



# (Click Wisely): Safeguarding Youths in the Digital Age

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Researchers:

Dr. Moniza Waheed (UPM)

Dr. Lee Kuok Tiung (UMS)

Assoc. Prof. Dr. Mus Chairil bin Samani (UNIMAS)



# the introduction



- internet invades the privacy of children and adolescents more than other media

Madden, Cortesim Gasser, Lenhart, and Duncan (2012)

- examples of online risks:

- sharing personal information
- talking about personal issues with strangers
- exchanging photos

- risk taking is part of youth development

Boyer, 2006; Dahl, 2004; Jessor & Jessor, 1977

# the situation in Malaysia



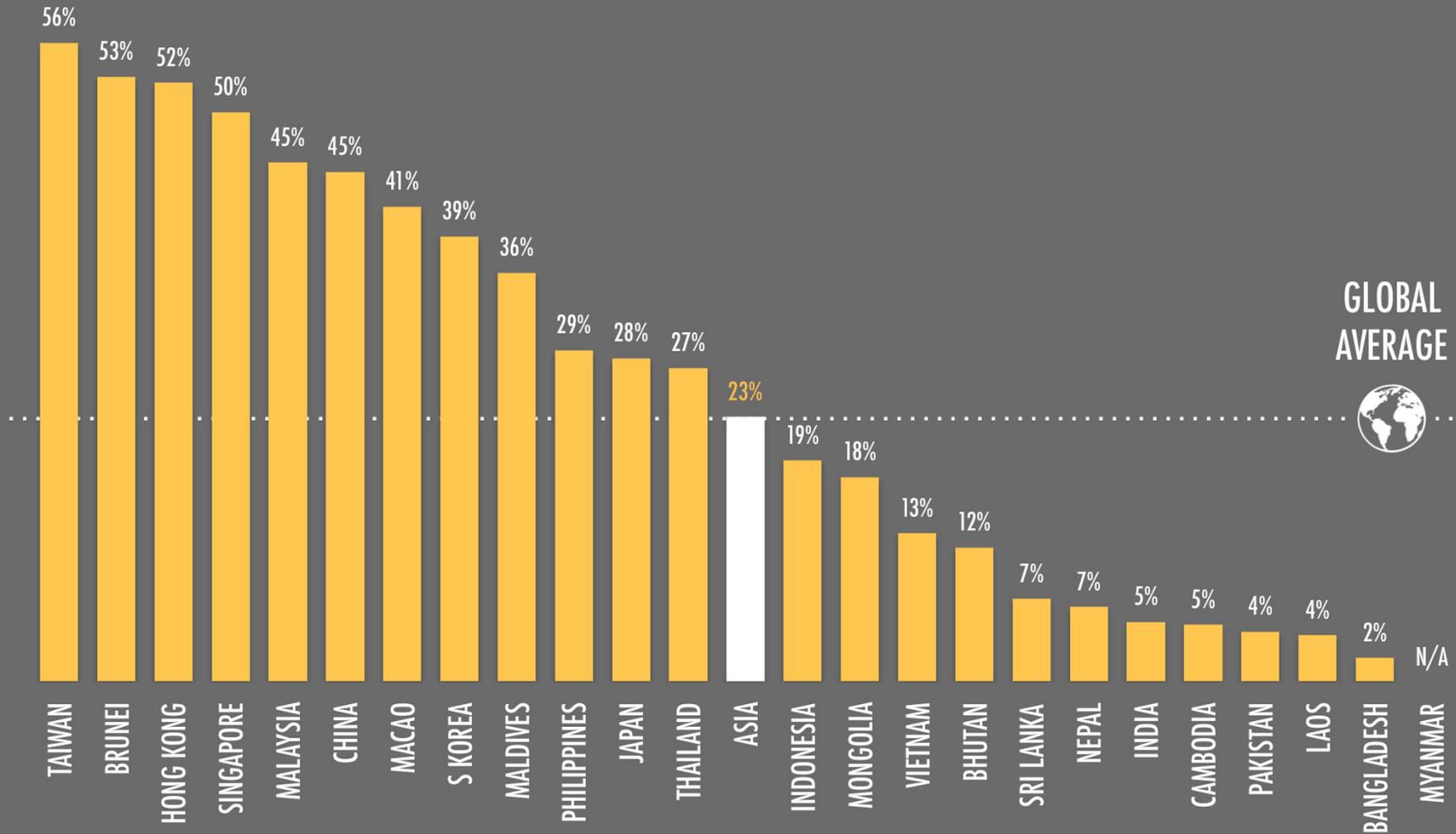
- social media usage has tremendously grown

