

SYMPOSIUM PROCEEDINGS

SMMTC POSTGRADUATE SYMPOSIUM 2018

*Advancing Research in Communication, Media and Multimedia:
Theory, Methodology and Applications*

March 18-19,
2018

Editors:

Bahtiar Mohamad, Aisha Imam Omoloso,
Raji Ridwan Adetunji, Sumera Memon &
Harrylmazrin Harun



**Pusat Pengajian
Teknologi Multimedia & Komunikasi**
SCHOOL OF MULTIMEDIA TECHNOLOGY & COMMUNICATION
Universiti Utara Malaysia



School of Multimedia
Technology and Communication,
Universiti Utara Malaysia.



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Proceedings of the
SMMTC Postgraduate Symposium 2018

18-19 March 2018
Universiti Utara Malaysia

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Bahtiar Mohamad
Aisha Imam Omoloso
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Universiti Utara Malaysia

06010 – UUM – Sintok – Kedah - Malaysia

School of Multimedia Technology and Communication (SMMTC)
Universiti Utara Malaysia
06010 UUM Sintok
Kedah, Malaysia
Tel: +604-9285801
Fax: +604-9285804
E-mail: mmtc@uum.edu.my
Website: www.smmtc.uum.edu.my

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Table of Contents

Table of Content	4
Message from the Dean of SMMTC	8
Message from the SMMTC Postgraduate Coordinator	9
Conference Committee	10
Editorial Team	11
School of Multimedia Technology and Communication	12
Symposium: General Information	13
Keynote Speaker Profile	14
Program Overview	15
Symposium Attendees	23

SYMPOSIUM PAPERS

1. Newspapers Framing of The Issues of Corruption In Sudan (Paper ID: 1) - **Yassin Bashir Yassin Hamid** (Supervisor: Assoc. Prof. Dr. Rosli Mohammed & Dr. Mohd Khairie Ahmad) 25
2. Meningkatkan partisipasi belia komuniti terpinggir dalam Wacana WhatsApp (Paper ID: 2) - **Zainatul Shuhaida Binti Abd Rahman** (Supervisor: Prof. Dr. Norshuhada Shiratuddin) 30
3. Musical Familiarity and Its Effect on Consumer Decision Making (Paper ID: 3) - **Syazwani Mahsal Khan** (Supervisors: Dr. Norsiah Abdul Hamid & Dr. Sabrina Mohd Rashid) 37
4. Evaluation Criteria of a Blended Massive Open Online Course Model in the Iraqi Universities (ID: Paper: 4) - **Qusay Abboodi Ali** (Supervisor: Prof. Dr. Norshuhada binti Shiratuddin) 43
5. The Role of Customer Relationship Management, Service Quality and Innovation as Sources of Brand Equity Development (Paper: 5) - **Fayez Bassam Fayez Shriedeh** (Supervisor: Assoc.Prof. Dr. Noor Hasmini) 50
6. User Preferences on Supplementary Learning Tool in Physics Experiment Using Mobile AR (Paper ID: 6) - **Valaramthie Gopalan** (Supervisors: Dr. Juliana Aida Bt. Abu Bakar & Assoc. Prof. Abdul Nasir B. Zulkifli) 56
7. Mediating Role of Interdependent Self-construal on Cultural Norms and Interaction Goals between Chinese and Malaysian Business Negotiators (Paper: 7) - **Soo Hoo Pin Lick** (Supervisor: Assoc. Prof. Dr. Hassan Abu Bakar)..... 61
8. Exploring fake communication news through facebook (Paper ID: 8) - **Rizwan bin Sabri** (Supervisors: Dr. Azlina Kamaruddin & Miss Nor Hayati binti Mohd. Jali) 67
9. Media use and agricultural productivity: Qualitative study of Yemen agroforestry smallholder farmers (Paper ID: 9) - **Ali Abdullah Mohammed Saeed** (Supervisor: Dr. Nik Adzrieman Bin Abdul Rahman) 72

10. Democracy needs civic participation: A critical review (Paper ID: 10) - Adnan Rasheed (Supervisors: Assoc. Prof. Dr. Hassan Abu Bakar & Dr. Nik Adzrieman Abdul Rahman)	78
11. Conceptual Model Elements for Mobile Augmented Reality for Engaging Hearing-Impaired Museum Visitors (Paper ID: 11) - Esraa Jaffar Baker (Supervisors: Dr. Juliana Aida Abu Bakar & Assoc. Prof. Abdul Nasir Zulkifli)	86
12. Virtual Taekwondo Training Environment Prototype: Development and Evaluation (Paper ID: 12) - Nur Ain Binti Mohd Jelani (Supervisors: Assoc. Prof. Abdul Nasir Bin Zulkifli & Mohd Fitri Bin Yusoff)	90
13. Evolution of Moving Images in Documentary Film-Making: a study from the Middle-Eastern perspective (Paper ID: 13) - Madiha Faiz Rana (Supervisor: Dr. Subhashini a/p Anamali & Dr. Azliza Binti Othman)	96
14. Infographic as a tool to Facilitate Teaching and Learning (Paper ID: 14) - Harrylmazrin Harun (Supervisors: Dr. Nassiriah Shaari & Dr. Azliza Othman)	99
15. New Media and Islamic Knowledge Acquisition of Muslim (Paper ID: 15) - Ma Ting (Supervisors: Dr. Romlah Ramli & Dr. Nik Adzrieman Abdul Rahman)	104
16. The Effect of Signaling Principle in Asmaul Husna Mobile App on Knowledge, Perceived Awareness and Perceived Motivation Among Muslim (ID. Paper 16) - Arifah Fasha Binti Rosmani (Supervisors: Assoc. Prof. Dr. Ariffin Abdul Mutalib & Dr. Siti Mahfuzah Sarif)	111
17. The Role of Anonymity in the Flaming Activity on YouTube in Malaysia (Paper ID: 17) - Revathy A/P Amadera Lingam (Supervisor: Dr. Norizah Aripin).....	119
18. The effectiveness of green campaign: No Plastic Bag campaign in Penang (Paper ID: 18) Rafidahtul Abdul Rahim (Supervisor: Dr. Nik Adzrieman Abdul Rahman).....	124
19. Reasons & Reactions of Army Public School Attack and solution via Communication Strategies (Paper ID: 19) - Sundus Mustaqeem (Supervisor: Dr. Romlah binti Ramli & Dr. Syarizan Dalib)	131
20. Effects of Corporate Social Responsibility Dimensions on Customer Based Corporate Reputation in the Nigerian Insurance Industry (Paper ID: 20) - Nafisa Aminu Yusuf (Supervisors: Prof. Che Su Mustafa & Dr. Bahtiar Mohamad)	135
21. A Study of Mobile Augmented Reality Advertising app (ID Paper: 21) - Harwati binti Idris (Supervisors: Assoc. Prof. Abdul Nasir Bin Zulkifli & Mr. Fitri bin Yusoff)	140
22. The Impact of Video Viewing A Non-Native English Version Cartoon of UPIN & IPIN, on Rural Pre Schoolers, in Cultivating the Interest to Speak English as Second Language (Paper ID: 22) - Yusda bte Mohd Yusof (Supervisor: Dr. Norizah Aripin).....	146
23. Adaptive Augmented Reality Model: Local Context with Storytelling Adaptation in Heritage (Paper ID: 23) - Tenh Hock Kuan (Supervisors: Prof. Dr. Norshuhada binit Shiratuddin & Dr. Syamsul Bahrin bin Zaibon)	153

