MCMC

SIGNING OF COLLABORATION DOCUMENTS, DIGITAL SOCIETY RESEARCH GRANT (DSRG) AWARD AND RESEARCH SYMPOSIUM 2022

Officiated by:
YBhg. Dato' Mohd Ali Hanafiah bin Mohd Yunus
Chief Operating Officer
Malaysian Communications and Multimedia Commission

30 August 2022 (Tuesday)
Millennium Grand Ballroom, Level 1
Le Méridien Putrajaya
Putrajaya, Malaysia

Organised by
Malaysian Communications and Multimedia Commission

AGENDA

Session 1:
Signing of Collaboration Documents and DSRG Award

9:00 am	Arrival of Guests and Media
	Registration and Breakfast
9:30 am	Arrival of VIPs and Guests of Honour
10:00 am	Arrival : **YBhg. Dato' Mohd Ali Hanafiah bin Mohd Yunus** Chief Operating Officer Malaysian Communications and Multimedia Commission
	Emcee's Address
	National Anthem "Negaraku"
	Doa Recital
	Welcoming and Opening Remarks by: **YBhg. Dato' Mohd Ali Hanafiah bin Mohd Yunus** Chief Operating Officer Malaysian Communications and Multimedia Commission
	Signing of Collaboration Documents
	DSRG 2022, Cycle 1 Award Ceremony
11:00 am	Break

SIGNING OF COLLABORATION DOCUMENTS

The signing of the Memorandum is aimed at capacity and capability building for the Communications and Multimedia industry. This includes the development and implementation of training programmes, related certification programmes, development of micro-credential courses and implementation of research and knowledge sharing activities.

Memorandum of Understanding (MOU)
Malaysian Communications and Multimedia Commission
and
Malaysia Board of Technologists (MBOT)

Memorandum of Understanding (MOU)
Malaysian Communications and Multimedia Commission
and
Malaysian Nuclear Agency

Memorandum of Agreement (MOA)
Malaysian Communications and Multimedia Commission
and
Universiti Kuala Lumpur (UniKL)

The Collaboration Document is aimed at providing scholarships for Google Career Certificates to communities around Pusat Ekonomi Digital (PEDi) (particularly women, the socioeconomically disadvantaged and living in non-urban areas) thus enabling them to develop job ready skills.

Collaboration Document
Malaysian Communications and Multimedia Commission
and
Google Malaysia

DSRG
DIGITAL SOCIETY RESEARCH GRANT

The DSRG builds the research evidence base necessary to promote and improve our understanding of the human and social factors, which affects and contributes to the adoption and usage of digital technologies and services. In so doing, DSRG funded research works provide inputs in ensuring that the advancements in communications infrastructure and services contribute to the inclusion and participation of all segments of the population in the realisation of a Digitally Connected and Informed Society (Digital Society).

For 2022, 11 research topics were identified under the Digital Citizenship and Cyberwellness focus area and none under the Digital Inclusion focus area. All the identified research topics for this cycle are categorised as Guided. 21. The CFP for DSRG 2022, Cycle 1 was issued on 1 March 2022 and closed on 31 March 2022. From this cycle, 9 proposals have been approved to receive the DSRG award.

List of DSRG 2022, Cycle 1 Grant Recipients

Assoc. Prof. Dr. Joanne Lim Bee Yin

University of Nottingham Malaysia

Research Title :
An Analysis of TV News Consumption Amongst Malaysians in Peninsular Malaysia

Asst. Prof. Dr. Vikniswari Vija Kumaran

Universiti Tunku Abdul Rahman

Research Title :
Investigating the Effectiveness of Malaysian Skills and Competency Programmes in contributing to Workforce Preparedness for 5G Deployment

Assoc. Prof. Dr. Manique Cooray

Multimedia University

Research Title :
Industry Approaches in Handling Child Online Exploitation and Abuse

