



DSRG
DIGITAL SOCIETY RESEARCH GRANT

DIGITAL SOCIETY RESEARCH GRANT 2023
CYCLE 2

INFO SESSION

08 AUGUST 2023, TUESDAY

10:00 AM - 11:00 AM

CONTENTS

1. MCMC at a Glance
2. National Plans
3. About DSRG
4. DSRG Framework
5. Dissemination of Findings
6. DSRG 2023/Cycle 2: Focus Areas & Research Titles
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8. DSRG 2023/Cycle 2: Submission
9. DSRG 2023/Cycle 2: Evaluation
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MCMC AT A GLANCE

MCMC

1. Established and governed by the **Malaysian Communications and Multimedia Commission Act 1998 (Act 589)**
2. Effective from **1 November 1998**
3. Multi-Sectoral Regulator:
 - Communications and Multimedia Act 1998 (Act 588)
 - Digital Signature Act 1997 (Act 562)
 - Postal Services Act 2012 (Act 741)
 - Strategic Trade Act 2010 (Act 708)

Industry Self Governance Industry Forums under the CMA '98

Feb 2001



COMMUNICATIONS & MULTIMEDIA CONSUMER FORUM OF MALAYSIA

Mar 2001



COMMUNICATIONS AND MULTIMEDIA CONTENT FORUM OF MALAYSIA

Oct 2004



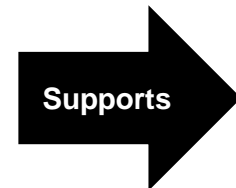
MALAYSIAN TECHNICAL STANDARDS FORUM BERHAD

Feb 2020



POSTAL FORUM

Wide ranging Regulatory and Developmental roles



NATIONAL PLANS



1. Drive digital transformation in the public sector.
2. Boost economic competitiveness through digitalisation.
3. Build enabling digital Infrastructure.

4. Build agile and competent digital talent.
5. Create an inclusive digital society.
6. Build a trusted, secure and ethical digital environment



1. Equip the Rakyat with 4IR knowledge and skill sets.
2. Forge a connected nation through digital infrastructure development.

3. Future-proof regulations to be agile with technological changes.
4. Accelerate 4IR technology innovation and adoption.



1. Themes

- Resetting the economy
- Strengthening security, wellbeing and inclusivity
- Advancing sustainability

2. Policy Enablers

- Developing future talent
- Accelerating technology adoption and innovation
- Enhancing connectivity & transport infrastructure
- Strengthening the public service



1. Individual & Family

- Education & Training
- Financial assistance
- Health
- Employment & Income
- Protection of the Vulnerable
- Social Protection

2. Business & Employers

- Finance & Financing
- Market Access
- Employee Recruitment & Training
- Entrepreneurship training
- Tax
- Investment
- Infrastructure facility

3. Community

- Community development
- Infrastructure & Facilities
- HRD development
- ESG development
- Safety
- Islamic teachings
- Youth & Sports

ABOUT DSRG



Aims: To grow evidence base necessary to optimise the advancements made in communications infrastructure and service deployment.



- **Launched on 3 July 2020**
- **Two cycles of Call for Proposals/year**



- **Maximum RM10,000/grant**
- **Research duration of up to 6 months**



FOCUS AREA 1:

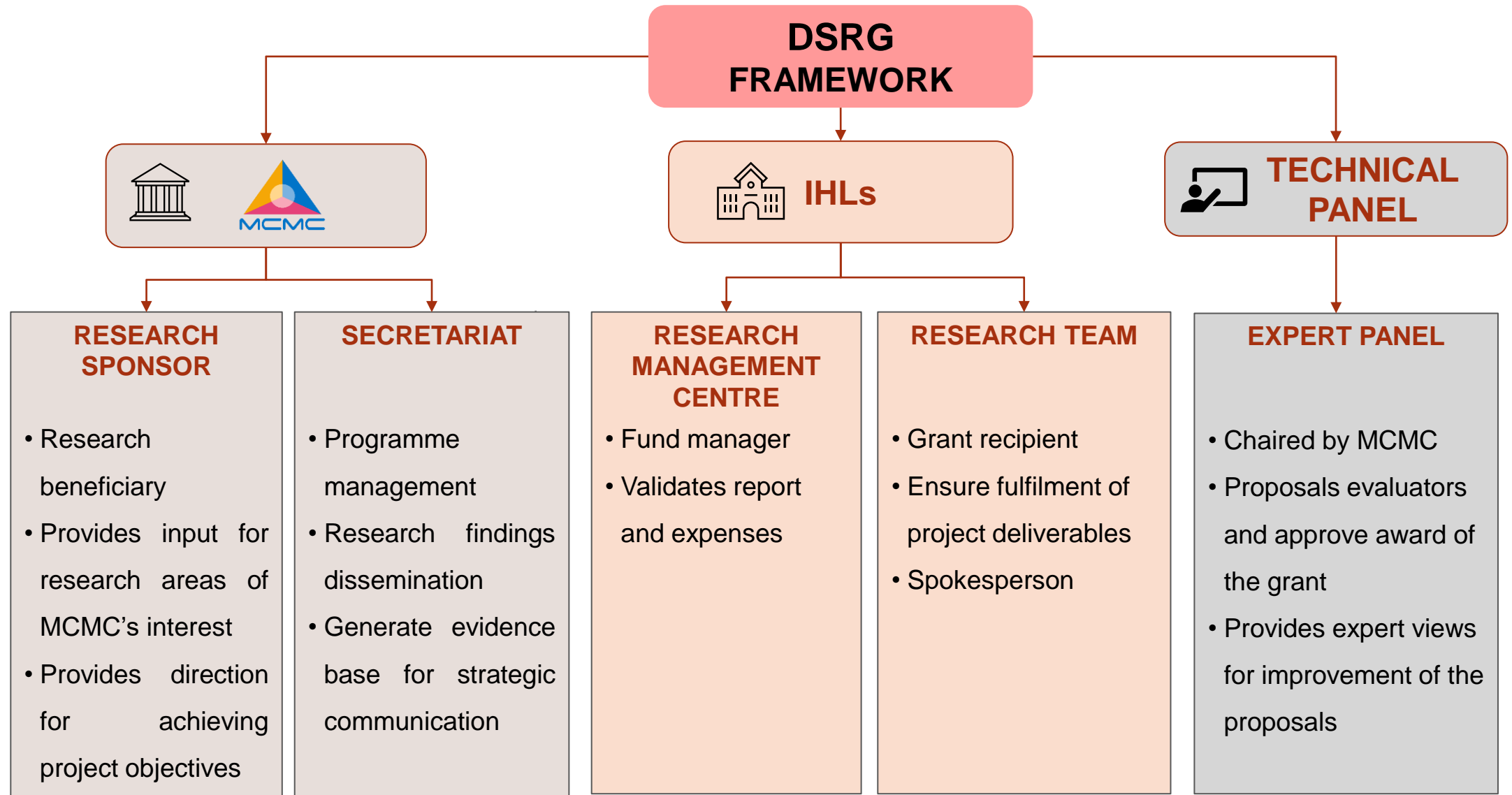
DIGITAL CITIZENSHIP & CYBER WELLNESS



FOCUS AREA 2:

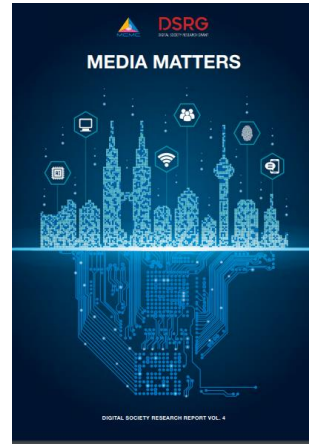
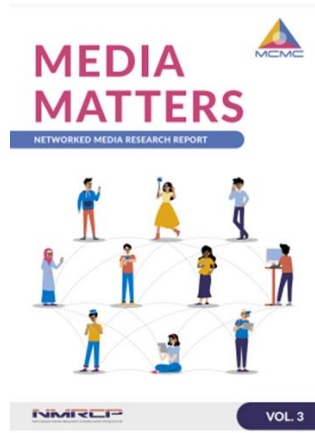
DIGITAL INCLUSION