24. Factors Affecting Teachers Attitude towards Implementing E-Learning in Jordan (ID: Paper 24) - **Qusai Mohammad Ibrahim Al-Zoubi** (Supervisors: Dr. Subashini Annamalai & Dr. Sobihatun Nur Abdul Salam) 157
25. Understanding Workplace Relationships - LMX quality, Turnover intention and employee job satisfaction, Mediating role of Superior Subordinate Communication (Paper ID: 25) - **Sanan Waheed Khan** (Supervisor: Miss Nuredayu Omar) 163
26. Evaluation method of experiential learning on MGBL (ID Paper: 26) - **Gloria Christmadrea Eka Putri** (Supervisor: Dr. Syamsul Bahrin Zaibon)..... 168
27. The Mediating Role of Trust, Attitude, Satisfaction in Influencing Social Commerce Intention among University Students in Saudi Arabia: A Proposed Framework (Paper ID: 27) - **Amero Marie** (Supervisor: Assoc. Prof. Ariffin Abdul Mutalib) 173
28. Moderating Role of Gender on Consumers' Motivations and Online Newspaper Consumption (Paper ID: 28) - **Muhammad Ramzan** (Supervisors: Dr. Norsiah bt Abdul Hamid & Awan Bt Ismail) 180
29. Historical Development and Models of Intercultural Communication Competence (ICC) (Paper ID: 29) - **Muhammad Umar Nadeem** (Supervisors: Assoc. Prof. Dr. Rosli Mohammed & Dr. Syarizan Dalib) 186
30. Brand Image of Higher Education in Pakistan (Paper: 30) - **Sidra Shehzadi** (Supervisors: Dr. Bahtiar Mohamad & Dr. Joyce Cheah Lynn-Sze) 192
31. Peranan dan Penglibatan Penduduk dalam Penjenamaan Tempat di Pulau Langkawi, Kedah (Paper ID: 31) - **Nor Hidayah Binti Kamarudin** (Supervisor: Dr. Sabrina Mohd Rashid)..... 195
32. Strategi Pengiklanan Hijau ke Arah Keterlihatan Dalam Media Sosial (Paper ID: 32) - **Noriza Binti Ismail** (Supervisor: Dr. Sabrina Mohd Rashid)..... 201
33. Hubungan Sokongan Sosial, Kompetensi Komunikasi dan Pengurusan Tanggapan dengan Kesejahteraan Psikologi Mangsa Banjir (Paper ID: 33) - **Nur Haffiza Binti Rahaman** (Supervisors: Prof. Dr. Che Su Binti Mustaffa & Prof. Dr. Najib Bin Ahmad Marzuki)..... 207
34. Peranan Pola Komunikasi Keluarga dalam Pembangunan Sahsiah Remaja di Bandar Kota Bharu, Kelantan (Paper ID: 34) - **Nor Mukmin Binti Mahmood** (Supervisor: Assoc. Prof. Dr Rosli Bin Mohammed) 213
35. A Study of Coconut Plantation Management Practice: Problems and Status (Paper ID: 35) - **Gonesh Chandra Saha** (Supervisor: Dr. Ruzinoor Che Mat) 220
36. Enhancing Brand Equity of Automotive Brands through Marketing Communications on Social Media (Paper ID: 36) - **Raji Ridwan Adetunji** (Supervisors: Dr. Sabrina Mohd Rashid & Dr. Mohd Sobhi Ishak) 225
37. Message Adaptation Strategies for Culturally Sensitive Maternal Health Communication (Paper ID: 37) - **Aisha Imam Omoloso** (Supervisors: Dr. Mohd Khairie Ahmad & Dr Romlah Ramli) . 228
38. Pakistani Youths Antecedents to News Media use: A Conceptual Framework (Paper ID: 38) - **Sumera Memon** (Supervisor: Dr. Mohd Sobhi Ishak & Dr. Norsiah Abdul Hamid) 234

39. Exploring Intercultural Experiences among students in Malaysian's Campus (Paper ID: 39) - **Puteri Nur Ily Amalina binti Ismail** (Supervisor: Dr Syarizan binti Dalib) 239
40. Virtual Reality and Its Potential for Stress Therapy (Paper ID: 40) - **Okere Prince-Hector Chimeremeze** (Supervisors: Dr. Juliana Aida Abu Bakar & Dr. Ruzinoor Che Mat) 244
41. Analisis Pemikiran Tun Dr. Mahathir Mohamad Membangunkan Nasionalisme Etnik Melayu Dalam Pentadbiran Beliau Sebagai Presiden UMNO (Paper ID: 41) - **Mohd Norhaizzat Naim Bin Mohd Mazlan** (Supervisor: Dr. Norizah Aripin)..... 252
42. Determining Facebook As A Platform Of Expressing Politics Among University Students (Paper ID: 42) - **Laila Mastura Binti Mohamad Sani** (Supervisor: Dr. Romlah Ramli & Dr. Azlina Kamaruddin) 258
43. Inclusive Events And People With Disabilities (PWDs) (Paper ID: 43) - **Suryati Binti Abd Shukur** (Supervisor: Dr. Nik Adzrieman Abdul Rahman) 266
44. Exploring Mahathir's Leadership Communication Attributes from Indian Community Perspective (Paper ID: 44) - **S Maartandan A/L Suppiah** (Supervisors: Dr. Mohd Khairie Ahmad & Assoc. Prof. Dr. Norhafezah Yusof) 274
45. Vocabulary Flashcard in Learning English as Second Language for non-native Learners (ID: Paper 45) - **Hussein Ahmed Salem Ba Wazir** (Supervisor: Dr. Azliza Othman & Yusrita Mohd Yusoff) 280
46. Conceptual Design Framework Of Interactive Virtual Reality (Ivr) Aid System For Dyscalculia Children (Paper ID: 46) - **Nur Sauri Bin Yahaya** (Supervisor: Assoc. Prof. Dr. Ariffin Bin Abdul Mutalib) – No paper
47. Conceptual Model of Augmented Reality Learning Aids for Attention Deficit Hyperactivity Disorder (ADHD) Learner (ID Paper: 47) - **Hanis Salwani Binti Othman** (Supervisor: Dr. Syamsul Bahrin Bin Zaibon) – No paper
48. Comparative Study of Malaysian and Thailand Press Editorials on the Coverage of 'Crisis in Southern Thailand' from 2015 - 2016 (Paper ID: 48) - **Muhamad Farid Bin Saini** (Supervisor: Mr. Azahar Kasim) 286
49. Persuasive Multimedia Model In Truancy Awareness (Pmta) For Secondary School Students (ID Paper: 49) - **Mohamad Lutfi Bin Dolhalit** (Supervisors: Dr. Sobihatun Nur Abdul Salam, Assoc, Prof. Dr. Ariffin Abdul Mutalib) 289
50. Investigating the Effect of Corporate Logo Determinants on Corporate Image, Based on Consumer Perception: Conceptual Paper (Paper ID: 50) - **Worlu Okechukwu** (Supervisors: Dr. Sabrina Mohd Rashid & Dr. Nassiriah binti Shaari) 295
51. The Utilization Of New Media In Online Public Relations Activities In Public Universities (Paper ID: 51) - **Rasha Adel Alyaqoub** (Supervisor: Dr. Nik Adzrieman Abdul Rahman) 305
52. Social Interactions in the Workplace: Homophily and Structure in a Formal Organization (Paper ID: 52) - **Nor Aqilah Binti Maseli** (Supervisor: Assoc. Prof. Dr. Hassan Abu Bakar) 310

Message from the Dean of SMMTC



Assalamualaikum Warahmatullahi Wabarakatuh and Welcome.