Dr. Aminatul Saadiah Abdul Jamil

Universiti Sains Islam Malaysia

Research Title :
Assessment of competency gap to enhance workforce performance in 5G vertical areas and applications

List of DSRG 2022, Cycle 1 Grant Recipients

Asst. Prof. Dr. Lim Ooi Wei

Heriot-Watt University Malaysia

Research Title :
The implementation of technical and technological solutions among ISPs on child online protection

Ts. Dr. Zulhasni Abdul Rahim

Universiti Teknologi Malaysia

Research Title :
The Conceptual Framework of 5G for the enhancement of workforce performance and applications towards Industry 5.0 in Malaysia

Asst. Prof. Dr. Suharni Maulan

International Islamic University Malaysia

Research Title :
Exploration and Identification of MCMC Brand Health amongst the Industry and Public Sector

Dr. Ong Sheue Li

Universiti Malaya

Research Title :
Practice of Networked Content Self-regulation amongst Malaysian Users

Dr. Collin Jerome

Universiti Malaysia Sarawak

Research Title :
Examining Television News Viewing in the Post-COVID-19 Digital Era: A Case of the People of Sarawak

ABOUT MCMC RESEARCH SYMPOSIUM

The one-day symposium will be opened to all interested parties comprising researchers and key stakeholders in private and public sectors.

For 2022, the theme of the symposium is "Towards an Inclusive Malaysia: Research Insights on the Implications of Digital Communications on Society."

The symposium will feature selected Cycles 1 and 2, 2021 cohorts of DSRG fund recipients against the backdrop of MCMC's efforts in delivering JENDELA targets and the wider national efforts at realising the Twelfth Malaysia Plan's (RMK-12) three key themes of re-setting the economy, strengthening security, wellbeing, and inclusivity as well as advancing sustainability. These key themes of the RMK-12 are aimed at generating shared prosperity, greater inclusivity and ultimately forging the way to sustainable growth and innovation for generations to come.

A plethora of key issues and challenges relating to the theme of the symposium on the idea of inclusivity and implications of digital communications in the society will be presented and discussed, taking into consideration the research work funded by MCMC and conducted in collaboration with local universities to understand gaps and towards achieving a clarity that will better prepare regulatory and policy approaches to achieve these aspirations.

AGENDA

Session 2:
Research Symposium 2022:
"Towards and Inclusive Malaysia: Research Insights on the Implications of Digital Communications on Society"

11:15 am	Thematic Address Prof. Dr. Sarjit Singh Darshan Singh, Universiti Putra Malaysia
11:35 am	**Track 1: Achieving Digital Inclusivity for All** Abstract - This section highlights research into MCMC initiatives to promote digital inclusion and highlights ongoing successes whilst focusing on potential ways forward to serve users better. **Moderator:** Ms. Shirley Tan Shuo Ling, Head of Strategic Communications and Industry Relations Division, MCMC **Panel Members:** 1. Dr. Siti Aishah Hussin, Nilai University **Impact of Internet Access and Accessibility Initiatives in facilitating Students,' M40 and B40 groups' needs during COVID-19 prevention measure period** 2. Assoc. Prof. Dr. Mazni Omar, Universiti Utara Malaysia **An Impact Study of Malaysian ICT Volunteers (MIV) Programme** 3. Assoc. Prof. Dr. Nurul Nisa Omar, International University of Malaya-Wales **A study on the effectiveness of Klik Dengan Bijak (KDB) programme towards participants' awareness and receptivity of digital literacy and competency**
1:00 pm	Lunch Break
2:00 pm	**Track 2: How We Use Technology and Bolster Users' Resilience** Abstract - The onset of COVID-19 and widespread disruption to work, economy and social interactions will have lasting implications in how we deliver information, leverage media platforms and how we approach media literacy and psychological resiliency. This session presents related work of technology use and its implications during the pandemic.

