



**Suruhanjaya Komunikasi dan Multimedia Malaysia**  
Malaysian Communications and Multimedia Commission

**RESEARCH COLLABORATION ON NETWORKED MEDIA CONTENT  
BETWEEN SKMM AND INSTITUTIONS OF HIGHER LEARNING**

**NETWORKED MEDIA CONTENT SEMINAR 2012**  
*"Reaping the Benefits of Social Media"*

30 October 2012 | MCMC Auditorium

**Agenda**

9.00am	Registration <i>Welcome Tea/Coffee</i>
10.00am	Welcome by Emcee
10.05am	Welcome remarks by: En. Zulkarnain Mohd Yasin, Acting Senior Director, Industry Monitoring and Enforcement Division, Malaysian Communications and Multimedia Commission
10.10am - 10.20am	Opening remarks by: YBhg Dato' Jailani Johari, Chief Regulatory and Supervision Officer, Industry Regulation and Supervision, Malaysian Communications and Multimedia Commission

**10.20am - 12.20pm**      **Session 1 of Year 2/2010 Research Project Presentations**

10.25am – 11.40am	1. <u>International Medical University</u> Research Project: 'My online friends understand me better: the impacts of social networking site usage on adolescent social ties and mental health'  'An Intervention for Problematic Internet Use among Young Adults: A Pilot Study' Lead Researcher: Dr Ke Guek Nee
11.40am – 12.20pm	2. <u>Universiti Utara Malaysia</u> Research Project: 'Social media as persuasive technology for business: trends and perceived impact in Malaysia' Lead Researcher: Associate Professor Dr Shahizan Hassan

12.20pm - 2.00pm Lunch  
 1.30pm – 2.00pm 'Klik Dengan Bijak' Activity  
 (for students)

**2.00pm –3.10pm Session 2 of Year 2/2010 Research Project Presentations**

2.00pm - 2.40pm 3. Sunway University  
 Research Project: 'Unveiling Online Perception toward "1Malaysia" Over  
 Time: A Social Impact Analysis'  
 Lead Researcher: Dr Lim Tong Ming

2.40pm - 3.10pm 4. Universiti Sains Malaysia  
 Research Project: 'Captivated with Facebook: Constructions, Contexts and  
 Consequences'  
 Lead Researcher: Associate Professor Dr Shanthi Balraj

3.10pm - 3.30pm Tea break

**3.30pm - 4.40pm Panel Session**

➤ **Topics : Empowerment through Social Media. Promoting healthy and secure online experiences.**  
**Moderator : Dr Kiranjit Kaur, Associate Professor, Faculty of Communications and Media Studies,  
 Universiti Teknologi MARA**

	<ul style="list-style-type: none"> <li>▪ How to promote empowerment through social media</li> <li>▪ Share examples/experiences positive and negative impacts of social media</li> <li>▪ Share examples/experiences of effective, responsible and secured social media</li> <li>▪ Any new regulatory/government policy that has implications on social media</li> </ul>
3.30pm	<b>Introduction by moderator</b>
	<b>3.35-3.50pm</b> <b>En. Zeffri Yusof</b> , Head of Communications and Public Affairs, Google Malaysia
	<b>3.50-4.05 pm</b> <b>Ms. Lam Swee Kim</b> , Group General Manager, Alt Media and Integrated Marketing, Media Prima Berhad
	<b>Summary and Q&amp;A</b>

4.40 pm Closing remarks by MCMC

4.45 pm End

### **About MCMC**

The Malaysian Communications and Multimedia Commission (MCMC) is the regulator of the communications and multimedia industry based on the powers provided for in the Malaysian Communications and Multimedia Commission Act (1998) and the Communications and Multimedia Act (1998). Pursuant to these Acts its role is also to implement and promote the Government's national policy objectives for the communications and multimedia sector. The Commission is also charged with overseeing the new regulatory framework for the converging telecommunications and broadcasting industries and on-line activities.

### **About the Research Collaboration between MCMC and Institutions of Higher Learning on Networked Media Content**

The Research Collaboration between MCMC and Institutions of Higher Learning on Networked Media Content was established in April 2008 with the aim of strengthening research and knowledge resources in relation to networked media content that will inform future policy and regulatory decisions and media regulatory practices and media literacy initiatives. The programme stems from MCMC's commitment in working towards the realisation of the National Policy Objectives for the communications and multimedia industry.