It is so awesome seeing SMMTC Postgraduate Symposium 2018 realized. Congratulations and welcome to the participants, organizers and committee of the program. This is one of its kind and I must say I am very proud and honoured to be associated with it.

As the Dean of SMMTC, I heartily welcome all participants to this event, which promises to be a very exciting experience and a grand event for interacting and sharing knowledge and ideas among our postgraduate students from the three main pillars of SMMTC; Communication, Media Technology and Multimedia.

The theme “**Advancing Research in Communication Media and Multimedia: Theory, Method and Applications**” promising in this Industrial Revolution 4.0 era. Also, from the quality papers that have been submitted, the presentations and keynote talks, I am confident that all SMMTC postgraduate students will not regret being part of it.

Lastly, my sincere appreciation goes to the SMMTC postgraduate coordinator for ideating and organizing this year's symposium in such a dynamic and exciting manner. To the participants, I hope that you will have productive and meaningful sessions. Gather the information you could for the benefit of your study and your future. Not only knowledge that counts, but also network.

Thank you.

ASSOCIATE PROF. DR ARIFFIN ABDUL MUTALIB

Dean
School of Multimedia Technology and Communication
Universiti Utara Malaysia

Message from the SMMTC Postgraduate Coordinator



Assalamualaikum Warahmatullahi Wabarakatuh and Warm greetings.

On behalf of the organizing committees, I would like to welcome everyone to the SMMTC Postgraduate Symposium 2018.

This is the first time a postgraduate symposium is organized at SMMTC to bridge a tighter network among research students from the three disciplines of communication, media and multimedia. This is therefore expected to create a platform where research methodologies, theories and applications are shared among postgraduate students and discussed from the theoretical perspectives of Communication, Multimedia and Media Technology.

This year postgraduate symposium received a number of quality papers for presentations and publications in both the symposium electronic proceeding and The Messenger Journal. Therefore, I hope this symposium will offer the participants and the postgraduate students the opportunities to learn among themselves and quality publication.

In ending, I would like to thanks the management of SMMTC, starting from the Dean and my colleagues for their supports in making this symposium a success. Finally, I sincerely congratulate and thank the organizing committees for their contributions.

Thank you,

DR. BAHTIAR MOHAMAD

Postgraduate Coordinator

School of Multimedia Technology and Communication

Universiti Utara Malaysia

Conference Committee



Gonesh Chandra Saha
Secretary/Treasurer



**Okere Prince-Hector
Chimereze**
Media/Publicity



Muhammad Umar Nadeem
Media/Publicity



Muhammad Ramzan
Registration &
Hospitality/Logistics



Nafisa Aminu Yusuf
Hospitality/Logistics



Sidra Shehzadi
Registration



Sundus Mustaqeem
Media/Publicity

Editorial Team



Bahtiar Mohamad is a Senior Lecturer of Corporate Communication and Strategy at School of Multimedia Technology and Communication, Universiti Utara Malaysia. He teaches Public Relations, Corporate Communication, Communication for Managers and Organizational Image Management, which all combine to support his hybrid profession linking communication with the management. His qualifications are in Business Administration, Corporate Communication and Marketing. In recent years, his publication and research interests have focused on corporate communication and public relations. He is carrying out research in the area of corporate identity, corporate image, crisis communication and corporate branding from the point of view of public relations and corporate communication. He is Member of Institute of Public Relations Malaysia (MIPR), European Communication Research and Education Association (ECREA) and Pacific & Asia Communication Association (PACA).



Aisha Imam Omoloso has a Master and Bachelor's Degree in Mass Communication from University of Lagos and Bayero University Kano, Nigeria. She had two years of journalism experience as Reporter and Newscaster with the Kwara Television Service in Kwara, Nigeria before joining the University of Ilorin, Nigeria as a lecturer in the department of Mass Communication. Aisha has authored and co-authored research articles in local and international peer-reviewed journals. Her research interest is health communication. She is currently pursuing her PhD in Communication at the Universiti Utara Malaysia.



Harrylmazrin Harun earned her Master of Design at the University of Technology Sydney, Australia and Bachelor Degree of Multimedia at the Multimedia University, Cyberjaya, Malaysia. Previously, she has been working with Universiti Utara Malaysia as a lecturer, teaching the creative industry. Currently, she is pursuing her PhD in Multimedia at Universiti Utara Malaysia.



Raji Ridwan Adetunji is a doctorate research candidate at the School of Multimedia Technology and Communication (SMMTC), Universiti Utara Malaysia. His research interests range between Brand Management, Marketing Communication and Social Media and Consumer Behavior. He has quite a number of publications to his credit, among which are; referred journals and Scopus indexed journals. He has also engaged in Research Assistant jobs, Community Development jobs, Volunteering works, as well as Part-time teachings.



Sumera Memon has a master in media and communication studies from University of Sindh, Pakistan. Currently she is pursuing her PhD in media management at the School of Multimedia Technology and Communication (SMMTC), Universiti Utara Malaysia. Her research area is media, political socialization, and political participation. She has published number of research articles in peer-reviewed journals. She has also attended national and international conference on media and communication.

School of Multimedia Technology and Communication



Universiti Utara Malaysia (UUM) is located in Sintok, Kedah. UUM is known as a management university. The campus is 48 km north of Alor Setar and 10 km south of the Bukit Kayu Hitam and is near the Malaysia-Thailand border. Other towns near UUM are Jitra and Changlun.

School of Multimedia Technology and Communication (SMMTC) was established in 2011. Currently, SMMTC offers accredited, high quality and affordable programme in Multimedia, Communication, Media, and Media Technology. All programme (Undergraduate and Postgraduate level) at SMMTC are accredited by the Malaysia Qualification Agency (MQA), a statutory body in Malaysia set up under the Malaysian Qualifications Act 2007 to accredit academic programs provided by educational institutions providing post-secondary or higher education and facilitate the accreditation and articulation of qualifications. For more information, visit www.uum.edu.my.

Undergraduate	Postgraduate
B.Sc. Multimedia	PhD in related fields
B. Communication	M.A. Communication
B. Media Technology	MSc. Managerial Communication
	MSc. Multimedia Studies
	MSc. Media Management
	MSc. Multimedia Journalism

Symposium: General Information

Symposium Co-Chairs:

- Associate Professor Dr. Ariffin bin Abdul Mutalib
- Dr. Bahtiar Mohamad

Continuing its tradition of commitment to enhance postgraduate education, the School of Multimedia Technology and Communication, UUM proudly announces the SMMTC Postgraduate Symposium 2018, which will be held this March at the School of Multimedia Technology and Communication, UUM. All postgraduate students are invited to submit an extended abstract for the symposium.