AGENDA

	Moderator: Prof. Dr. Kiranjit Kaur, Universiti Teknologi MARA **Panel Members:** 1. Dr. Shifa Faizal, Universiti Teknologi MARA **Understanding the Perception and Engagement of the Public on Public Service Announcements during the COVID-19 period** 2. Assoc. Prof. Dr. Adlina Ariffin, Universiti Islam Antarabangsa Malaysia **Investigating the Impact of Social Networks on Women Working from Home (WFH) in Alleviating Psychological Distress** 3. Assoc. Prof. Dr. Bahiyah Omar, Universiti Sains Malaysia **Effectiveness of initiatives and enforcement of laws in handling, managing and countering false news proliferation related to the COVID-19 pandemic** 4. Dr. Ahmad Iqmer Nashriq Mohd Nazan, Universiti Putra Malaysia **A Systematic Review and Meta-analysis of Interventions to Decrease Cyberbullying Perpetration and Victimization: An in-depth analysis within the Asia Pacific Region**
3:45 pm	**Track 3: Synthesizing Technical Competencies and Digital Policies** Abstract - This section serves to highlight issues related to building technical capacity and capabilities and harmonising ICT policies. **Moderator:** Assoc. Prof. Dr. Ramesh Nair, Universiti Teknologi MARA **Panel Members:** 1. Assoc. Prof. Ts. Dr. Hazleen Aris, Universiti Tenaga Nasional **Mapping and Tracking of Malaysia's National Digital Policies and Plans vis-à-vis the ASEAN Digital Masterplan 2025** 2. Assoc. Prof. Dr. Jaspal Kaur Sadhu Singh, HELP University **Recommendations for the Creation of a Governance Framework for the Protection of Personal Data Used in the Development of AI Systems** 3. Dr. Syarulnaziah Anawar, Universiti Teknikal Malaysia Melaka **Security and Privacy Challenges of Big Data Adoption: A Case Study in the Telecommunications Industry** 4. Dr. Fazlida Mohd Razali, Universiti Teknologi MARA **Strengthening Information Security Management, Human Capital Capabilities and Technology Enhancement Towards Business Excellence: New Strategies for Post-COVID 19 Era**
5:25 pm	Evening Tea
5:45 pm	End

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

Thematic Address Speaker:
Prof. Dr. Sarjit Singh Darshan Singh
Universiti Putra Malaysia

Sarjit Singh is a Professor in Department of Social Science & Development, Faculty of Human Ecology, Universiti Putra Malaysia. His research expertise is in anthropology and sociology in which he has done numerous studies on minority groups. Prof. Dr. Sarjit is also actively involved with civil society groups.

Track 1: Achieving Digital Inclusivity for All

Moderator:
Ms. Shirley Tan Shuo Ling
Head of Strategic Communications and Industry Relations Division, MCMC

Shirley is an all-rounder and brings with her over 25 years in Corporate Communications, Brand and Advertising as well as Marketing. Prior to joining MCMC, Shirley helmed several senior positions in AirAsia Berhad during her eight years tenure, the last being Head of Marketing, Commercial. She was responsible to drive marketing strategies to fuel the business growth. Prior to that she served in Astro for 12 years, last position being Assistant Vice President, Customer & Brand Marketing. Shirley has always been part of the key personnel under business continuity plan throughout her service, helping the organisation maintain resiliency, contributing to a reputable brand where she serves.

Panel Member:
Dr. Siti Aishah Hussin
Nilai University

Siti Aishah Hussin holds a PhD in Human Resource Management from Universiti Sains Islam Malaysia. She is currently Head, School of Management & Marketing of the Faculty of Business, Hospitality and Humanities, Nilai University. Her research interests are gender study, organisational culture, and entrepreneurship.

