MCMC

NMRCP
Networked Media Research Collaboration Programme

MEDIA
MATTERS

**NETWORKED MEDIA CONTENT
RESEARCH SUMMARY**

VOL. 2

CONTENT

ABOUT

About the Networked Media Research Collaboration Programme

The Networked Media Research Collaboration (NMRC) Programme - established in April 2008- is part of the commitment by Malaysian Communications and Multimedia Commission (MCMC) towards fulfilling the national policy objectives for the communications and multimedia industry. The programme is aimed at strengthening knowledge, research and development in relation to networked media content, with the hopes to inform future policy and regulatory decisions that concern sustainable media practices and media literacy initiatives.

About the Malaysian Communications and Multimedia Commission (MCMC)

The Malaysian Communications and Multimedia Commission (MCMC) is a statutory body established under the Malaysian Communications and Multimedia Commission Act 1998 (MCMCA) which implements and promotes the Government's national policy objectives for the communications and multimedia sector. MCMC regulates and promotes the development of the communications and multimedia industry which includes telecommunications, broadcasting, and online activities, postal services and digital certification. The Communication and Multimedia Act provides that MCMC undertakes a policy implementation role, while policy decision - making is vested with the Minister. The Minister may also give policy directions to the Commission.

Trends and Perceived Impact of Social Media as a Persuasive Technology for Business in Malaysia

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Report Summary

- This study seeks to ascertain the trends and perceived impact of Social Media (SM) as a persuasive technology for Small and Medium Enterprises (SMEs) in Malaysia from two perspectives – amongst SMEs and SM users.

- Survey data of 20 companies from 29 different industries was collected in three rounds to ensure comprehensive representation. The second phase involved a survey amongst 1200 respondents, with the average ages of 20-30, from varying backgrounds from all over Malaysia.

- It establishes that the overall percentage of SM usage among SMEs remains low at less than 20% across the different sectors.

- The study identifies a similar trend - amongst SMEs (85.7%) and SM users (87.4%) - with both defining Facebook as the most popular SM tool used.

- Owners of SMEs and SM users consider SM as a persuasive and effective tool to attract customers. Majority of users in both categories believed SM content can persuade people to purchase product or services, and influence their purchasing decisions.

- The overall study acknowledges SM to have an impact on businesses with a majority of respondents learning about a product or service through SM. Their purchasing decisions have been influenced by information, feedback or conversation on SM.
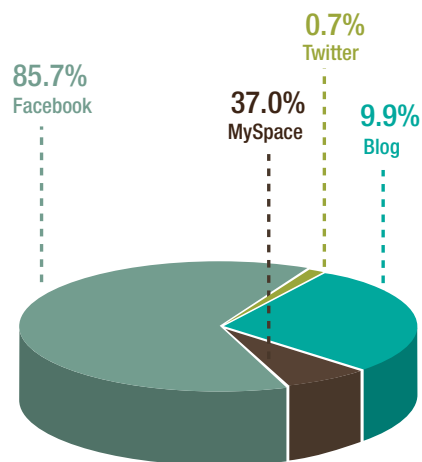
85.7% Facebook
37.0% MySpace
0.7% Twitter
9.9% Blog

Figure 1:
Type of Social Media usage among SMEs

- The study's findings support that some sectors of SME such as food and beverage, service provider, education & training, hospitality services, healthcare and tourism lead the industry in adopting SM for business purposes; with the highest concentration of these particular SMEs located in the central region (Wilayah Persekutuan and Selangor) of Malaysia. (Figure 1)
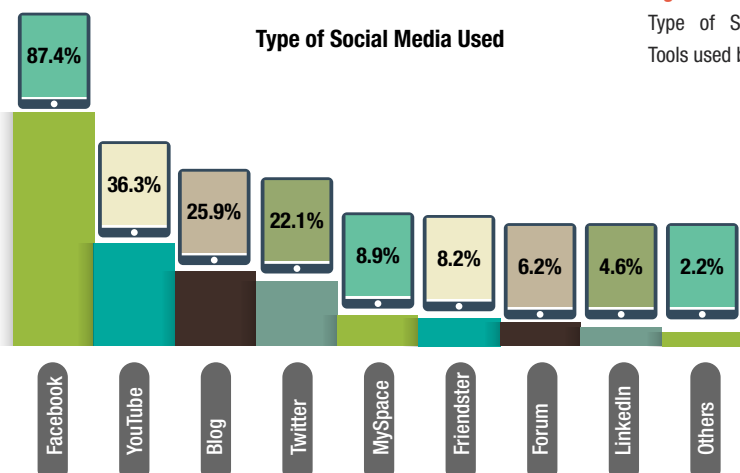
Type of Social Media Used

