



DSRG
DIGITAL SOCIETY RESEARCH GRANT

**DSRG 2022 CYCLE 2
INFO SESSION**
18 AUGUST 2022, THURSDAY
10:00 AM – 11:00 AM

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1. MCMC at a Glance
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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)

Wide ranging roles



Industry Self Governance Industry Forums under the CMA '98



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 inclusive digital society
6. Build 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. The Rakyat's Well Being

- Restoring lives and livelihoods
- Cultivating *Keluarga* Malaysia
- Building a conducive living environment

2. Resilient Businesses

- Revive business capabilities
- Driving strategic investments
- Recovery for targeted sectors

3. A Prosperous and Sustainable Economy

- Sustainability agenda
- Bridging the economic gap
- Fiscal consolidation and revenue sustainability
- Supporting public service delivery

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 per year**



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

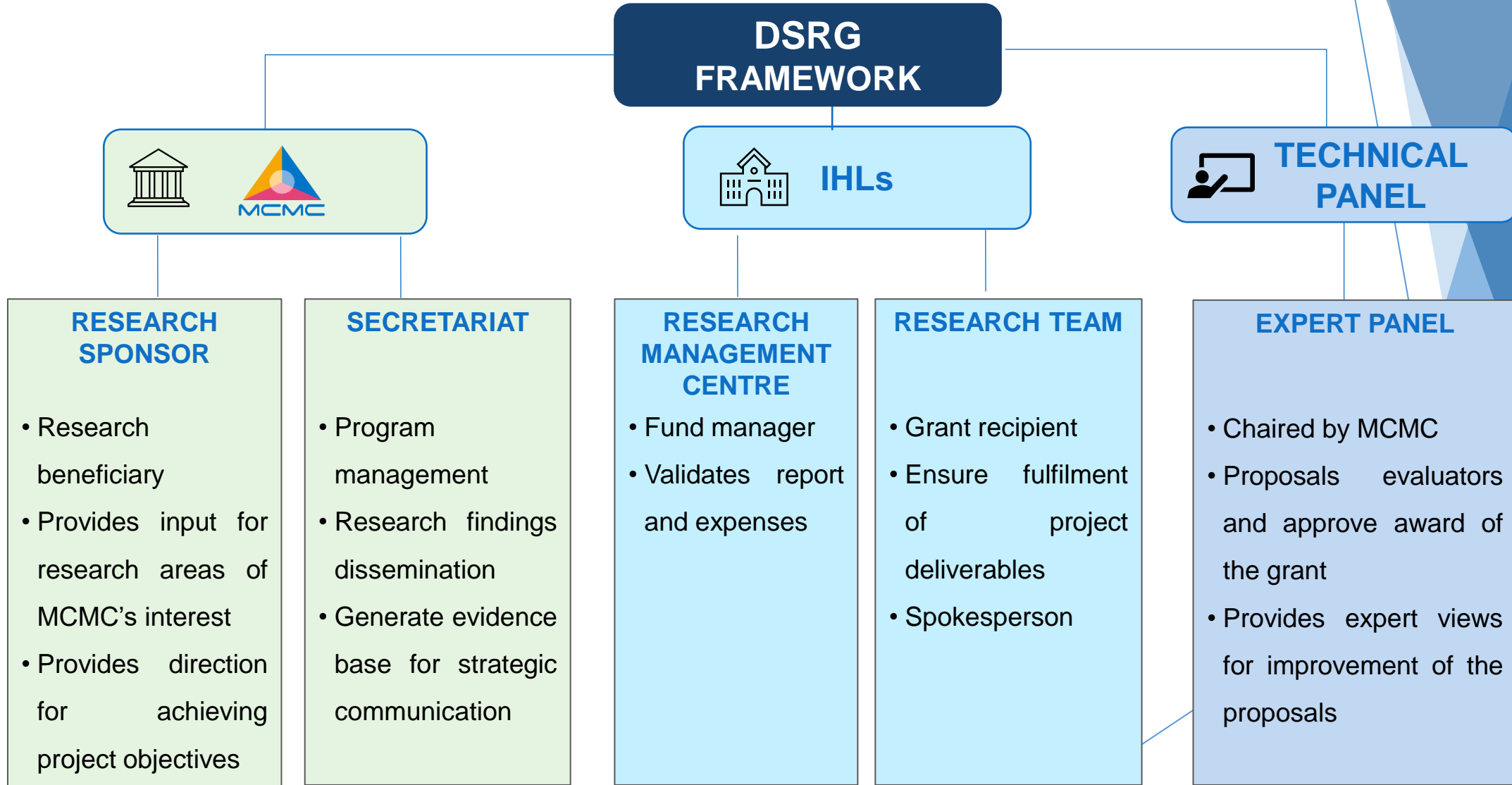


**FOCUS AREA 1: DIGITAL CITIZENSHIP
& CYBER WELLNESS**



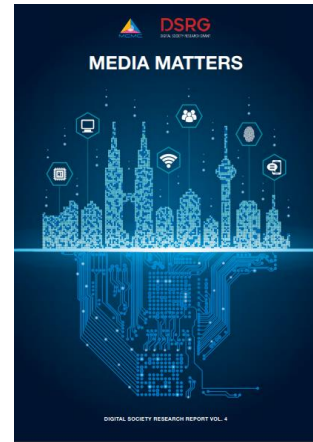
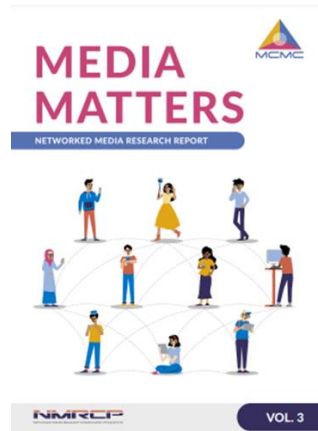
FOCUS AREA 2: DIGITAL INCLUSION

DSRG FRAMEWORK

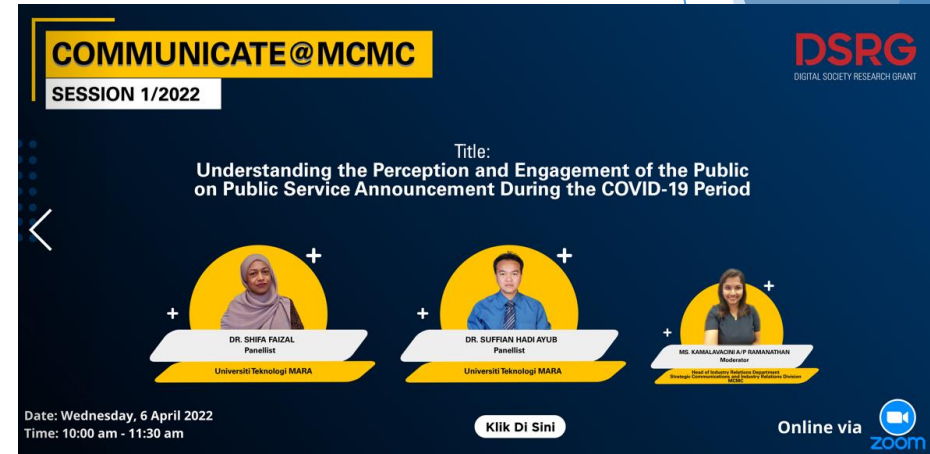


DISSEMINATION OF FINDINGS

Media Matters



Communicate@MCMC



COMMUNICATE@MCMC
SESSION 1/2022

DSRG
DIGITAL SOCIETY RESEARCH GRANT

Title:
Understanding the Perception and Engagement of the Public on Public Service Announcement During the COVID-19 Period


DR. SHIFA FAIZAL
Panelist
Universiti Teknologi MARA

DR. SUFFIAN HADI AYUB
Panelist
Universiti Teknologi MARA

MS. KAMALAUCHI A/P RAMANATHAN
Moderator
Department of Marketing, Universiti Teknologi MARA