Panel Member:
Assoc. Prof. Dr. Mazni Omar
Universiti Utara Malaysia

Mazni Omar is an Associate Professor at the School of Computing (SOC), and a research fellow of the Institute for Advanced and Smart Digital Opportunities (IASDO), Universiti Utara Malaysia (UUM). Currently, she is the Assistant Vice Chancellor of UUM College of Arts and Sciences (CAS) and the Director of Corporate Planning Division, UUM. Her field of research interest covers a multi-disciplinary area of computing and social sciences applications to the human aspects of software engineering.

Panel Member:
Assoc. Prof. Dr. Nurul Nisa Omar
International University of Malaya-Wales

Nisa Omar is an Associate Professor and Dean of Faculty of Arts & Science at the International University of Malaya-Wales. She is active in the field of training and development for executive education, industry, and professionals. Some of her awards and achievements include the Best Ph.D. Thesis Award, Best Research Paper & Presenter, and International Visual Art and Learning Award. Her thought on education is not only about obtaining knowledge but also to motivate and inspiring others to be current and progressive.

Track 2: How We Use Technology and Bolster Users' Resilience

Abstract: The onset of COVID-19 and widespread disruption to work, economy and social interactions will have lasting implications in how we deliver information, leverage media platforms and how we approach media literacy and psychological resiliency. This session presents related work of technology use and its implications during the pandemic.

Moderator:
Prof. Dr. Kiranjit Kaur
Universiti Teknologi MARA

Kiranjit Kaur brings her 35 years of experience as an academic in Universiti Teknologi MARA and her expertise in public relations to coaching individuals, helping them to recognize and self-develop their inner strengths in order to realise the dreams they aspire to. She has a PhD in Mass Communication from University of Maryland, USA.

SPEAKER'S PROFILES

Panel Member:
Dr. Shifa Faizal
Universiti Teknologi MARA

Shifa Faizal is currently a senior lecturer at the Universiti Teknologi Mara (UiTM), Malaysia. In her capacity as an academician, she has published in several journals including Scopus and ERA Indexed, having her work published as book chapter, and securing research and consultancy grants at University and National level in her capacity as Principal Researcher, Consultant, and Co-researcher. She obtained her PhD in Media Studies from the University of Adelaide, South Australia. Her main area of interest is the study of media studies, digital games, social network, and advertising.

Panel Member:
Assoc. Prof. Dr. Adlina Ariffin
Universiti Islam Antarabangsa Malaysia

Adlina Ariffin is an Associate Professor at the Department of English Language and Literature, International Islamic University Malaysia (IIUM). She obtained her Bachelor and Masters degrees from the University of Malaya and completed her PhD in Education specializing in English for Specific Purposes from the IIUM. She actively publishes and conducts research in social sciences, applied linguistics, sociolinguistics, language policy and language for specific purposes. Currently, she is the Deputy Director at the IIUM Research Management Centre.

Panel Member:
Assoc. Prof. Dr. Bahiyah Omar
Universiti Sains Malaysia

Bahiyah Omar is an associate professor in the School of Communication at Universiti Sains Malaysia. She earned her Ph.D. in Arts from the School of English, Communication and Performances Studies, Monash University Australia. As of 2022, she has published more than 50 journal articles in several areas such as online news consumption, social media effects, media/news credibility, mobile media usage and fake news. Her work on fake news has appeared in several high impact journals such as Telematics and Informatics, Online Information Review, Health Informatics, Sage Open and International Sociology. She strongly believes that research can shape a better future.

SPEAKER'S PROFILES

Panel Member:
Dr. Ahmad Iqmer Nashriq Mohd Nazan
Universiti Putra Malaysia

Ahmad Iqmer Nashriq Mohd Nazan is currently serving Universiti Putra Malaysia as a senior lecturer in the Department of Community Health at the Faculty of Medicine and Health Sciences. He received his graduate training in Public Health from the University of Illinois Urbana-Champaign and the University of Wisconsin Milwaukee USA where he specialized in health promotion and educational statistics. His current research areas include Community and Behavioral Health Promotion, Social Network/Integration and Health, as well as Meta-analysis.