SYMPOSIUM SCHEDULE: The SMMTC Postgraduate Symposium 2018 kicks off on Sunday morning, 18 March, 2018 at the Seminar Hall, SMMTC. The program content will begin at 9:00 a.m. with the Keynote Session presented by Prof. Dr. Norshuhada Shiratuddin and concludes mid-afternoon on the Monday 19 March, 2018. The afternoon session will consist of multiple interactive sessions between distinguished faculty and students.

PUBLICATIONS AND AWARDS: All papers will be published in the symposium e-proceedings with ISBN. Selected papers will be published in journal: The Messenger. The symposium also will offer the Best Paper Awards to the three best papers.

REGISTRATION COSTS: The cost for students to register for the symposium is RM30. The fee includes breakfast, lunch and afternoon tea. A certificate of participation will be issued to all who attend the SMMTC Postgraduate Symposium 2018.

POSTGRADUATE SYMPOSIUM: The SMMTC Postgraduate Symposium 2018, gives PhD and Master by research students the opportunity to interact with eminent scholars across the various subfields of communication, media and multimedia. These scholars will facilitate interactive sessions focused on enhancing students' research with the goal of preparing them for a career as a scholar. Due to a limit on the number of attendees, students will enjoy a small-group atmosphere in the sessions and also will have ample opportunities for one-on-one time to interact with the facilitating faculty.

REGISTRATION PROCESS: In order to achieve the intended concentrated faculty/student interaction, please send the following materials to mbahtiar@uum.edu.my (note in the subject line "SMMTC Postgraduate Symposium 2018"):

1. Completed registration form
2. Extended Abstract. A 5-page research description covering central aspects of your PhD work. Key points include: (a) Your situation, i.e., the university doctoral program context in which your work is being conducted; (b) Context and motivation that drives your dissertation research; (c) Research objectives/goals/questions; (d) Background/literature review of key works that frames your research; (e) Hypothesis/thesis and/or problem statement; (f) Your research approach and methods, including relevant rationale; (g) Results to date and their validity; (h) Dissertation status and next steps and (i) Current and expected contributions. Please refer the Extended Abstract Template for details.

Please submit these materials by March 1, 2018. For additional details regarding SMMTC Postgraduate Symposium 2018, please email to the mbahtiar@uum.edu.my (Dr. Bahtiar Mohamad).

Keynote Speaker



Prof. Dr. Norshuhada Shiratuddin

School of Multimedia Technology and Communication,
Universiti Utara Malaysia (UUM)

Education

1. PhD (Design Research) – University of Strathclyde, Glasgow, UK, 2002
2. MSc (IT) – University of Nottingham, UK, 1992
3. BSc (Maths, Stats & OR) – University of Manchester, UK, 1991

Academic Admin Posts

1. Assistant Vice Chancellor, College of Arts and Sciences (2015 - 2016)
2. Dean, Awang Had Salleh Graduate School, College of Arts & Sciences (2015 - 2017)
3. Dean, Sch of Multimedia Technology and Communication, (2011 - 2014)
4. Dean/Chairperson (IT), Faculty of IT (2008 - 2011)
5. Deputy Dean (Research), Faculty of IT (2005 - 2008)
6. Postgrad Coordinator, Faculty of IT (2003 - 2005)

Summary of Achievements

Academic Awards

20 awards including Asia Pacific Mobile Learning Innovation, Oxford Best Paper, Outstanding Researcher, Best Research, Best Science & Technology Journal Article and Excellent Paper Award, Institute of Engineers and Researchers, more than 5 Best Paper awards at international conferences.

Research Grants

1. More than 25 national and international grants amounting to RM4 millions
2. More than 20 internal grants amounting to RM800 thousands

Publications & Supervision

1. More than 70 international journal publications (index and non-index journals)
2. More than 100 proceedings articles
3. Three books and 10 chapters-in-books
4. Supervised more than 20 PhD students

Keynote Speech Abstract: Practical Strategies to GOT

This talk covers briefly the status of Graduate on Time (GOT) data in UUM. It then continues to present the issues, challenges, and factors affecting GOT. Problems faced by PhD candidates are also discussed. Furthermore, the main contents of this talk addresses the importance of the criteria and selection of supervisor. The strategies for avoiding completion delays, which are grouped into supervisory, personal, time frame and viva elements will be much elaborated.

Program Overview

SMMTC POSTGRADUATE SYMPOSIUM 2018

Advancing Research in Communication, Media and Multimedia: Theory, Methodology and Applications

Programme

DAY 1

Sunday, 18 March 2018

TIME	ACTIVITIES
8.00 am – 9.15 am	Registration & Refreshment LOBBY SMMTC SEMINAR HALL (1 st FLOOR)
OPENING CEREMONY / KEYNOTE ADDRESS	OPENING CEREMONY / KEYNOTE ADDRESS SMMTC SEMINAR HALL
SMMTC SEMINAR HALL (1 st FLOOR)	9.15 pm Arrival of guests
9.30 am	9.30 am Arrival of VIPs
9.40 am	9.40 am Welcoming remarks by Master of Ceremony
9.30 am – 11.00 am	9.45 am Recitation of Doa
	9.50 am Official launching of SMMTC Postgraduate Symposium by Yang Berbahagia Associate Professor Dr. Ariffin Abdul Mutalib, The Dean of School of Multimedia Technology and Communication (SMMTC)
	10.05 am Gimmick for SMMTC Postgraduate Symposium 2018
	10.15 am Keynote: How to Graduate on Time (GOT)? Professor Dr. Norshuhada Shiratuddin Universiti Utara Malaysia
	10.45 am Q & A Session
	11.00 am End
PARALLEL SESSION	SMMTC SEMINAR HALL (1 st FLOOR) Moderator: <i>Sumera Memon</i>

1A

SMMTC SEMINAR
HALL
(1st FLOOR)

11.15 am – 12.45 pm

Reviewers: Dr. Norizah Aripin & Assoc. Prof. Dr. Norhafezah Yusof

1. Strategi Pengiklanan Hijau ke Arah Keterlihatan Dalam Media Sosial (Paper ID: 32)
Noriza Binti Ismail (Supervisor: Dr. Sabrina Binti Mohd Rashid)
2. The effectiveness of green campaign: No Plastic Bag campaign in Penang (Paper ID: 18)
Rafidahtul Abdul Rahim (Supervisor: Dr. Nik Adzrieman Abdul Rahman)
3. Musical Familiarity and Its Effect on Consumer Decision Making (Paper ID: 3)
Syazwani Mahsal Khan (Supervisor: Dr. Norsiah Abdul Hamid & Dr. Sabrina Mohd Rashid)
4. Investigating the Effect of Corporate Logo Determinants on Corporate Image, Based on Consumer Perception: Conceptual Paper (Paper ID: 50)
Worlu Okechukwu (Supervisors: Dr. Sabrina Mohd Rashid & Dr. Nassiriah binti Shaari)
5. The Utilization Of New Media In Online Public Relations Activities In Public Universities (Paper ID: 51)
Rasha Adel Alyaqoub (Supervisor: Dr. Nik Adzrieman Bin Abdul Rahman)