DSRG FRAMEWORK



DISSEMINATION OF FINDINGS

Media Matters



<https://www.mcmc.gov.my/en/resources/research/publications>

Research Symposia



Communicate @MCMC

COMMUNICATE@MCMC SESSION 1/2023

The Appetite for Broadcast News and Implications of Changing Viewing Patterns

Thursday, 13 April 2023
10:00 am - 11:30 am

Online Via zoom

<p>MS. KASTHURI SRI THARAN Deputy Director, Research Enterprise Department, MCMC MODERATOR</p>	<p>MS. MEDIHA MAHMOOD Executive Director, Content Forum (CMCF) PANELLIST</p>
<p>PROF. DR. JOANNE LIM BEE YIN University of Nottingham Malaysia PANELLIST</p>	<p>DR. COLLIN JEROME Universiti Malaysia Sarawak PANELLIST</p>

GUIDED RESEARCH

DSRG 2023/CYCLE 2: FOCUS AREAS & RESEARCH TITLE (1/6)

FOCUS AREA 1: DIGITAL CITIZENSHIP & CYBER WELLNESS

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
1.	DCC-1 A Comparison of Consumers' Awareness, Perception, Intention and Participation of E-Waste Recycling Amongst Rural and Urban Malaysian Users	<ul style="list-style-type: none"> i. RO 1 – To analyse the awareness and perception level of Malaysian urban and rural users on mobile e-waste recycling; ii. RO 2 – To analyse the intention and motivation of Malaysian urban and rural users on using mobile e-waste recycling; iii. RO 3 – To explore the methods, platforms and practices of the Malaysian urban and rural users on mobile e-waste recycling generally and via the KITAR programme; and iv. RO 4 – To provide recommendations on improving awareness and participation in mobile e-waste recycling amongst Malaysian users. 	Technology Development Department Technology and Standards Division
2.	DCC-2 Enhancing Digital Media and Information Literacy in Malaysia: A Framework and Roadmap for <i>Klik Dengan Bijak</i> Initiative	<ul style="list-style-type: none"> i. RO 1 – To provide the current overview of Malaysia's media/digital media and information literacy landscape, and analysis using appropriate tools including the SWOT analysis; ii. RO 2 – To conduct a comparative study of at least three (3) frameworks and roadmaps of digital media and information literacy initiatives implementation strategies at local and international levels; iii. RO 3 – To propose a framework for Malaysia's digital media and information literacy national initiative; and iv. RO 4 - To propose a 5-year national initiative strategic implementation roadmap including recommendations on relevant stakeholders and strategic collaborations. 	Community Programme Department Community Development and Management Division

GUIDED RESEARCH - Predetermined Research Objectives to be achieved with requirements for researchers to recommend suitable research design

DSRG 2023/CYCLE 2: FOCUS AREAS & RESEARCH TITLE (2/6)

GUIDED RESEARCH

FOCUS AREA 2: DIGITAL INCLUSION

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
3.	DI-1 Free-To-Air Channel: Uses, Motivation and Gratifications of Users in the Northern Region of Peninsular Malaysia	i. RO 1 – To identify the usage pattern of FTA TV among the audience in the Northern region; ii. RO 2 – To identify the gratification level of FTA TV among audiences in the Northern region; iii. RO 3 – To identify the demographic profile of the audience and content preference; and iv. RO 4 – To provide general recommendations to promote FTA TV viewership and positive responses to content and advertising amongst users.	Broadcasting Industry Development Department Digital Ecosystem Development Division
4.	DI-2 Feasibility of Resource Sharing in Courier Industry – An East Malaysia Outlook	i. RO 1 - To provide a comparison study between courier industry resource-sharing models in other countries; ii. RO2 - To study the impact and benefits of resource sharing between multiple courier operators; iii. RO3 - To recommend approaches in promoting resource sharing among multiple courier operators; and iv. RO4 - To recommend suitable resource-sharing models for the courier industry in Malaysia.	Central Monitoring Office 2 Central Monitoring Division