87.4% Facebook
36.3% YouTube
25.9% Blog
22.1% Twitter
8.9% MySpace
8.2% Friendster
6.2% Forum
4.6% LinkedIn
2.2% Others

Figure 2:
Type of Social Media Tools used by SM users

- The study also further examines respondents' roles and motivation when using SM as well as the factors that affect the credibility of SM as a business tool. (Figure 2)

- Nearly 60% are mere observers with a small, though, significant percentage (13%) involved in e-business as customers - an indication that SM has potential to become a successful e-business tool.

- More than half of the respondents (67.1%) indicated that obtaining information about products or services is their main motivation for using SM. Other reasons including sharing their experience on products or service consumption, providing feedback on purchased products or services and comparing weaknesses and strengths of particular products or services were noted.

29.7% Yes
26.8% No
43.5% May be

Can social media be able to persuade you to buy products or services?
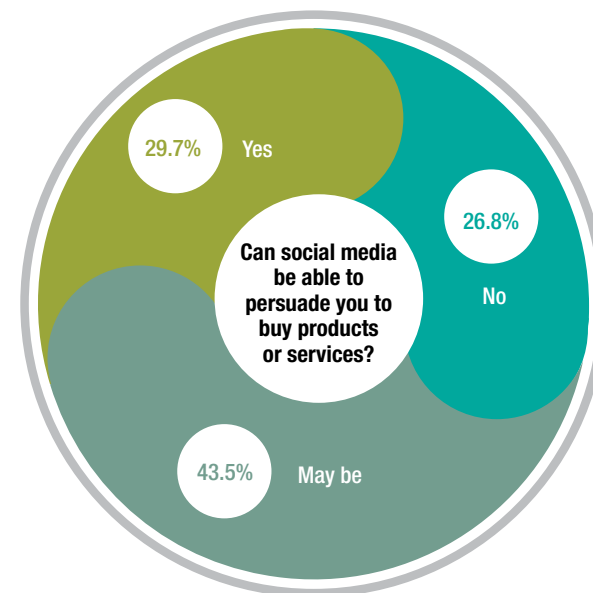
Figure 3:
The ability of Social Media to persuade users to buy products or services

- The credibility of any SM as a business tool is seen to be closely related to its attractive interface design, ease of use and navigation, and richness of information provision. Other elements that influence credibility are advertisements from reputable companies, information accuracy, information approved by external agency and writing style. (Figure 3)

- Almost half of the respondents (44.8%) believed that a combination of multimedia elements such as video, audio, text and animation when used as part of content on SM can influence their purchasing decisions.

Captivated with Facebook: Constructions, Contexts and Consequences

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- Universiti Sains Malaysia

Report Summary

- The objective of this two-fold study is to examine the way Facebook is appropriated in the everyday lives of young Malaysians engaged in communication, learning and gaming; as well as their perception on managing opportunities and risks in online environments.

- A survey was administered to a sample of 1,200 young people (all students), aged between 18 to 22 years old, across urban and semi-urban areas in Malaysia from 2012 to 2013. Focus group interviews were also carried out with 60 young people from the same age group.

- The second part of the study focused exclusively on urban and rural areas of Sabah and Sarawak. Rural parts of both states have lagged behind digitally due to difficulties in the physical, technological and social infrastructure.

- A total of 800 respondents participated in the second phase - which comprised of 400 students from urban and rural areas of Sabah, and another 400 students from urban and rural areas of Sarawak - through questionnaires and focus group discussions.

- Findings showed that respondents gain much pleasure in establishing communication, building identities, strengthening friendship bonds; and developing skills in organizing and planning, and improving general knowledge in the domain of learning and gaming.

