

# THE NEW MEDIA AND THE CONSCIOUSNESS OF HISTORY IN MALAYSIA

Ideas on National History and Other Histories

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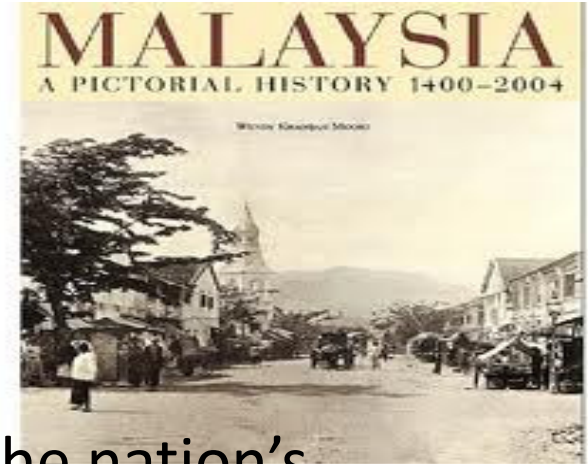
# Introduction

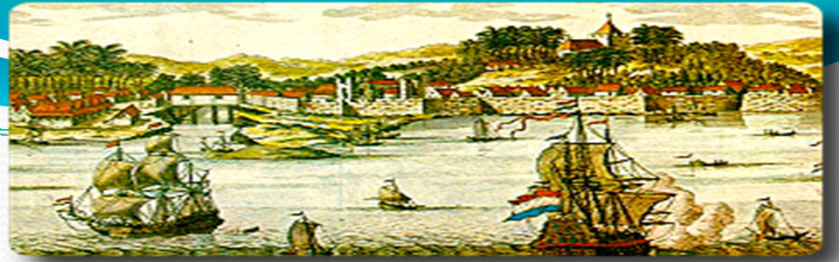
- Debates on different historical perspectives of the nation
- Mainstream history
- Alternative history
- Challenged? Subverted? Undermined? Threatened?
- End of Cold War
- Social use of networked media coincided with a new expression
- Blogs, web sites, etc. spawned and made visible the various centrism



# Objectives

- Gauge the consciousness on history by the nation's population
- Gauge the consciousness on the nation's history
- Identify the different perspectives on the nation's history through online sources used and consumed
- Study the trajectories and arguments on selected themes and sites in the online media

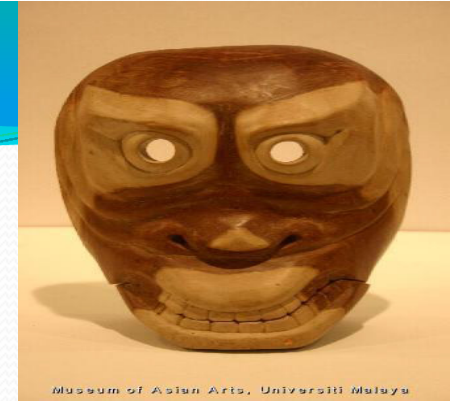




# Project description

- New media, consciousness, national history and other histories
- Categorize the various centrismes existent amongst Malaysians based on ethnicities and political ideologies
- How these centrismes are consumed through the networked media – blogs, Facebook, online newspapers, television, radio, etc.

