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# AN IMPACT STUDY OF MALAYSIAN ICT VOLUNTEERS (MIV) PROGRAMME

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**Research Symposium 2022:**
"Towards an Inclusive Malaysia: Research Insights on the Implications of Digital Communications on Society"

# Introduction

## Malaysia ICT Volunteer (MIV) Programme

To empower Malaysians to become digital citizens besides supporting the 'Smart Digital Nation' initiative. MIV focus:
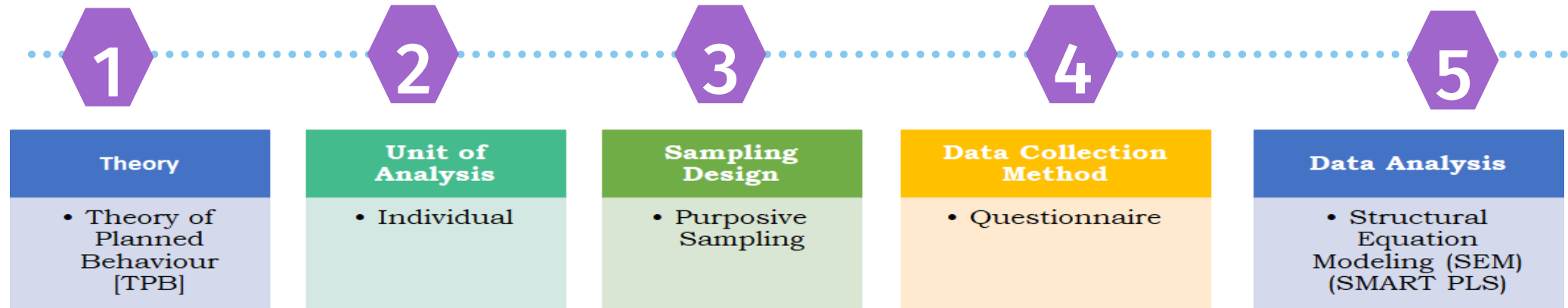
- MIV with community

- MIV with schools

- MIV with Institutions of Higher Education (IHE)

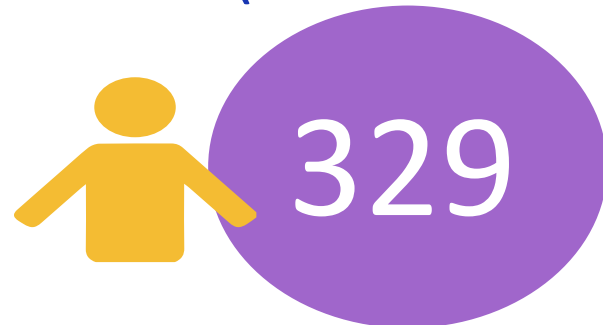- MIV with International ICT Volunteer (IIV)

## Aims

To measure, assess & evaluate the impact of MIV programme to understand the:

- Effectiveness of the MIV programme.

- Provide suggestions on effective ways to engage, ensure knowledge transfer and inculcation of positive elements to the community.
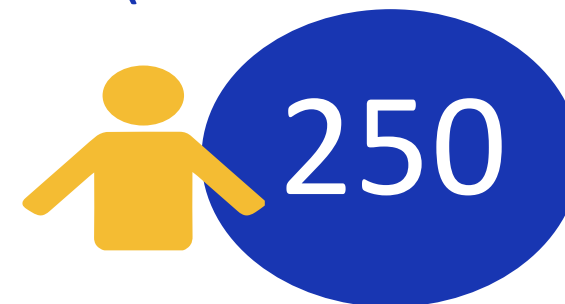
# Research Model

## ICT Volunteering Behavioral Model [Volunteer]

&

## Digital Literacy Behavioral Model [Community]

**MCMC** / **DSRG** DIGITAL SOCIETY RESEARCH GRANT

**Attitude Toward MIV** 0.293(0.00)

0.089 (0.162)

**Subjective Norms**

**Intention to Volunteer** R2=0.618

0.705 (0.00)