- Challenges remain as both urban and rural respondents are uncertain about managing online risks and safety matters, engaging in good practices of online activities, evaluating information and critically assessing texts and images.

- For young people in rural areas, specifically in Sabah and Sarawak, engaging on Facebook depends on the access and personal digital skills.

- This study proposes media literacy programmes to inculcate discernment and responsibility to help enable young people to critically evaluate information, exercise good judgment when creating and sharing content or information, and when interacting with people.

- **Constructions**

  This concerns Facebook as a construct – how respondents are adopting social media into their daily lives and making sense of their experience and interactions.

- **Contexts**

  This study looks at young people's activities, interests and views in three different contexts: communication, learning and gaming. In addition, it also examines the context of managing privacy, sensitivity and risks.

- **Consequences**

  The need to propose policy recommendations to enable young people to manage content and communication, and protect themselves from the potential risks associated with Facebook.

The First Phase: The Case of Malaysia (including Sabah & Sarawak)

- Facebook & Communication - Facebook is seen as an important platform for everyday communication with respondents actively engaged in socialising through the sharing of images, knowledge, experiences, thoughts, attitudes and practices.

- Facebook & Learning - Facebook is viewed as a significant channel for learning, exchanging information and building knowledge, and in the designing and constructing of ideas.

- Facebook & Gaming – Facebook is not as popular for gaming. When playing games on Facebook, it helps release stress and gain satisfaction, acquire new friends, and occupy free time. Respondents acknowledged both positive and negative impact of gaming, from developing a player's skills and thought processes to time and money wastage, and poor grades.

- Facebook (Privacy, Sensitivity and Risks) - Respondents lack certainty on issues such as privacy and the evaluation of information on Facebook. They are generally aware that privacy, sensitivity and risks are serious issues and are cautious about their online conduct or behaviour.

The Second Phase: The Case of Urban and Rural Sabah and Sarawak

- Facebook & Communication – Communication is a major motivation for respondents using Facebook. Respondents strengthen their social ties and friendship, obtain information, interact in groups and connect with people outside their villages and in the Peninsular.

Other significant findings:

- Facebook begins with peer influence: most respondents were influenced by friends to create their Facebook accounts.

- Useful for getting information: most respondents use Facebook to gain information from friends, family, teachers on daily events and experiences as well as work opportunities.

- Interact with family: respondents use Facebook to connect with family members especially those who live far away.

- Medium to share opinions: some respondents use Facebook to interact with people from different status like the government and to voice out their opinion about issues related to their communities.

- Express emotions: respondents utilise Facebook to express their emotions, such as upset or happy.

- Relying more on newspaper and television: Facebook left respondents more dependent on traditional media for reliable and factual information.

- Damaged friendships: harsh, unpleasant words and abusive language on Facebook led to fights and tension in friendships and relationships.

- **Facebook & Learning** – Respondents' learning related activities are not as intensive on Facebook. When used, respondents obtain and share information pertaining to their studies and to interact actively in group discussions.

Noteworthy findings:

- Better student-teacher interaction: respondents benefit from peer and teacher/lecturer interaction on Facebook.

- Gaining new knowledge: through Facebook respondents enjoy exposure to professional and industry links related to their specific field of study.

- Information sharing: respondents share assignments with classmates on Facebook.

- Improvement in language proficiency: respondents improve their proficiency in English, Japanese through Facebook interaction.

- Lacking basic and advanced skills: rural respondents do not use Facebook as significantly as their urban counterparts for they lack the basic and advanced skills and knowledge in digital technology.

- **Facebook & Gaming** – Gaming on Facebook is not as appealing to respondents. Games, when played, teach respondents values, creativity, different methods and strategies, and problem solving.

- **Facebook (Privacy, Sensitivity and Risks)** – Like urban Facebook users, rural respondents are unclear in their understanding of what's privacy, risks or safety. They also struggle to distinguish fact from fiction on Facebook.

Policy recommendations - Balancing empowerment and protection is crucial since young people in both rural and urban areas will continue to increase their usage of new media technologies.

- Self-regulatory mechanisms need to be developed and supported.

- Strategies, campaigns, educational and awareness programmes have to embark on new and old media to have far-reaching impact on all target groups.

