AN IMPACT STUDY OF MALAYSIAN ICT VOLUNTEERS (MIV) PROGRAMME

LEAD RESEARCHER:
Mazni Omar

TEAM MEMBERS:
Huda Ibrahim
Azizah Ahmad
Mazida Ahmad
Azman Yasin
Hapini Awang
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)

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 Design & Implementation

1. Theory
   - Theory of Planned Behaviour [TPB]

2. Unit of Analysis
   - Individual

3. Sampling Design
   - Purposive Sampling

4. Data Collection Method
   - Questionnaire

5. Data Analysis
   - Structural Equation Modeling (SEM) (SMART PLS)

No. of Responses
- (MIV Volunteers): 329
- (MIV Community): 250
Research hypothesis:
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

Research Hypothesis:
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
Findings & Discussion

MIV programme successfully changes the behavior:
• MIV Volunteer in supporting ICT volunteering behavior
• Community in enhancing digital literacy behavior

The key predictors of behavior changes:
• Perceived behavioral control
• Attitude

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

Promotional Activities ??
Implications & Recommendations

**Strengthen Collaboration Partnership**
- Schools, higher education institutions, private/government agencies, NGOs

**Active Social Digital Activities**
- Social media platform, Hashtag project, online interactive quizzes, etc.

**Empower Digital Volunteer Champion**
- Peer learning, large scale recruitment

**Enhance Volunteer Support and Recognition**
- Non-monetary, appreciation day
Feel free to ask us if you have any questions.

mazni@uum.edu.my