Socialbakers, 2014

- 13 million Facebook users  
= 49.83% of the population

MAR  
2013

# ACTIVE SOCIAL MEDIA PENETRATION



GLOBAL  
AVERAGE

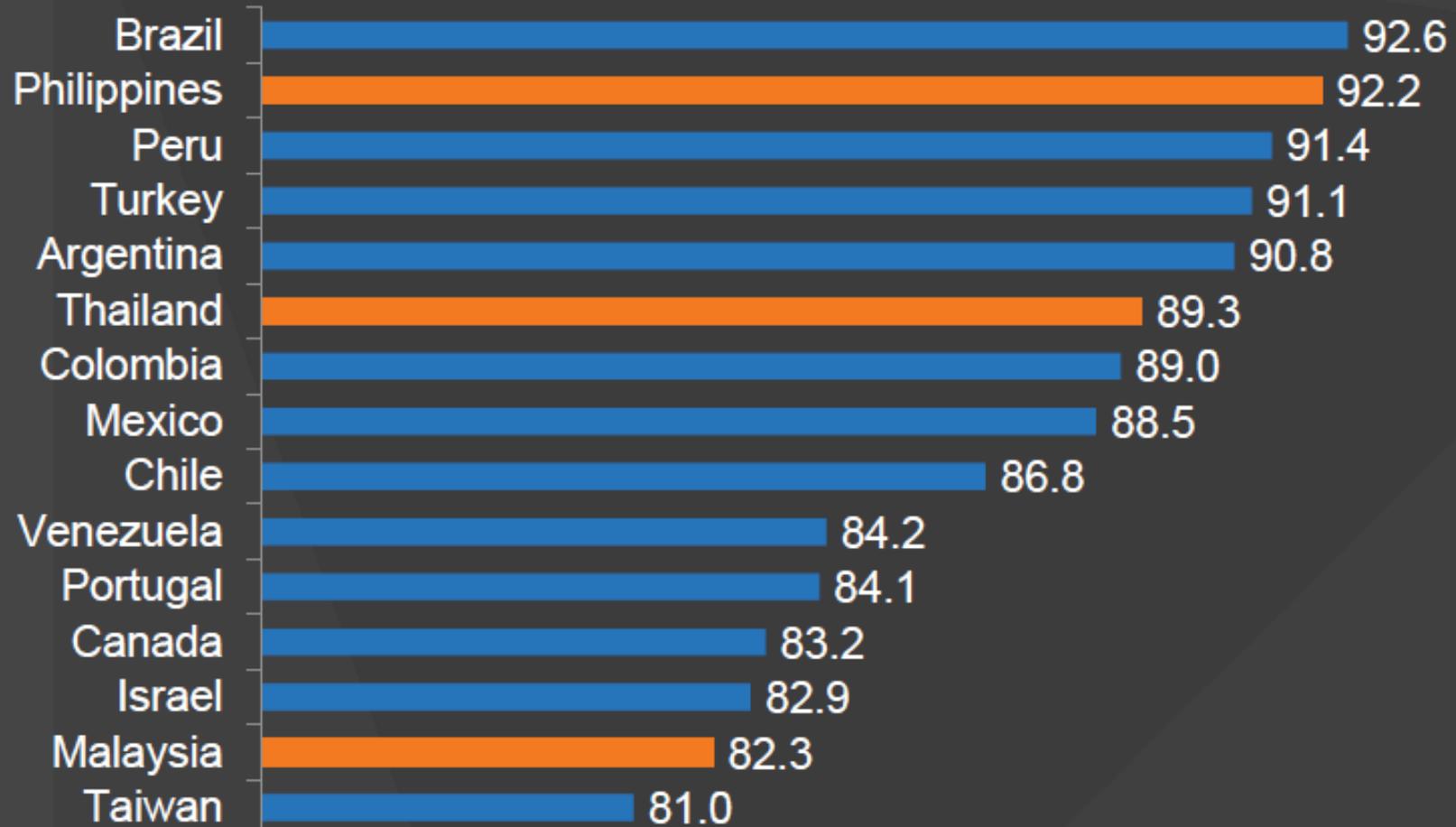


we  
are.  
social

COMPILED BY @WEARESOCIALSG. FOR MORE SOCIAL MEDIA ANALYSIS AND INSIGHTS, VISIT WEARESOCIAL.SG. FIGURES REPRESENT THE LATEST SITE-REPORTED REGISTERED USERS FOR THE LARGEST SOCIAL NETWORK IN EACH COUNTRY AS AT MAR 2013. DATA SOURCES: CHINA: TENCENT (AUG 2012); SOUTH KOREA: BASED ON DATA FROM KAKAOTALK (FEB 2013); JAPAN: BASED ON DATA FROM LINE (JAN 2013); OTHER COUNTRIES: FACEBOOK (MAR 2013); POPULATION DATA FROM US CENSUS BUREAU (MID-2012 DATA, AS ACCESSED JAN 2013)

## The Philippines, Thailand, and Malaysia Among Top 15 Countries With the Highest Facebook Penetration Globally

### Facebook Top 15 Markets by % Reach



# the KDB program



- MCMC has launched online safety initiatives
- the main aim was to educate
  - the youth
  - their parents
  - educators
- topics covered:
  - how to protect oneself online
  - the dangers of fraud and online scams
  - cyber treats

the big question



did it work?