PARALLEL SESSION

1B

SMMTC MAIN
MEETING ROOM
(2nd FLOOR)

11.15 am – 12.45 pm

SMMTC MAIN MEETING ROOM (2nd FLOOR)

Moderator: Harrylmazrin Harun

Reviewers: Dr. Mohd Nizam Saad & Dr. Nassiriah Shaari

1. Evaluation method of experiential learning on MGBL (ID Paper: 26)
Gloria Christmadrea Eka Putri (Supervisor: Dr. Syamsul Bahrin Zaibon)
2. Vocabulary Flashcard in Learning English as Second Language for non-native Learners (ID: Paper 45)
Hussein Ahmed Salem Ba Wazir (Supervisor: Dr. Azliza Othman & Yusrita Mohd Yusoff)
3. The Effect of Signaling Principle in Asmaul Husna Mobile App on Knowledge, Perceived Awareness and Perceived Motivation Among Muslim (ID. Paper 16)
Arifah Fasha Binti Rosmani (Supervisors: Assoc. Prof. Dr. Ariffin Abdul Mutalib & Dr. Siti Mahfuzah Sarif)
4. Factors Affecting Teachers Attitude towards Implementing E-Learning in Jordan (ID: Paper 24)
Qusai Mohammad Ibrahim Al-Zoubi (Supervisors: Dr. Subashini Annamalai Dr. Sobihatun Nur Abdul Salam)
5. Evaluation Criteria of a Blended Massive Open Online Course Model in the Iraqi Universities (ID: Paper: 4)

	Qusay Abboodi Ali (Supervisor: Prof. Dr. Norshuhada binti Shiratuddin)
12.45 pm – 2.00 pm	LUNCH / ZUHR PRAYER SMMTC SEMINAR HALL LOBBY / PRAYER ROOM (1 st FLOOR)
<p>PARALLEL SESSION</p> <p>2A</p> <p>SMMTC SEMINAR HALL (1st FLOOR)</p> <p>2.00 pm – 3.30 pm</p>	<p>SMMTC SEMINAR HALL (1st FLOOR)</p> <p>Moderator: Raji Ridwan Adetunji</p> <p>Reviewers: Dr. Jamilah Jamal & Dr. Sabrina Mohd Rashid</p> <ol style="list-style-type: none"> Peranan dan Penglibatan Penduduk dalam Penjenamaan Tempat di Pulau Langkawi, Kedah (Paper ID: 31) Nor Hidayah Binti Kamarudin (Supervisor: Dr. Sabrina Binti Mohd Rashid) The Role of Customer Relationship Management, Service Quality and Innovation as Sources of Brand Equity Development (Paper: 5) Fayez Bassam Fayez Shriedeh (Supervisor: Assoc. Prof. Dr. Noor Hasmini) Brand Image of Higher Education in Pakistan (Paper: 30) Sidra Shehzadi (Supervisors: Dr. Bahtiar Mohamad & Dr. Joyce Cheah Lynn-Sze) Enhancing Brand Equity of Automotive Brands through Marketing Communications on Social Media (Paper ID: 36) Raji Ridwan Adetunji (Supervisors: Dr. Sabrina Mohd Rashid & Dr. Mohd Sobhi Ishak)
<p>PARALLEL SESSION</p> <p>2B</p> <p>SMMTC MAIN MEETING ROOM (2nd FLOOR)</p> <p>2.00 pm – 3.30 pm</p>	<p>SMMTC MAIN MEETING ROOM (2nd FLOOR)</p> <p>Moderator: Yassin Bashir Yassin Hamid</p> <p>Reviewers: Dr. Harryizman Harun & Dr. Azliza Othman</p> <ol style="list-style-type: none"> A Study of Mobile Augmented Reality Advertising app (ID Paper: 21) Harwati binti Idris (Supervisors: Assoc. Prof. Abdul Nasir Bin Zulkifli & Mr. Fitri bin Yusoff) Conceptual Model of Augmented Reality Learning Aids for Attention Deficit Hyperactivity Disorder (ADHD) Learner (ID Paper: 47) Hanis Salwani Binti Othman (Supervisor: Dr. Syamsul Bahrin Bin Zaibon) User Preferences on Supplementary Learning Tool in Physics Experiment Using Mobile AR (Paper ID: 6) Valaramthie Gopalan (Supervisors: Dr. Juliana Aida Bt. Abu Bakar & Assoc. Prof. Abdul Nasir B. Zulkifli) Conceptual Model Elements for Mobile Augmented Reality for Engaging Hearing-Impaired Museum Visitors (Paper ID: 11) Esraa Jaffar Baker (Supervisors: Dr. Juliana Aida Abu Bakar & Assoc. Prof. Abdul Nasir)

	Zulkifli)
3.30 pm – 4.00 pm	TEA BREAK / REFRESHMENTS SMMTC SEMINAR HALL LOBBY (1 st FLOOR)
<p>PARALLEL SESSION</p> <p>3A</p> <p>SMMTC SEMINAR HALL (1st FLOOR)</p> <p>4.00 pm – 5.30 pm</p>	<p>SMMTC SEMINAR HALL (1st FLOOR)</p> <p>Moderator: <i>Sidra Shehzadi</i></p> <p>Reviewers: Dr. Joyce Cheah Lynn-Sze & Dr. Zuwairi Md. Saad</p> <ol style="list-style-type: none"> Peranan Pola Komunikasi Keluarga dalam Pembangunan Sahsiah Remaja di Bandar Kota Bharu, Kelantan (Paper ID: 34) Nor Mukmin Binti Mahmood (Supervisor: Assoc. Prof. Dr Rosli Bin Mohammed) Exploring Mahathir’s Leadership Communication Attributes from Indian Community Perspective (Paper ID: 44) S Maartandan A/L Suppiah (Supervisors: Dr. Mohd Khairie Ahmad & Assoc. Prof. Dr. Norhafezah Yusof) Hubungan Sokongan Sosial, Kompetensi Komunikasi dan Pengurusan Tanggapan dengan Kesejahteraan Psikologi Mangsa Banjir (Paper ID: 33) Nur Haffiza Binti Rahaman (Supervisors: Prof. Dr. Che Su Binti Mustaffa & Prof. Dr. Najib Bin Ahmad Marzuki) Meningkatkan partisipasi belia komuniti terpinggir dalam Wacana WhatsApp (Paper ID: 2) Zainatul Shuhaida Binti Abd Rahman (Supervisor: Prof. Dr. Norshuhada Shiratuddin)
<p>PARALLEL SESSION</p> <p>3B</p> <p>SMMTC MAIN MEETING ROOM (2nd FLOOR)</p> <p>4.00 pm – 5.30 pm</p>	<p>SMMTC MAIN MEETING ROOM (2nd FLOOR)</p> <p>Moderator: <i>Aisha Imam Omolos</i></p> <p>Reviewers: Dr. Syarizan Dalib & Dr. Haslina Halim</p> <ol style="list-style-type: none"> Exploring Intercultural Experiences among students in Malaysian’s Campus (Paper ID: 39) Puteri Nur Ily Amalina binti Ismail (Supervisor: Dr Syarizan binti Dalib) Historical Development and Models of Intercultural Communication Competence (ICC) (Paper ID: 29) Muhammad Umar Nadeem (Supervisors: Assoc. Prof. Dr. Rosli Mohammed & Dr. Syarizan Dalib) Message Adaptation Strategies for Culturally Sensitive Maternal Health Communication (Paper ID: 37) Aisha Imam Omoloso (Supervisors: Dr. Mohd Khairie Ahmad & Dr Romlah Ramli)