GUIDED RESEARCH - Predetermined Research Objectives to be achieved with requirements for researchers to recommend suitable research design

DSRG 2023/CYCLE 2: FOCUS AREAS & RESEARCH TITLES (3/6)

GUIDED RESEARCH

FOCUS AREA 2: DIGITAL INCLUSION

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
5.	DI-3 Assessment of Primary Healthcare Accessibility in Rural Areas	i. RO 1 - To provide a benchmark on key strategies from international experiences to improve access to Primary Healthcare (PHC) services among rural populations; ii. RO 2 - To identify the challenges PHC services face in locating rural addresses, especially during the provision of emergency services in Malaysia; iii. RO 3 - To identify and analyse the impact of geo-addresses through Impact Network Analysis (INA) and Geographical Information System (GIS) tools; and iv. RO 4 - To propose feasible key strategies in delivering effective health care services in rural areas through the addressing system based on the identified challenges and international benchmarking.	Geospatial Application Services and Analytics Department Geospatial and Data Management Division

GUIDED RESEARCH - Predetermined Research Objectives to be achieved with requirements for researchers to recommend suitable research design

GUIDED RESEARCH

DSRG 2023/CYCLE 2: FOCUS AREAS & RESEARCH TITLES (4/6)

FOCUS AREA 2: DIGITAL INCLUSION

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
6.	DI-4 Big Data in the Telecommunications Sector in Malaysia: Leveraging Geospatial Data for Optimisation and Decision-Making	<ul style="list-style-type: none"> i. RO 1 – To examine the present state of geospatial data usage in the telecommunications sector in Malaysia, focusing on optimisation and decision-making potential; ii. RO 2 – To explore advanced geospatial data analysis techniques, such as machine learning, spatial modelling, and data fusion, to glean insightful information for the telecommunications sector in Malaysia; iii. RO 3 – To develop methodologies for integrating and analysing diverse geospatial datasets, such as topography, land use, population density, and infrastructure, to optimise network planning and resource allocation; iv. RO 4 – To evaluate the efficacy of geospatial data-driven techniques for improving network performance, coverage, and quality of service; and v. RO 5 – To identify challenges associated with using geospatial data in telecommunication networks, such as data quality, privacy concerns, and scalability, and propose solutions to overcome these obstacles. 	Geospatial Network Data Management and Coordination Department Geospatial and Data Management Division

GUIDED RESEARCH - Predetermined Research Objectives to be achieved with requirements for researchers to recommend suitable research design

GUIDED RESEARCH

DSRG 2023/CYCLE 2: FOCUS AREAS & RESEARCH TITLE (5/6)

FOCUS AREA 2: DIGITAL INCLUSION

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
7.	DI-5 Enhancing Malaysia's Postcode System: A Geospatial Solution for Improved Precision and Efficiency	i. RO 1 - To conduct a comparative study with other countries implementing geospatial solutions in their addressing system; ii. RO 2 – To explore the potential of enabling the existing postcode system to accurately pinpoint the exact location of an address using geospatial data; iii. RO 3 – To explore the possibility of integrating standalone platforms or applications embedded with maps through geospatial solutions; and iv. RO3 – To recommend the viable geospatial solution to complement Malaysia's rapid urbanisation and development.	Geospatial Performance and Compliance Department Geospatial and Data Management Division
8.	DI-6 A Study on the Demand for Mobile Services in Sparsely Connected Remote Areas Across Malaysia	i. RO 1 - To validate the need for mobile service in the remaining 3% of the populated areas; ii. RO 2 - To explore if Internet connectivity (Wi-Fi) is sufficient in the remaining 3% of the populated areas; iii. RO 3 - To identify the maximum price the user is willing to pay for Internet (Wi-Fi) service; and iv. RO 4 - To identify and recommend the most crucial service and application required by the communities in the remaining 3% of the populated areas.	Commercial Infrastructure Department Infrastructure Planning and Management Division

GUIDED RESEARCH - Predetermined Research Objectives to be achieved with requirements for researchers to recommend suitable research design

DSRG 2023/CYCLE 2: FOCUS AREAS & RESEARCH TITLES (6/6)