- Affordable broadband connection is a necessity in schools and homes in rural areas to help reduce the digital divide.

- Talks, discussion and training sessions on digital and media literacy should be organised for parents and young people through residential associations, parent associations and community groups.

- Media literacy programmes must be developed to engage teachers, media advocators and community leaders in cultivating knowledge and information on potential risks and challenges, new media laws, rights, responsibilities and ethics.

- Collaboration and networking among media and creative industries, media commissions, NGO's, ministries and youth organisations need to be fostered.

Unveiling Online Perception toward "1Malaysia" Over Time: A Social Impact Analysis

- Sunway University

Report Summary

- This study was aimed at understanding the impact of the 1Malaysia concept through an analysis of bloggers' online perception toward the concept; and to develop a reliable tool to measure it.

- A group of critical authors of English Language blogs who wrote about the concept of 1Malaysia over six quarters from 2009 to 2012, were identified and selected based on several criteria.

- The Social Media Crawler and Miner (SOMM) tool was developed to measure blog data and create an ontological representation (in the form of a visual tree) of bloggers' perception toward the concept of 1Malaysia.

- The design and implementation of SOMM is off marked significance as it reduces the time needed to extract information from a huge collection of social media data from the internet and improves information consistency.

- The study in its second phase examines the ontological trees generated and analyses blog content to gauge the social impact of 1Malaysia as perceived by bloggers.

- Findings showed that bloggers' perception of 1Malaysia evolved over time, beginning with a vague understanding of what 1Malaysia constituted in 2009 to displaying the ability to associate 1Malaysia-based events and programmes by the government in 2012.

- With time, bloggers became more critical in their writing, which displayed mixed feelings towards the 1Malaysia concept.

- Social change processes were triggered through bloggers' discussions on 1Malaysia during this period of study.

Phase 1 Analysis: Four relevant key concepts emerged i.e. People, Right, Nation and Action as significant key terms.

- The intensity on 1Malaysia and its related topics saw a slow cooling down period, gaining less attention from bloggers overtime.
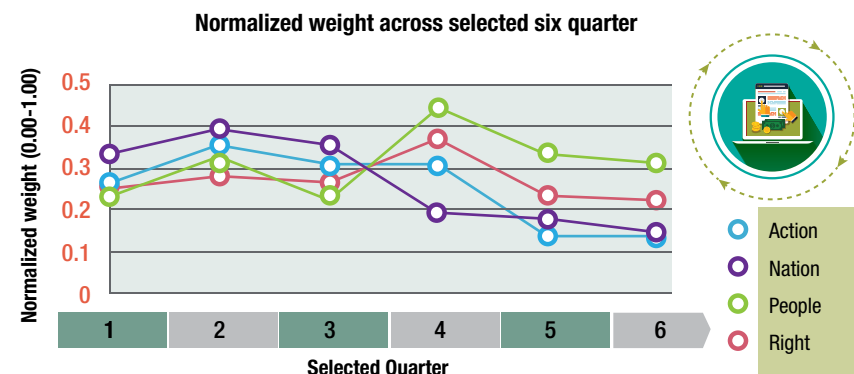

Normalized weight across selected six quarter

Figure 4:
Normalized weights on selected concepts across six quarters

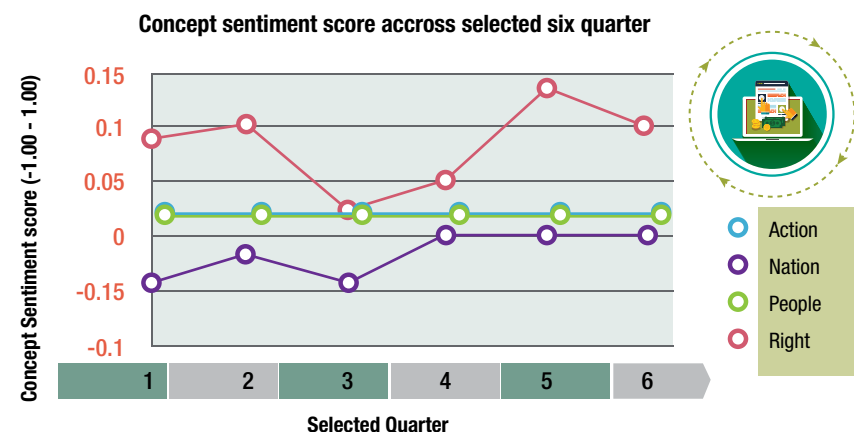**Concept sentiment score accross selected six quarter**