# the reasons to find out



- identify the more effective programs
- tailor future programs more effectively
- identify effective methods of message delivery to ensure lifelong lessons
- shape responsible internet users

# the plan to find out



Our 3-fold main aim:

- to investigate the content of the information disseminated to the youth
- to examine online threats from the angle of the youth
- to evaluate the efforts carried out by MCMC via the KDB campaign

# main aim #1



- what types of media did MCMC utilize to disseminate information to the youth?
- how much information has been disseminated by MCMC to the youth?
- what are the content of the information disseminated to the youth?
- What communication methods were used to relay the content of the information to the youth?
- What approach were the content of the information relayed to the youth?

## main aim #2



to examine online threats from the angle of the youth

- what are perceived as online risks by the youth?
- to what extent do the youth indulge in online risk taking behaviors?

## main aim #3



to evaluate the efforts carried out by MCMC via the KDB campaign

- what is the current level of awareness of the KDB campaign among youth?
- how effective has the KDB program been for those who have already undergone some of the previous programs?
- how can MCMC further improve the existing programs in order to produce more desirable results among youth?

# the research objectives



- 1) to compile the documents used by MCMC to disseminate information on KDB.
- 2) to determine the volume of information disseminated by MCMC to the youth.
- 3) to identify the actual content of the information disseminated to the youth.
- 4) to investigate the communication methods used to relay the content of the information to the youth.
- 5) to examine the approaches used to relay the content of the information to the youth.
- 6) to understand the perceived risks among youth.
- 7) to investigate the extent to which youth indulge in online risk taking behaviors.
- 8) to measure the level of awareness of the KDB campaign among the youth.
- 9) to measure the effectiveness of the KDB campaign.
- 10) to identify methods that can improve the existing KDB programs.

# the method for phase 1 (content analysis)



to investigate the content of the information disseminated to the youth

- create codebook
- content disseminated to the youth
- communication method used
- approach used
- inter coder reliability

# the method for phase 2 (interviews and focus groups)

to examine online threats from the angle of the youth



- age group: 13-18 year olds.
- purposive sampling method: urban and rural schools in Peninsular Malaysia, Sabah, and Sarawak.
- interviews will take place till saturation point.
- findings then reinforced with focus groups (6-8 per group).
- interviews and focus group participants different from one another.

# the method for phase 3 (longitudinal surveys)



to evaluate the efforts carried out by MCMC via the KDB campaign

- data collection 3 times in a year with 3 months gap in between.
- point 1: never experienced a KDB program
- exposure to a KDB program
- point 2: after the experience
- point 3: after the experience

# the method for phase 3 (longitudinal surveys)...cont.

to evaluate the efforts carried out by MCMC via the KDB campaign



- $n = 400$  at each point
- results will be compared with more developed countries

# the contributions



- Identifying which of the content disseminated to the youths are most impactful.
- Tailoring future programs more effectively to suit the youths capability and capacity of retaining information and behavioral alterations.
- Mold responsible internet users who can navigate themselves online without compromising their safety.
- Benchmark Malaysia's performance with more developed countries.

# the timeline (year 1)



Activities/months	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)
Planning (literature review, design of the research & identifying subject matters of studies)	X											
<u>Phase 1</u> : Gathering documents		X										
Create codebook for content analysis, coder training, and data entry			X	X								
Data analysis & writing of report					X							
Discussion						X						
Presentation						X						
<u>Phase 2</u> : Designing interviews & focus group questions							X					
Conduct interviews and focus groups								X				
Transcribe interviews and focus group discussions									X			
Data analysis & writing of report										X		
Discussion											X	
Presentation												X

# the timeline (year 2)



Activities/months	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)
<b>Phase 3:</b>	X											
Designing of questionnaire for data collection point 1												
Data collection for point 1		X										
Data entry & analysis			X									
Data analysis & writing of report				X								
Discussion					X							
Presentation						X						
Data collection for point 2							X					
Data entry and data analysis								X				
Writing of report									X			
Presentation										X		
Data collection for point 3											X	
Data entry and data analysis												X
Writing of report Discussion												X
Presentation												X

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