4. Mediating Role of Interdependent Self-construal on Cultural Norms and Interaction Goals between Chinese and Malaysian Business Negotiators (Paper: 7)
Soo Hoo Pin Lick (Supervisor: Assoc. Prof. Dr. Hassan Abu Bakar)
5. Social Interactions in the Workplace: Homophily and Structure in a Formal Organization (Paper ID: 52)
Nor Aqilah Binti Maseli (Supervisor: Assoc. Prof. Dr. Hassan Abu Bakar)

DAY 2
Monday, 19 March 2018

TIME	ACTIVITIES
<p>PARALLEL SESSION</p> <p style="font-size: 2em; text-align: center;">4A</p> <p style="text-align: center;">SMMTC SEMINAR HALL (1st FLOOR)</p> <p>9.00 am – 10.30 am</p>	<p style="text-align: center;">SMMTC SEMINAR HALL (1st FLOOR) Moderator: Muhammad Ramzan Reviewers: Dr. Adibah Ismail & Dr. Azlina Kamaruddin</p> <ol style="list-style-type: none"> 1. Comparative Study of Malaysian and Thailand Press Editorials on the Coverage of ‘Crisis in Southern Thailand’ from 2015 - 2016 (Paper ID: 48) Muhamad Farid Bin Saini (Supervisor: Mr. Azahar Kasim) 2. Newspapers Framing of The Issues of Corruption In Sudan (Paper ID: 1) Yassin Bashir Yassin Hamid (Supervisor: Assoc. Prof. Dr. Rosli Mohammed & Dr. Mohd Khairie Ahmad) 3. Moderating Role of Gender on Consumers’ Motivations and Online Newspaper Consumption (Paper ID: 28) Muhammad Ramzan (Supervisors: Dr. Norsiah bt Abdul Hamid & Awan Bt Ismail) 4. Pakistani Youths Antecedents to News Media use: A Conceptual Framework (Paper ID: 38) Sumera Memon (Supervisor: Dr. Mohd Sobhi Ishak & Dr. Norsiah Abdul Hamid)
<p>PARALLEL SESSION</p> <p style="font-size: 2em; text-align: center;">4B</p> <p style="text-align: center;">SMMTC MAIN MEETING ROOM (2nd FLOOR)</p> <p>9.00 am – 10.30 pm</p>	<p style="text-align: center;">SMMTC MAIN MEETING ROOM (2nd FLOOR) Moderator: Gonesh Chandra Saha Reviewers: Dr. Ruzinoor Che Mat & Dr. Hammuzamer Irwan Hamzah</p> <ol style="list-style-type: none"> 1. The Mediating Role of Trust, Attitude, Satisfaction in Influencing Social Commerce Intention among University Students in Saudi Arabia: A Proposed Framework (Paper ID: 27) Amero Marie (Supervisor: Assoc. Prof. Ariffin Abdul Mutalib)

	<ol style="list-style-type: none"> 2. Persuasive Multimedia Model In Truancy Awareness (Pmta) For Secondary School Students (ID Paper: 49) Mohamad Lutfi Bin Dolhalit (Supervisors: Dr. Sobihatun Nur Abdul Salam, Assoc. Prof. Dr. Ariffin Abdul Mutalib) 3. Evolution of Moving Images in Documentary Film-Making: a study from the Middle-Eastern perspective (Paper ID: 13) Madiha Faiz Rana (Supervisor: Dr. Subhashini a/p Anamali & Dr. Azliza Binti Othman) 4. A Study of Coconut Plantation Management Practice: Problems and Status (Paper ID: 35) Gonesh Chandra Saha (Supervisor: Dr. Ruzinoor Che Mat) 5. Infographic as a tool to Facilitate Teaching and Learning (Paper ID: 14) Harrymazin Harun (Supervisors: Dr. Nassiriah Shaari & Dr. Azliza Othman)
10.30 am – 11.00 am	TEA BREAK / REFRESHMENTS SMMTC SEMINAR HALL LOBBY (1st FLOOR)
<p>PARALLEL SESSION</p> <p style="font-size: 2em; font-weight: bold; text-align: center;">5A</p> <p style="text-align: center;">SMMTC SEMINAR HALL (1st FLOOR)</p> <p>11.00 am – 12.30 pm</p>	<p style="text-align: center;">SMMTC SEMINAR HALL (1st FLOOR)</p> <p style="text-align: center;">Moderator: Okere Prince-Hector Chimeremeze</p> <p style="text-align: center;">Reviewers: Dr. Subashini Annamalai & Dr. Juliana Abu Bakar</p> <ol style="list-style-type: none"> 1. Virtual Taekwondo Training Environment Prototype: Development and Evaluation (Paper ID: 12) Nur Ain Binti Mohd Jelani (Supervisors: Assoc. Prof. Abdul Nasir Bin Zulkifli & Mohd Fitri Bin Yusoff) 2. Conceptual Design Framework Of Interactive Virtual Reality (Ivr) Aid System For Dyscalculia Children (Paper ID: 46) Nur Sauri Bin Yahaya (Supervisor: Assoc. Prof. Dr. Ariffin Bin Abdul Mutalib) 3. Virtual Reality and Its Potential for Stress Therapy (Paper ID: 40) Okere Prince-Hector Chimeremeze (Supervisors: Dr. Juliana A. Abu Bakar & Dr. Ruzinoor Che Mat) 4. Adaptive Augmented Reality Model: Local Context with Storytelling Adaptation in Heritage (Paper ID: 23) Tenh Hock Kuan (Supervisors: Prof.Dr. Norshuhada binit Shiratuddin & Dr. Syamsul Bahrin bin Zaibon)
PARALLEL SESSION	SMMTC MAIN MEETING ROOM (2nd FLOOR) Moderator: Sundus Mustaqeem