Figure 5:
Sentiment score on selected concepts across six quarters

- **Gradual acceptance of the 1Malaysia concept by bloggers:** with increased awareness, understanding and observation of current issues, the perception towards 1Malaysia, the government and nation has strengthened. (Figure 4)

- **Materialisation of the concept via tangible policy was proven essential:** bloggers grew more receptive towards 1Malaysia with increased action plans by the government. (Figure 5)

- **Independent bloggers pushing for freedom of expression:** bloggers assumed the role of informed citizens as they utilised blogs to channel personal reaction towards government policy and engaged in intellectual discourse.

- **Analysis of the 1Malaysia concepts discussed among Malaysia bloggers:**

Term weight for "national_unity" over 6 quarters

Term weight

Sentiment score for "national_unity" over 6 quarters

Sentiment Score

Figure 6:
Term weight for "national_unity"
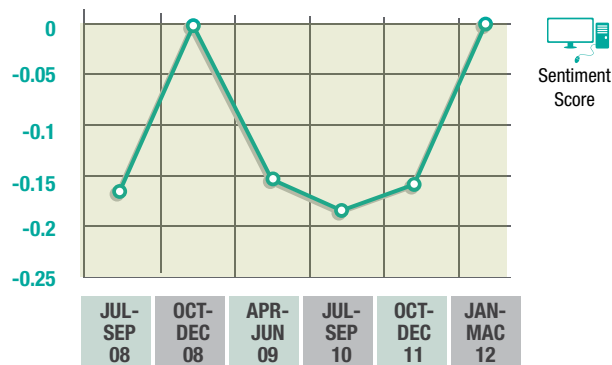
Figure 7:
Sentiment scores for "national_unity"

- Bloggers started off as skeptics about the possible success of the implementation of the 1Malaysia concept by the government. The sentiments among Malaysians were generally negative. Overtime, Malaysians have reduced their negative critiques after seeing the materialisation of the 1Malaysia concept. (Figure 6 and 7)

The study identifies the following implications for regulators:

- Social media is an effective marketing tool for political, commercial and personal reasons.

- This study can serve as a guideline for observing blogging activities and the forming of public opinion in cyberspace. It is important that social media content monitoring and dissemination be prioritised in new policy formulation.

- Government policies must be discussed in relation to the wider social reality experienced by society.

- Bloggers use blogs as an effective public space for personal expression about government policies, bypassing conventional media that's saturated with censorship.

Report Summary

- This research seeks to evaluate the impact of Social Network Site (SNS) usage on university students' mental health; and to design an intervention programme for university students who experience problematic internet use.

- In the first phase, questionnaires were distributed to a total of 725 students from eight of the country's largest public universities, including those in Sabah and Sarawak. Participants are aged between 17 to 22.

- The questionnaires consist of Internet Addiction Test (IAT) to examine the severity of Internet addiction; and Depression Anxiety Stress Scale (DASS-21) to measure current negative emotional symptoms of depression, anxiety and stress.

- Findings in phase 1 revealed that a majority of participants (90%) are addicted to SNS.

- There's a correlation between SNS usage and participants' mental health - about 60% of participants' anxiety levels fall under severe and extremely severe, followed by depression 31.7% and stress 20% respectively.

Problematic Internet Use among University Students in Malaysia.