Track 3: Synthesizing Technical Competencies and Digital Policies

Abstract: This section serves to highlight issues related to building technical capacity and capabilities and harmonising ICT policies.

Moderator:
Assoc. Prof. Dr. Ramesh Nair
Universiti Teknologi MARA

Ramesh Nair is a research fellow at the Accounting Research Institute and associate professor at the Academy of Language Studies, Universiti Teknologi MARA. He draws on this background in Applied Linguistics to examine disclosure practices as they relate to transparency and governance. He was recipient of the Digital Society Research Grant awarded by the Malaysian Communications and Multimedia Commission in 2020 and the findings of his study have been published in the International Review on Public and Nonprofit Marketing.

Panel Member:
Assoc. Prof. Ts. Dr. Hazleen Aris
Universiti Tenaga Nasional

Hazleen Aris is currently the Director of the Institute of Informatics and Computing in Energy (IICE) at UNITEN, a research institute that specialises on research and consultancy in the areas related to energy informatics. She has been actively involved in the research and development activities in the areas of computer science and information technology for more than 20 years. She has also been involved in energy informatics research since the past five years. Graduated from the University of Southampton and the University of Malaysia, she is also a certified professional technologist with the Malaysia Board of Technologists (MBOT) since 2018.

Panel Member:
Assoc. Prof. Dr. Jaspal Kaur Sadhu Singh
HELP University

Jaspal's current interest is in the area of online falsehoods, challenges perambulating free speech and expression, and legal and ethical debates involving data governance, ethics, and AI. Jaspal is a recipient of two grants in 2021 as Lead Researcher one of which was the MCMC Digital Society Research Grant (DSRG) to develop 'Recommendations for the creation of a governance framework for the protection of personal data used in the development of AI systems'.

Panel Member:
Dr. Syarulnaziah Anawar
Universiti Teknikal Malaysia Melaka

Syarulnaziah Anawar is currently a Senior Lecturer at the Faculty of Information and Communication Technology, UTeM. She is a member of the Information Security, Digital Forensic, and Computer Networking (INSFORNET) research group. Her research interests include Human-centered Computing, Health Informatics, Usable privacy and Security, Digital Ethics, and societal impact of IoT.

Panel Member:
Dr. Fazlida Mohd Razali
Universiti Teknologi MARA

Fazlida Mohd Razali is a Senior Lecturer, in UITM's Accounting Research Institute and Faculty of Accountancy. Prior to her academic career, she has nine years of experience helping Public Listed Companies with value added independent assurance and consultations on the effectiveness and efficiency of risk management, internal control and governance. This was achieved in her role as internal audit practitioner with OCBC Bank (M) Berhad and Pacificmas Berhad and Pacificmas Berhad; and external audit firm, Jamal, Amin & Partner.

MCMC Academy

MCMC Academy is the gateway to MCMC's capacity and capability development learning activities. The Academy provides various training courses, research grants, knowledge management and knowledge sharing activities to internal and external stakeholders.

Since 2021, the Academy has also made strides in establishing collaboration and cooperation with institutions of higher learning (IHLs), government bodies, professional institutions and training providers in an effort to promote programmes for the development of the Communications and Multimedia (C&M) industry.

In line with MCMC's role in realising the country's aspirations in the digital economy, the Academy aims to achieve a status of excellence as a leader in the development of training for the C&M industry especially in digital talent, expertise and innovation, and to be a reference in relation to the use of utilities and digital technology in the 5G ecosystem. Among the main activities that have been successfully implemented include:

MCMC Capacity Building Programme (MCBP)

Collaboration with IHLs in developing *Micro-Credential (MC) courses*

Converged Telecommunications Policy and Regulations (CTPR) Masterclass Programme

Tea Talk@3 by Knowledge Management and Resource Centre (KMRC)
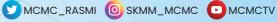
Digital Society Research Grant (DSRG)

Co-creation of Master's Degree in Converged Telecommunication Policy and Regulations with MMU

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