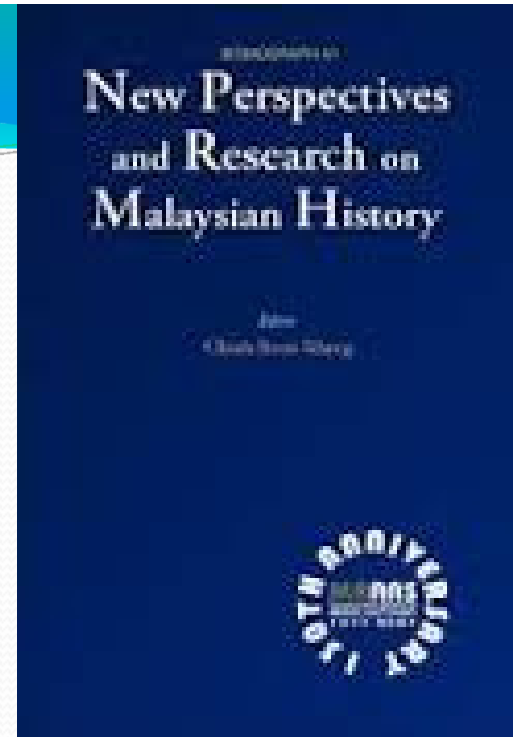
# The Literature



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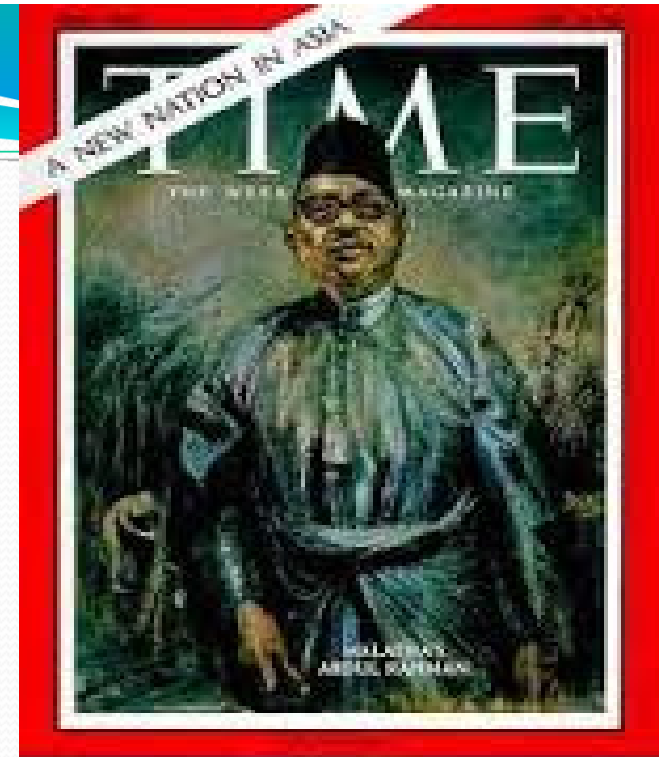
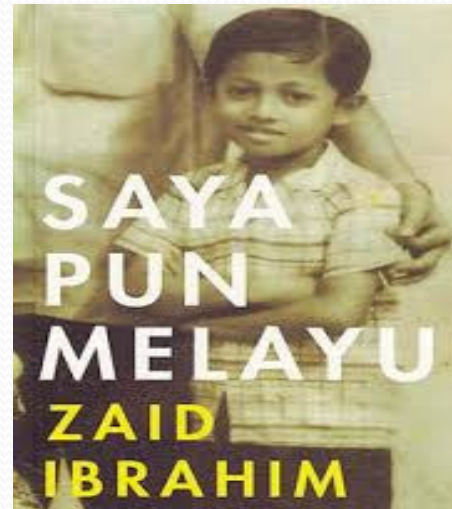
# The Literature

- Nation overwhelmed with many histories
- Eurocentric
- Malay-centric
- Chinese-centric
- Indian-centric
- Hindraf-centric
- Palace-centric
- Orang asli-centric
- Thai-centric

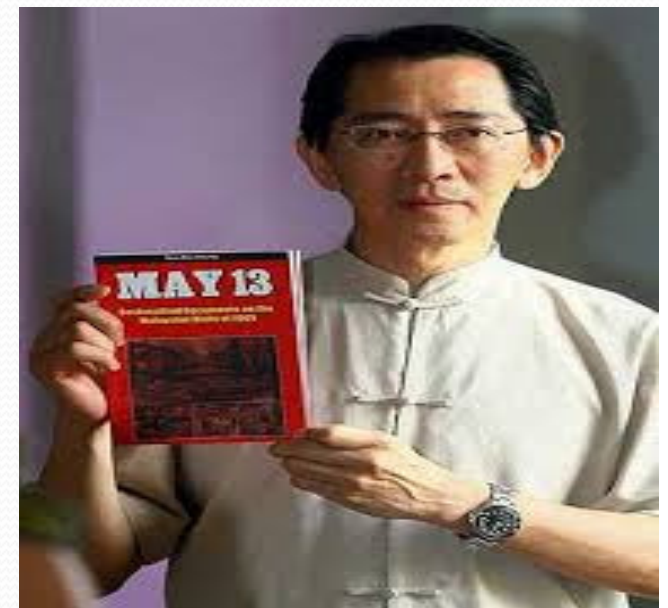


# The Literature

- UMNO-centric
- PAS-centric
- Sarawak-Centric [e.g. Iban-centric]
- Sabah-Centric [e.g. Kadazan-centric,
- [Suluk-centric, Filipno-centric]
- Indonesian-centric