GUIDED RESEARCH

FOCUS AREA 2: DIGITAL INCLUSION

No.	Research Title	Research Objectives (RO)	Research Sp (Beneficiary Department)
9.	DI-7 Exploring the Impact of Artificial Intelligence Adoption in the Communications and Multimedia Industry	i. RO 1 – To identify AI use cases and applications that have been deployed or are planned to be deployed within the C&M industry; ii. RO 2 – To examine challenges, opportunities and potential impacts of AI adoption in the C&M industry; iii. RO 3 – To benchmark other regulators' initiatives in other countries in governing and promoting the use of AI; and iv. RO 4 – To recommend regulatory and ethical considerations for using AI for the C&M industry.	Planning Department Strategic Planning Division
10.	DI-8 Factors Promoting and Hindering the Implementation of Pick-Up and Drop-Off Services Related to Courier Services Deployed at <i>Pusat Ekonomi Digital</i> (PEDI) in Sabah	i. RO 1 – To identify the factors contributing to the effective deployment of PUDO services at PEDI centres located in Sabah by courier service providers; ii. RO 2 – To provide recommendations for the courier service providers to deploy PUDO services at PEDI centres located in Sabah effectively; and iii. RO 3 – To identify and recommend suitable PEDI centres in Sabah for courier service providers to deploy PUDO services.	E-Commerce Department, Postal Courier and E-Commerce Services Division

GUIDED RESEARCH - Predetermined Research Objectives to be achieved with requirements for researchers to recommend suitable research design

DSRG CYCLE 2/2023: PROCESS OVERVIEW



The timeline may be affected by public holidays in September 2023 and October 2023

RESOURCES LINKS

1. **2023 DSRG Guidelines (Cycle 2)**
(https://mcmc.gov.my/skmmgovmy/media/General/DSRG_2023/2023_DSRG_Guideline_Cycle-2_FINAL.pdf)
2. **DSRG 2023 Cycle 2 Proposal Submission Form**
(https://mcmc.gov.my/skmmgovmy/media/General/DSRG_2023/DSRG-Proposal-Submission-Form_2023-Cycle-2_FINAL.docx)
3. **FAQs** (https://mcmc.gov.my/skmmgovmy/media/General/DSRG_2023/2023_DSRG_FAQ_Cycle-2_FINAL.pdf)