Date: Wednesday, 6 April 2022
Time: 10:00 am - 11:30 am

Klik Di Sini

Online via 

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

Research Symposia



DSRG 2022/CYCLE 2: FOCUS AREAS & RESEARCH TITLES (1/7)

FOCUS AREA 1: DIGITAL CITIZENSHIP & CYBERWELLNESS

GUIDED RESEARCH

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
1.	DCC-1 Public Awareness on MCMC Label for Communications Equipment	<ul style="list-style-type: none"> a. RO 1 – To gauge the public awareness and knowledge of the importance of the MCMC label for communication equipment; b. RO 2 – To evaluate the effectiveness of CYL campaigns; and c. RO 3 – To assess and provide recommendations for enhancing the effectiveness of the CYL program. 	Standards Development Department Technology & Standards Division
2.	DCC-2 Public Perception on Electromagnetic Field (EMF) Emissions from 5G Radio Communication Infrastructure and Consumer Premise Equipment (CPE)	<ul style="list-style-type: none"> a. RO 1 – To gauge the public perception on the health effects of EMF; b. RO 2 – To identify the sources of EMF information referenced by the public; c. RO 3 – To understand the extent of public understanding on the implications of the radio communication infrastructure and CPE present in their vicinity; and d. RO 4 - To provide recommendations for building public trust on the safety of 5G radio communication infrastructure and CPE. 	Technology Development Department Technology and Standards Division

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

DSRG 2022/CYCLE 2: FOCUS AREAS & RESEARCH TITLES (2/7)

FOCUS AREA 1: DIGITAL CITIZENSHIP & CYBERWELLNESS

GUIDED RESEARCH

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
3.	DCC-3 Micro-credential courses in facilitating capacity building in identified areas of Communications and Multimedia (C&M)	a. RO 1 - To understand the role of micro-credential programmes in complementing the capacity-building ecosystem; b. RO 2 – To explore the available C&M-related micro-credential programmes offered by the local universities; c. RO 3 - To canvass the availability and factors contributing to take ups and demand for micro-credential programmes in other countries; d. RO 4 – To explore how micro-credentials could support employability in the C&M industry and forecast the potential number of working adults who would be interested in pursuing C&M-related micro-credentials; e. RO 5 - To identify and recommend potential micro-credential programmes for the C&M industry; and f. RO 6 - To understand the challenges faced by Malaysian Universities in developing and implementing micro-credential programmes (this includes challenges in e-learning technology, learning infrastructure, connectivity, investment, Malaysian Qualifications Authority (MQA) accreditation requirements, availability of skills and subject matter, etc.).	Training Centre Department MCMC Academy Division

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

DSRG 2022/CYCLE 2: FOCUS AREAS & RESEARCH TITLES (3/7)

FOCUS AREA 1: DIGITAL CITIZENSHIP & CYBERWELLNESS

GUIDED RESEARCH

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
4.	DCC-4a Public and Governmental Sector Adoption of Digital Signature usage for e-Government initiatives	<ul style="list-style-type: none"> a. RO 1 – To categorise the potential use cases of Digital Signatures relevant to identified Government and public sector users; b. RO 2 – To determine the level of awareness amongst Government and public sectors on Digital Signatures; c. RO 3 – To determine the level of Digital Signature, feasibility, planning, implementation, and impact of Digital Signature adoption of usage amongst Government and public sectors; d. RO 4 – To identify the factors encouraging and hindering the take-up of Digital Signature by the Government and public sector; and e. RO 5- To provide recommendations on measures to increase awareness and adoption of Digital Signature targeting identified Government and public sectors. 	Digital Transformation and Adoption Department Digital Ecosystem Development Division

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

DSRG 2022/CYCLE 2: FOCUS AREAS & RESEARCH TITLES (4/7)