- International Medical University

Phase 1

ADDICTION LEVEL

57.50

29.90%

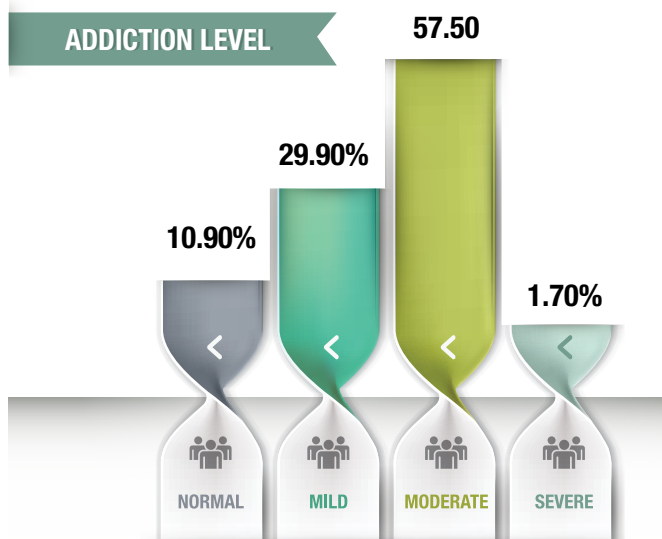10.90%

1.70%

NORMAL   MILD   MODERATE   SEVERE

Figure 8:
SNS addiction level

- Findings further disclosed that the more addicted participants are to using SNS, the more likely they will develop mental health problems. Young adults who were reported to spend more time online are found to have lower levels of personal contentment and tend to get into trouble frequently, often felt sad, bored and unhappy. (Figure 8 and 9)
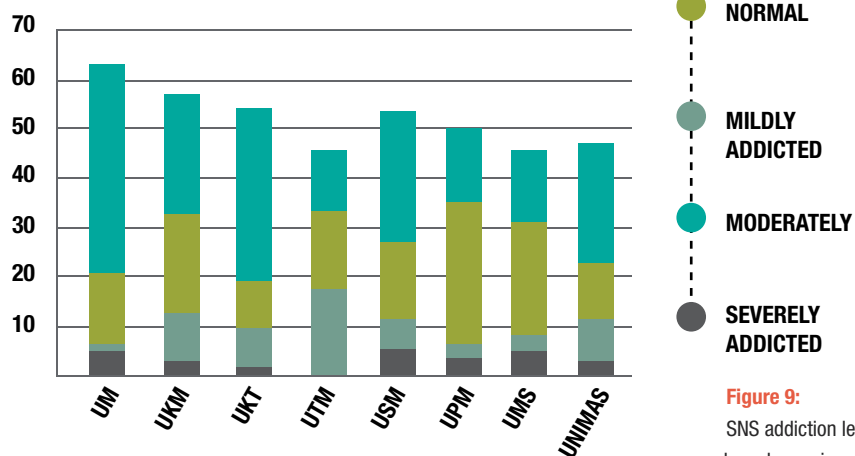
SNSs Addiction Level Based on Universities

UM UKM UKT UTM USM UPM UMS UNIMAS

- **NORMAL**
- **MILDLY ADDICTED**
- **MODERATELY**
- **SEVERELY ADDICTED**

Figure 9:
SNS addiction level based on universities.

Phase 2

Problematic Internet Use Questionnaire

- Participant 1
- Participant 2
- Participant 3
- Participant 4
- Participant 5
- Participant 6