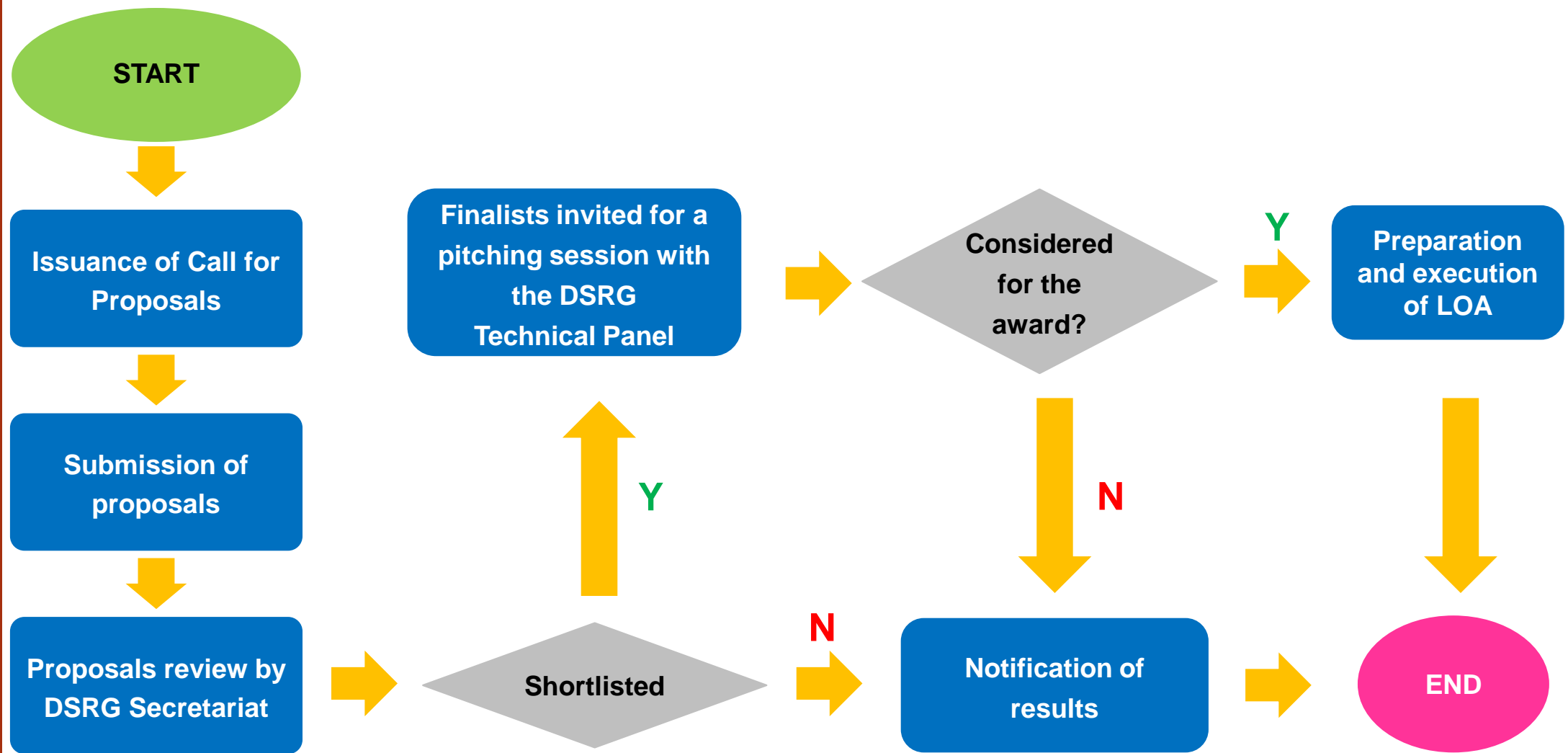
DSRG CYCLE 2/2023: SUBMISSION



Documents that need to be submitted

1. Proposal Submission Form (in pdf and word.doc)
2. CV of all research team members
3. Certified copy of highest academic qualification
4. Other relevant materials to support the proposal

DSRG CYCLE 2/2023: EVALUATION



DSRG CYCLE 2/2023: SELECTION (1/2)

Key criteria for selection process

1. The researcher must demonstrate a **sound understanding** of MCMC's roles and functions.
2. The researcher's experience and expertise are demonstrated through **prior research work and publication** in the proposed field.
3. The proposed research provides **new insights, value or knowledge** on the existing body of research.
4. The feasibility of the research scope must be commensurate with the **grant amount and duration**.
5. The proposal must address the outlined **Research Problem** and exclude the development of prototypes or applications.
6. The proposal must meet **submission and evaluation criteria**.
7. The proposal must be written in an **understandable, concise and straightforward manner**.

DSRG CYCLE 2/2023: SELECTION (2/2)

Qualifying Criteria

1

QUALITY

- Rationale and justification are presented **coherently** and **logically**.
- Falls within the context of the **research focus**.
- **Ethical considerations** have been identified and addressed.

2

IMPACT

- Provides opportunity to contribute to the implementation or evolution of **MCMC's policies / initiatives**.
- Potentially significant for offering **new insights** in the subject area.

3

ALIGNMENT

- The need and relevancy of the research in contributing towards **departmental specific works**.
- Potentially provides useful and relevant data for **knowledge base**.

4

SUITABILITY

- The researcher have the **expertise, skills and knowledge** in the proposed area of research, and with the proposed methodology to **accomplish the research objectives**.

5

FEASIBILITY

- The **appropriateness** of the proposed activities, methods, and resources to accomplish the project within the stated **timeframe**.

Q&A SESSION

Please type in your questions in the Q&A box



QUESTIONS?

FEEDBACK FORM

Scan the QR Code to fill in the Feedback Form

<https://forms.gle/RPangbodRg7Amvt99>



CONTACT US

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MCMC