FOCUS AREA 1: DIGITAL CITIZENSHIP & CYBERWELLNESS

GUIDED RESEARCH

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
5.	DCC-4b Medium Term Forecast on Digital Signature Market Demand and Supply – A study on the sufficiency of the existing number of Certification Authorities (CAs) for Digital Signature in Malaysia	<ul style="list-style-type: none"> a. RO 1 – To identify the factors contributing to market demand for Digital Signatures in light of Malaysia's MyDIGITAL Blueprint, JENDELA initiatives and consumer take-up of digital services; b. RO 2 – To forecast the Malaysian market demand of Digital Signatures in the medium term (3 to 5 years); c. RO 3 – To identify the capacity of the existing four Certification Authorities (CAs) to meet current and forecasted medium-term demand; and d. RO 4 – To provide recommendations on the ideal number and capacity of CAs to meet market demand for Digital Signatures; and e. RO 5 - To propose a suitable "sweet spot" for retail and (possible wholesale) pricing for Digital Signatures. 	Digital Transformation and Adoption Department Digital Ecosystem Development Division

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

DSRG 2022/CYCLE 2: FOCUS AREAS & RESEARCH TITLES (5/7)

FOCUS AREA 1: DIGITAL CITIZENSHIP & CYBERWELLNESS

GUIDED RESEARCH

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
6.	DCC-4c Feasibility of a Government-owned Certification Authority (CA) to support Government services	a. RO 1 – To prepare a risk-benefit analysis of the Government entering the Digital Signature market as a Certification Authority; b. RO 2 – To identify the business model and scope of customer and services provided, ensuring the continued viability of existing CAs; and c. RO 3 – To provide recommendations on the approaches and merits of the different possible models in which a Government CA could take shape.	Digital Transformation and Adoption Department Digital Ecosystem Development Division
7.	DCC-5 Public Awareness, Perception and Acceptance of Malaysia's National Digital Identity initiative.	a. RO 1 – To gauge the level of awareness and understanding amongst Malaysians on the NDI; b. RO 2 – To identify the factors promoting and hindering the adoption of NDI amongst Malaysians; c. RO 3 – To determine the level of readiness to take up and use NDI amongst Malaysians; and d. RO 4 – To provide recommendations to promote awareness and adoption amongst specified user categories.	Digital Transformation and Adoption Department Digital Ecosystem Development Division

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

DSRG 2022/CYCLE 2: FOCUS AREAS & RESEARCH TITLES (5/7)

FOCUS AREA 1: DIGITAL CITIZENSHIP & CYBERWELLNESS

GUIDED RESEARCH

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
8.	DCC-6 Identification of Carbon Footprint Contribution towards the Promotion of Responsible Consumption amongst identified Online Businesses	<ul style="list-style-type: none"> a. RO 1 – To identify and categorise the elements and factors contributing to carbon production or savings; b. RO 2 – To evaluate the consumption profiling from the participating organisations; and c. RO 3 – To propose a measurement method and matrix suitable to measure carbon contribution for e-Commerce, logistics and courier players based on best practices and industry standards across other sectors and/or jurisdictions. 	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 2022/CYCLE 2: FOCUS AREAS & RESEARCH TITLES (7/7)

FOCUS AREA 2: DIGITAL INCLUSION

GUIDED RESEARCH

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
9.	DI-1a Factors promoting and hindering the implementation of PUDO services related to courier services deployed at PEDis in Sarawak	a. RO 1 – To identify the factors contributing to the effective deployment of PUDO services at PEDis located in Sarawak by courier service providers; b. RO 2 – To provide recommendations for the courier service providers to effectively deploy PUDO services at PEDis located in Sarawak; and c. RO 3 – To identify and recommend suitable PEDis in Sarawak for courier service providers to deploy PUDO services.	E-Commerce Department Postal, Courier and E-Commerce Services Division
10.	DI-1b Factors promoting and hindering the implementation of PUDO services related to courier services deployed at PEDis in Sabah	a. RO 1 – To identify the factors contributing to the effective deployment of PUDO services at PEDis located in Sabah by courier service providers; b. RO 2 – To provide recommendations for the courier service providers to effectively deploy PUDO services at PEDis located in Sabah; and c. RO 3 – To identify and recommend suitable PEDis 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 2/2022: PROCESS OVERVIEW