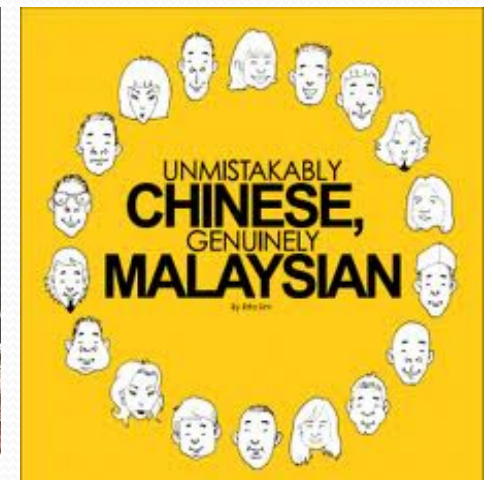
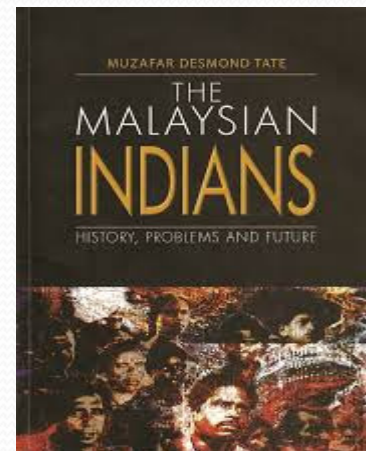
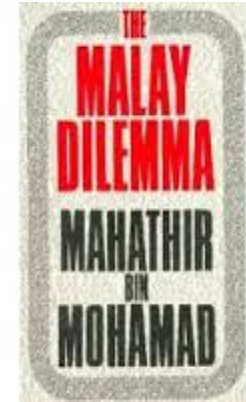


April 12 1963



# The Literature

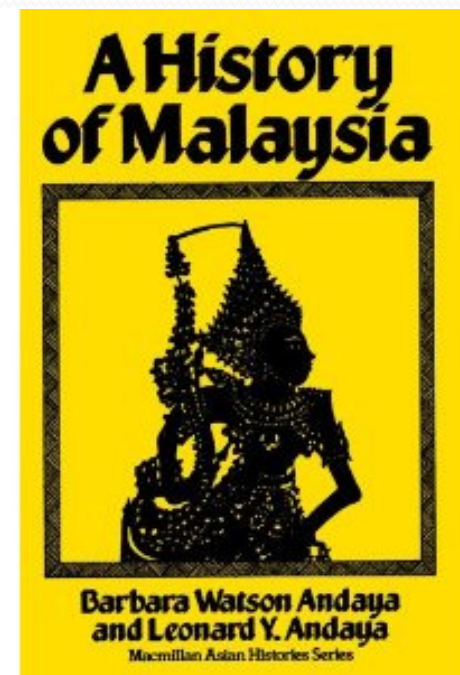
- *The Chinese Dilemma, The Problems of the Tamils*
- Accusations of bias by the Malaysian government in history school textbooks
- Discourses on social contract
- Representation and misrepresentation of the nation's history through the networked media





# Concepts

- Mainstream History
- Alternative history
- Historiography
- Networked media
- History consciousness
- Context



# Research methodologies and framework

## Baseline data

- who, what, when, where  
cohort, demographic, psychographic
- 1000 respondents aged 16-39 - survey
- 90 respondents – focus group
- 6 regions across the nation
  - (1) Central (Greater Klang Valley)
  - (2) Northern (North Selangor, Perak, Penang, Kedah, Pe
  - (3) Southern (Negeri Sembilan, Melaka, Johor)
  - (4) East Coast (Kelantan, Terengganu, Pahang)
  - (5) Sarawak
  - (6) Sabah



# Research methodologies and framework

## **Baseline data**

Focus Group

6 groups of 10 to 15 people each age 16 and above

## **Interviews [10 to 15 individuals]**

Opinion leaders, community leaders, writers, journalists, teachers, ngo activists, government servants, members of parliament



# Research methodologies and framework

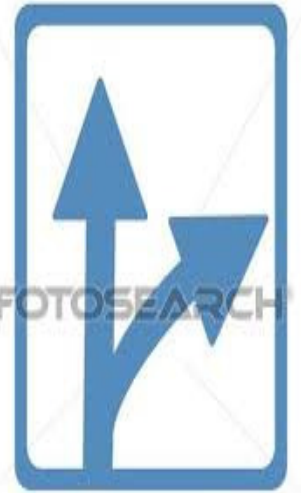
## Content Study

- Blogs, Facebook, online newspapers, television over a two decade period
- Themes and issues to be identified: events, narratives, orientations and perspectives, actors, representations, etc.
- Interpretative and representation



# Milestones/acivities

- Duration – 24 months
- Commencement - November 2014
- Completion - October 2016
- Developing research framework/ 1 months
- Formulating questions for focus groups, survey questionnaires and interviews/ 1 month
- Establishment of networks, contacts, participants, interviewees
- Pilot study/2 month
- Data collection / 7 months
- Interpretation and analyses / 7 months
- Report writing and presentation / 6 months



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# Implications

- Public policy
- Electoral behaviour
- Forecast of themes and issues



**Those who  
cannot  
learn from  
history are  
doomed to  
repeat it**

—George Santayana

from: [studynote.com](http://studynote.com)