence can be implemented as a way to solve this issue.

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