Process Overview

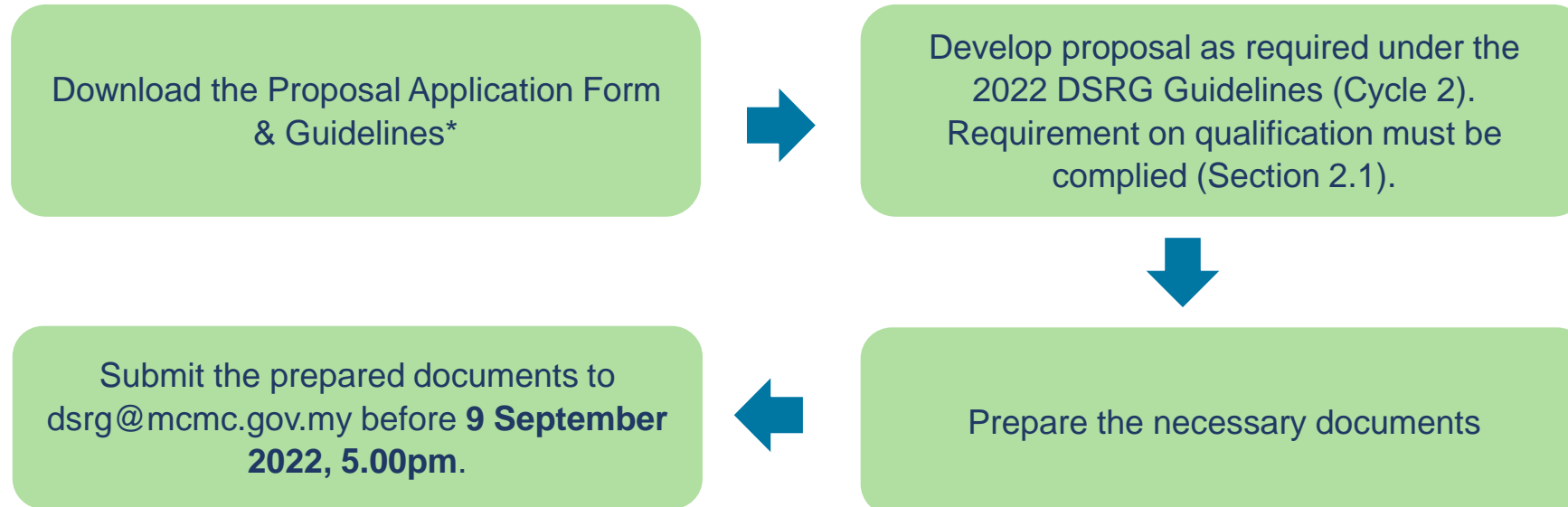


Resources Links

- 2022 DSRG Guidelines (Cycle 2)**
(https://www.mcmc.gov.my/skmmgovmy/media/General/2022_DSRG_Guideline_Cycle2_20220810_FINAL.pdf)
- Proposal Submission Form** (https://www.mcmc.gov.my/skmmgovmy/media/General/DSRG-Proposal-Submission-Form_Cycle-2_2022_10082022.doc)
- FAQs** (https://www.mcmc.gov.my/skmmgovmy/media/General/DSRG-FAQ_Cycle-2_2022_10082022.pdf)