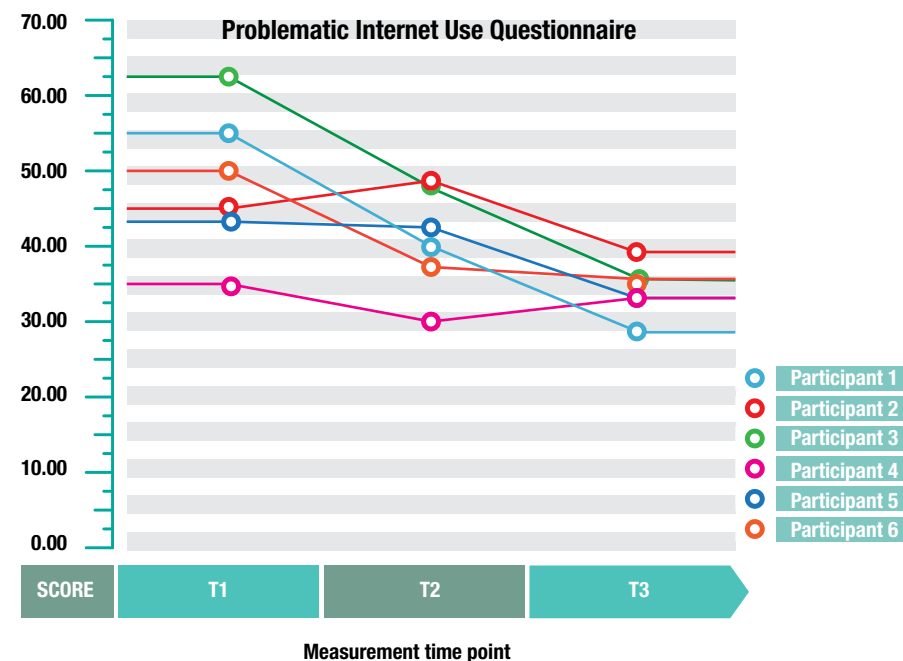SCORE   T1   T2   T3

Measurement time point

Figure 10:
Total Problematic Internet Use Questionnaires (PIUQ) scores of participants across three time-points

- The second phase of this research adopted Cognitive Behavioral Therapy (CBT) as part of an intervention programme to evaluate the effects of behavioral interventions and change over time.

- Six participants from five universities volunteered to reduce their excessive/compulsive/problematic Internet use. Besides questionnaires, participants were asked to report daily Internet use through self-reporting and device-recorded internet usage.

- Phase two findings showed reduction in problematic internet use following intervention sessions. (Figure 10)

- This research provides the basis for a larger multi-site study conducted with those most at risk of developing problematic internet use habits, that is, secondary school students.
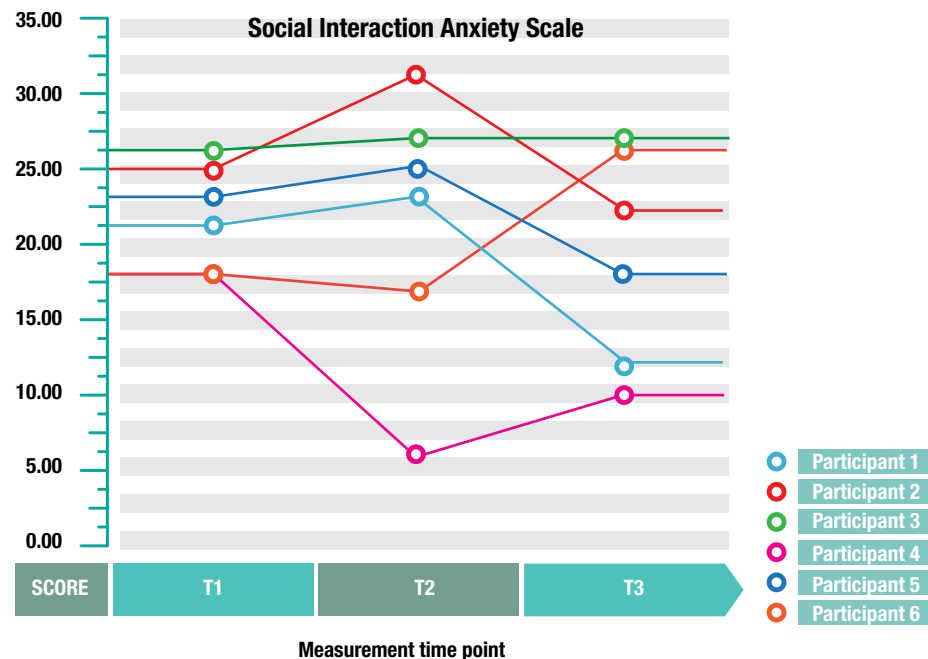
Social Interaction Anxiety Scale

SCORE	T1	T2	T3

Legend:
- Participant 1
- Participant 2
- Participant 3
- Participant 4
- Participant 5
- Participant 6

Measurement time point

Figure 11:
Total social interaction anxiety (SIA) scores of participants across three time-points

- Findings revealed that the intervention programme has significantly improved two dimensions of problematic internet use - obsession and control disorder.

- Participants' overall mental health improved after intervention sessions with depression measuring the most significant improvement. (Figure 11)

- This indicates that participants' emotional, psychological and even behavioral patterns gained improvement after the intervention sessions.

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