<p style="text-align: center;">5B</p> <p style="text-align: center;">SMMTC MAIN MEETING ROOM (2nd FLOOR)</p> <p style="text-align: center;">11.00 am – 12.30 am</p>	<p style="text-align: center;">Reviewers: Prof. Dr. Che Su Mustafa & Dr. Mohd Khairie Ahmad</p> <ol style="list-style-type: none"> 1. Media use and agricultural productivity: Qualitative study of Yemen agroforestry smallholder farmers (Paper ID: 9) Ali Abdullah Mohammed Saeed (Supervisor: Dr. Nik Adzrieman Bin Abdul Rahman) 2. Reasons & Reactions of Army Public School Attack and solution via Communication Strategies (Paper ID: 19) Sundus Mustaqeem (Supervisor: Dr. Romlah binti Ramli & Dr. Syarizan Dalib) 3. Democracy needs civic participation: A critical review (Paper ID: 10) Adnan Rasheed (Supervisors: Assoc. Prof. Dr. Hassan Abu Bakar & Dr. Nik Adzrieman Abdul Rahman) 4. The Impact of Video Viewing A Non-Native English Version Cartoon of UPIN & IPIN, on Rural Pre Schoolers, in Cultivating the Interest to Speak English as Second Language (Paper ID: 22) Yusda bte Mohd Yusof (Supervisor: Dr. Norizah Aripin)
<p style="text-align: center;">12.45 pm – 2.00 pm</p>	<p style="text-align: center;">LUNCH / ZUHR PRAYER SMMTC SEMINAR HALL LOBBY / PRAYER ROOM (1st FLOOR)</p>
<p style="text-align: center;">PARALLEL SESSION</p> <p style="text-align: center;">6A</p> <p style="text-align: center;">SMMTC SEMINAR HALL (1st FLOOR)</p> <p style="text-align: center;">2.00 pm – 3.30 pm</p>	<p style="text-align: center;">SMMTC SEMINAR HALL (1st FLOOR) Moderator: Nafisa Aminu Yusuf Reviewers: Assoc. Prof. Dr. Rosli Mohamed & Dr. Suhaini Muda</p> <ol style="list-style-type: none"> 1. Understanding Workplace Relationships - LMX quality, Turnover intention and employee job satisfaction, Mediating role of Superior Subordinate Communication (Paper ID: 25) Sanan Waheed Khan (Supervisor: Miss Nuredayu Omar) 2. Analisis Pemikiran Tun Dr. Mahathir Mohamad Membangunkan Nasionalisme Etnik Melayu Dalam Pentadbiran Beliau Sebagai Presiden UMNO (Paper ID: 41) Mohd Norhaizzat Naim Bin Mohd Mazlan (Supervisor: Dr. Norizah Aripin) 3. Inclusive Events And People With Disabilities (PWDs) (Paper ID: 43) Suryati Binti Abd Shukor (Supervisor: Dr. Nik Adzrieman Abdul Rahman) 4. Effects of Corporate Social Responsibility Dimensions on Customer Based Corporate Reputation in the Nigerian Insurance Industry (Paper ID: 20) Nafisa Aminu Yusuf (Supervisors: Prof Che Su Mustafa & Dr. Bahtiar Mohamad)
<p style="text-align: center;">PARALLEL SESSION</p>	<p style="text-align: center;">SMMTC MAIN MEETING ROOM (2nd FLOOR) Moderator: Muhammad Umar Nadeem</p>

<p style="text-align: center;">6B</p> <p style="text-align: center;">SMMTC MAIN MEETING ROOM (2nd FLOOR)</p> <p style="text-align: center;">2.00 pm – 3.30 pm</p>	<p style="text-align: center;">Reviewers: Dr. Norsiah Abdul Hamid & Dr. Awan Ismail</p> <ol style="list-style-type: none"> 1. Determining Facebook As A Platform Of Expressing Politics Among University Students (Paper ID: 42) Laila Mastura Binti Mohamad Sani (Supervisor: Dr. Romlah Ramli) 2. Exploring fake communication news through facebook (Paper ID: 8) Rizwan bin Sabri (Supervisors: Dr. Azlina Kamaruddin & Miss Nor Hayati binti Mohd. Jali) 3. New Media and Islamic Knowledge Acquisition of Muslim (Paper ID: 15) Ma Ting (Supervisors: Dr. Romlah Ramli & Dr. Nik Adzrieman Abdul Rahman) 4. The Role of Anonymity in the Flaming Activity on YouTube in Malaysia (Paper ID: 17) Revathy A/P Amadera Limgam (Supervisor: Dr. Norizah Aripin) 										
<p style="text-align: center;">3.30 pm – 4.00 pm</p>	<p style="text-align: center;">TEA BREAK / REFRESHMENTS SMMTC SEMINAR HALL LOBBY (1st FLOOR)</p>										
<p style="text-align: center;">PUBLICATION WORKSHOP/ CLOSING CEREMONY</p> <p style="text-align: center;">SMMTC SEMINAR HALL (1st FLOOR)</p> <p style="text-align: center;">4.00 pm – 5.30 pm</p>	<p style="text-align: center;">PUBLICATION WORKSHOP/ CLOSING CEREMONY SMMTC SEMINAR HALL</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%; vertical-align: top;">4.00 pm</td> <td>Publication Talk: How to write high-impact research papers? Dr. Bahtiar Mohamad Universiti Utara Malaysia</td> </tr> <tr> <td style="vertical-align: top;">4.30 pm</td> <td>Q & A Session</td> </tr> <tr> <td style="vertical-align: top;">5.00 pm</td> <td>Closing Remarks</td> </tr> <tr> <td style="vertical-align: top;">5.10 pm</td> <td>Presentations of Symposium Best Paper Award / Certificate</td> </tr> <tr> <td style="vertical-align: top;">5.30 pm</td> <td>End of the program</td> </tr> </table>	4.00 pm	Publication Talk: How to write high-impact research papers? Dr. Bahtiar Mohamad Universiti Utara Malaysia	4.30 pm	Q & A Session	5.00 pm	Closing Remarks	5.10 pm	Presentations of Symposium Best Paper Award / Certificate	5.30 pm	End of the program
4.00 pm	Publication Talk: How to write high-impact research papers? Dr. Bahtiar Mohamad Universiti Utara Malaysia										
4.30 pm	Q & A Session										
5.00 pm	Closing Remarks										
5.10 pm	Presentations of Symposium Best Paper Award / Certificate										
5.30 pm	End of the program										

Symposium Attendees

Name	Affiliation
Yassin Bashir Yassin Hamid	Universiti Utara Malaysia, Malaysia
Zainatul Shuhaida Abdull Rahman	Universiti Utara Malaysia, Malaysia
Syazwani Mahsal Khan	Universiti Utara Malaysia, Malaysia
Qusay Abboodi Ali	Tikrit University, Iraq
Fayez Bassam Fayez Shriedeh	Universiti Utara Malaysia, Malaysia
Valaramthie Gopalan	Universiti Utara Malaysia, Malaysia
Soo Hoo Pin Lick	Universiti Utara Malaysia, Malaysia
Rizwan bin Sabri	Universiti Utara Malaysia, Malaysia
Ali Abdullah Mohammed Saeed	Universiti Utara Malaysia, Malaysia
Adnan Rasheed	Universiti Utara Malaysia, Malaysia
Esraa Jaffar Baker	Universiti Utara Malaysia, Malaysia
Nur Ain Binti Mohd Jelani	Universiti Utara Malaysia, Malaysia
Madiha Faiz Rana	Universiti Utara Malaysia, Malaysia
Harrylmazrin Harun	Universiti Utara Malaysia, Malaysia
Ma Ting	Universiti Utara Malaysia, Malaysia
Arifah Fasha Binti Rosmani	Universiti Utara Malaysia, Malaysia
Revathy A/P Amadera Limgam	Universiti Utara Malaysia, Malaysia
Rafidahtul Abdul Rahim	Universiti Utara Malaysia, Malaysia
Sundus Mustaqeem	Universiti Utara Malaysia, Malaysia
Nafisa Aminu Yusuf	National Research Institute for Chemical Technology (NARICT) Zaria, Nigeria
Harwati binti Idris	Universiti Utara Malaysia, Malaysia
Yusda bte Mohd Yusof	Universiti Utara Malaysia, Malaysia
Tenh Hock Kuan	Universiti Utara Malaysia, Malaysia
Qusai Mohammad Ibrahim Al-Zoubi	Universiti Utara Malaysia, Malaysia
Sanan Waheed Khan	Universiti Utara Malaysia, Malaysia
Gloria Christmadrea Eka Putri	Universiti Utara Malaysia, Malaysia
Amero Marie	Universiti Utara Malaysia, Malaysia
Muhammad Ramzan	Universiti Utara Malaysia, Malaysia
Muhammad Umar Nadeem	Universiti Utara Malaysia, Malaysia
Sidra Shehzadi	Universiti Utara Malaysia, Malaysia
Nor Hidayah Binti Kamarudin	Universiti Utara Malaysia, Malaysia
Noriza Binti Ismail	Universiti Utara Malaysia, Malaysia
Nur Haffiza Binti Rahaman	Universiti Utara Malaysia, Malaysia
Nor Mukmin Binti Mahmood	Universiti Utara Malaysia, Malaysia
Gonesh Chandra Saha	Universiti Utara Malaysia, Malaysia
Raji Ridwan Adetunji	Universiti Utara Malaysia, Malaysia
Aisha Imam Omoloso	University of Ilorin, Nigeria
Puteri Nur Ily Amalina binti Ismail	Universiti Utara Malaysia, Malaysia
Okere Prince-Hector Chimeremeze	Universiti Utara Malaysia, Malaysia
Mohd Norhaizat Naim Bin Mohd Mazlan	Universiti Utara Malaysia, Malaysia
Laila Mastura Binti Mohamad Sani	Universiti Utara Malaysia, Malaysia
Suryati Binti Abd Shukor	Universiti Utara Malaysia, Malaysia