**ICT Volunteering Behavior** R2=0.497

**Perceived Behavioral Control** 0.469 (0.00)

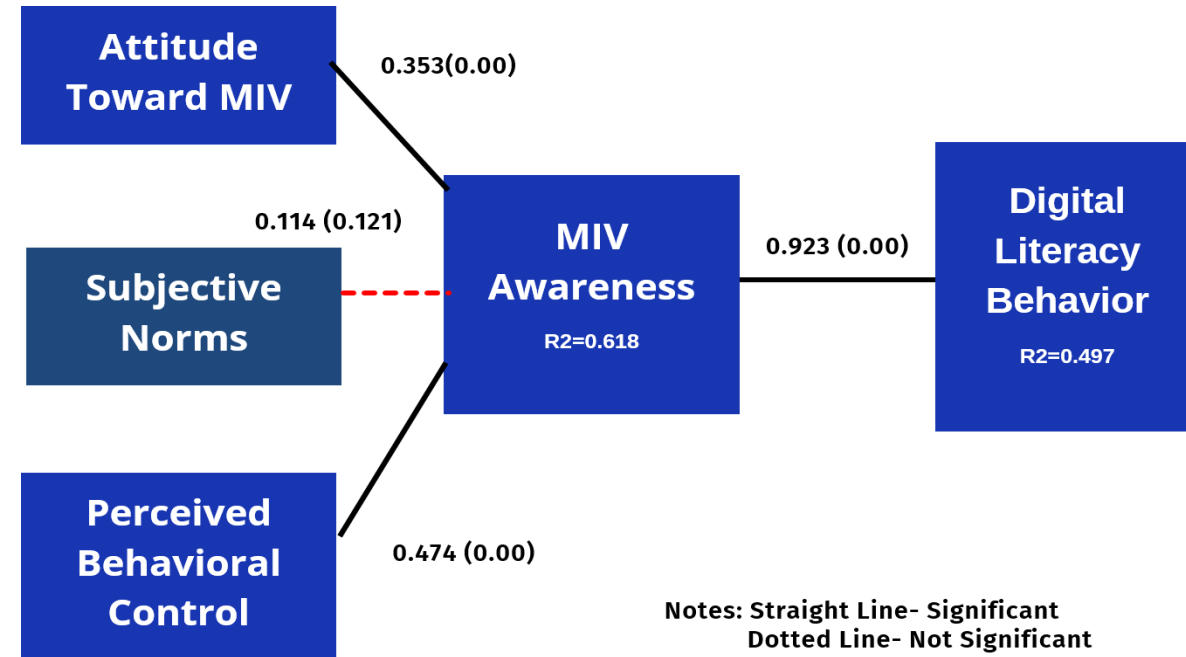Notes: Straight Line- Significant
Dotted Line- Not Significant

Research Hypotheses:

H1: Attitude Towards MIV has an influence on Intention to Volunteer

H2: Subjective Norms has an influence on Intention to Volunteer

H3: Perceived Behavioral Control has an influence on Intention to Volunteer

H4: Intention to Volunteer has an influence on ICT Volunteering Behavior

**Attitude Toward MIV** 0.353(0.00)

0.114 (0.121)

**Subjective Norms**

**MIV Awareness** R2=0.618

0.923 (0.00)

**Digital Literacy Behavior** R2=0.497

**Perceived Behavioral Control** 0.474 (0.00)

Notes: Straight Line- Significant
Dotted Line- Not Significant

Research Hypotheses:

H1: Attitude Towards MIV has an influence on MIV Awareness

H2: Subjective Norms has an influence on MIV Awareness

H3: Perceived Behavioral Control has an influence on MIV Awareness

H4: MIV Awareness has an influence on Digital Literacy Behavior

# Key Findings

The MIV programme has successfully giving an impact through changes the behavior:

- MIV Volunteer in promoting ICT volunteering behavior
- Community in enhancing digital literacy behavior
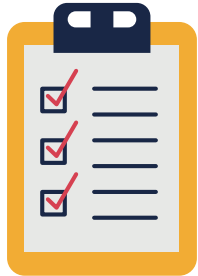
The key predictors of behavior changes:

- Perceived behavioral control
- Attitude

Social pressure/effect from external factors (family, friends) does not influence MIV volunteer & community behavior.

# Recommendations

**Strengthen Partnership & Utilizing Social Media Platform to Promote the MIV Programme**

- Schools, higher education institutions, private/government agencies, NGOs
- Social media platform, hashtag project, online interactive quizzes, etc.
- Mobile-friendly Learning Management System (LMS) platform

**Customization of Training Modules for Specific Needs**

- Different age and aptitude levels, starting with children, teenagers, and elderly
- As the Malays in peninsular Malaysia exhibited slightly higher awareness compared to other races while the Bumiputeras in Sabah and Sarawak demonstrated higher digital literacy behaviours, these differences should be considered when designing specific modules, programmes and promotions.

# Recommendations

**Rewards and Recognition**
- Non-monetary, appreciation day

**The Use of Research Instrument as a Tool to Measure MIV Effectiveness**
- In this study, two **questionnaires** were constructed to measure the effectiveness of the MIV programme from the MIV community and MIV volunteers' perspectives. If this strategy is adopted in future studies, the mean score on each construct (based on the 1–7 Likert scale) can be used, with;
  - 1–3 indicating low,
  - 3–5 moderate, and
  - 5–7 high effectiveness

# Recommendations

**Establishing MIV Modules Based on Participant Preferences and Demographic Analysis**

- Using the **same research approach (survey)**, some **extra demographic information** and required MIV topics are suggested to be collected in the future research for further understanding of behaviours and characteristic of specific demographic groups.

- A more advanced analysis **like cross tabulation could be done with the availability of certain demographic data like states, racial status, as well as age groups**. In addition, the availability of the data related to the required **MIV topics** would be **useful to map the preferences with the available resources/expertise.**

# Conclusion

A **continuous commitment** from MIV volunteers is essential to expand network and collaboration, promoting ICT awareness and improving digital literacy among citizens.

It is also important to **forge relationships** with relevant entities that can provide knowledge and resources for promoting the MIV programme to the **wider community**.

# Thank You

**Feel free to ask us if you have any questions**

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