DSRG CYCLE 2/2022: SUBMISSION

Submission Process

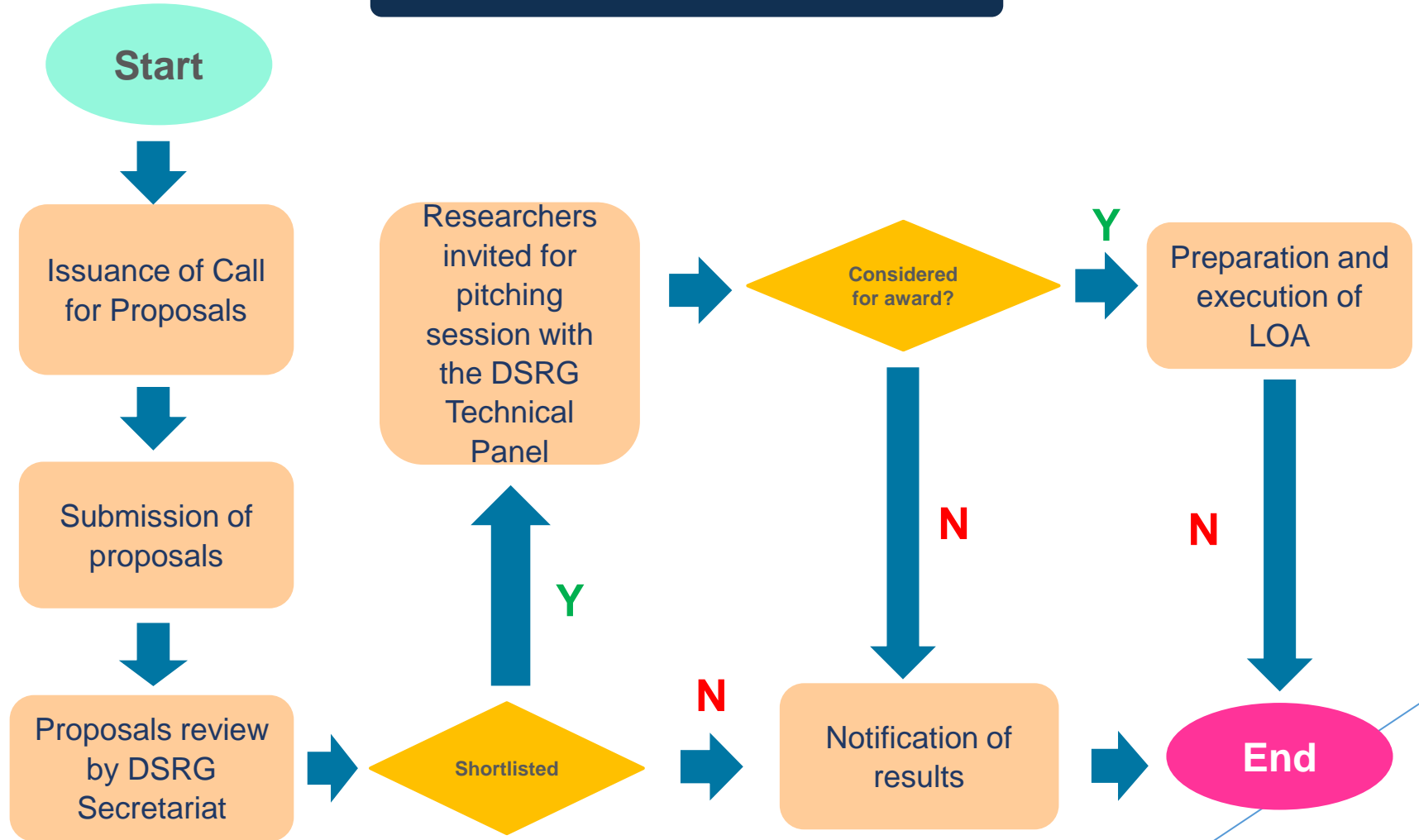


Documents that need to be submitted

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 2/2022: EVALUATION

Evaluation Process



DSRG CYCLE 2/2022: SELECTION (1/2)

Key criteria for selection process

1. The researcher must demonstrate **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 new 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 development of prototypes or applications.
6. The proposal must meet **submission and evaluation criteria**.
7. The proposal must be written in **understandable, concise and straightforward manner**.

DSRG CYCLE 2/2022: SELECTION (2/2)

Qualifying Criteria

Quality

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

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.

Alignment

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

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**.

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



FEEDBACK FORM



Scan the QR Code to fill in the Feedback Form



CONTACT US

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