S Maartandan A/L Suppiah	Universiti Tunku Abdul Rahman, Malaysia
Hussein Ahmed Salem Ba Wazir	Universiti Utara Malaysia, Malaysia
Nur Sauri Bin Yahaya	Universiti Utara Malaysia, Malaysia
Hanis Salwani Binti Othman	Universiti Utara Malaysia, Malaysia
Muhamad Farid Bin Saini	Universiti Utara Malaysia, Malaysia
Mohamad Lutfi Bin Dolhalit	Universiti Teknikal Malaysia (UTeM)
Worlu Okechukwu	Universiti Utara Malaysia, Malaysia
Rasha Adel Alyaqoub	Universiti Utara Malaysia, Malaysia
Nor Aqilah Binti Maseli	Universiti Utara Malaysia, Malaysia

The Influence of Less Press Freedom on the Newspaper Framing of the Issues of Corruption in Sudan

B. Y. H. Yassin, M. Rosli & M. K. Ahmad

School of Multimedia Technology and Communication, Universiti Utara Malaysia

ABSTRACT: The phenomenon of financial corruption has become widely dominant in the third world countries. Hence, the present study aims at identifying how press freedom affects the Sudanese newspapers in framing the issues of corruption in Sudan. The study adopted a qualitative research method using in-depth interviews to adequately probe the perspectives of the Sudanese journalists and editors; a purposeful sampling was employed in selecting 20 Sudanese journalists working in both governmental and private newspapers in Sudan. The findings revealed that the legislation is one of the key elements of the development of press industry by the Sudanese government to ensure press freedom. The findings suggest that the government may reconsider the legislations regarding the press freedom in Sudan. Other future researchers could be needed in order to explore how far the press or media in Sudan are capable of addressing anti-corruption issues in the country.

KEYWORDS: Less press freedom; Newspapers; Framing; Corruption

INTRODUCTION

Corruption is one of the most serious challenges faced by the societies in the world, especially in the developing countries, not only because of its adverse effects on the economic growth but also because of its great detrimental effect on the decreasing of the legitimacy of the ruling regimes (Anderson & Tverdova, 2003; Chang & Chu, 2006; Drury, Kriekhaus, & Lusztig, 2006; Mauro, 2004; Sandholtz & Koetzle, 2000; Seligson, 2002; Seyf, 2001; Treisman, 2000).

According to Treisman (2000), the most important reasons to limit the vulnerability of states to corruption is to reduce the prevalence of corruption in countries whose political systems are democratic and transparent, thus allowing freedom of association of civil society and freedom of the press, and encouraging journalists and stakeholders to become involved in the task of exposing violations.

Reviewing the previous studies shows that a free press is associated with lower levels of corruption (Brunetti & Weder, 2003; Chowdhury, 2004; Lindstedt & Naurin, 2010; Reinikka & Svensson, 2005)

It seems that Africa has been engaged in all types of corruption, ranging from bribery, nepotism, and misappropriation (Abu & Karim, 2015; Saidu & Ahmad Zakuan, 2016). As for Sudan, it is ranked high in the list of most corrupted countries in the world (US Department of State, 2016). More specifically, Sudan is ranked 177th out of 183 countries, scoring 1.6 on a 10-point scale of highly a corrupted country. In the area of the governance performance, Sudan performed extremely poor and scored less than 10 on a 100-point scale of the 2010 World Bank's Worldwide Governance Indicators. In addition, in a survey of 2011 Global Corruption Barometer, 67% of the individuals believed that there was a rise in corruption in Sudan during the last three years prior to the survey. Reports (Transformation Index BTI, 2016) have also confirmed that Sudan has failed to confront corruption due to its weak administration, lack of political will and the blurred distinction between the state and the ruling party. For instance, according to Freedom House (2015) which has surveyed the imparting political and civil rights and freedom of citizens, including freedom of the press, Sudan is

classified as the worst among the 12 worst countries in the whole world.

Though Sudan has a large number of local and national newspapers, issues of corruption have received little interest (Spilker, 2012). Previous studies have focused on the role of media to limit corruption (Sowunmi, Raufu, Oketokun, Salako, & Usifoh, 2010; Stapenhurst, 2000) or the relationship between press freedom and corruption (Ahrend, 2002; Becker, Naab, English, & Vlad, 2013; Brunetti & Weder, 2003; Fardigh, 2007; McConnell & Becker, 2002; Sani, 2014; Sowunmi et al., 2010). Other previous studies focused on the government's advertising and its relationship with media coverage of corruption issues (Tella & Franceschelli, 2009). Another study conducted by Motlhasedi & Phiri (2015) focused on the impact of mass media on corruption in South Africa. However, few previous studies focused on the influence of less press freedom on newspapers framing of issues of corruption in Sudan. Hence, the present study focuses on how the Sudanese newspapers frame the news of issues of corruption in Sudan.

The findings of the present study would contribute to the body of literature by providing insights into the impact of weak press freedom on framing the media of issues of financial corruption in Sudan.

METHODOLOGY

The present study employed a qualitative research method using in-depth interviews to sufficiently explore the perspectives of the Sudanese journalists and editors on how less press freedom influences the Sudanese newspapers in framing the issues of corruption in Sudan. A purposeful sampling was adopted in selecting twenty Sudanese journalists and editors across both governmental and private newspapers operating in Sudan. In order to achieve clearer understandings of the journalists' perspectives, the study supported each theme with models generated by means of employing NVivo 8 software.

FINDINGS

The findings revealed that the legislation and press freedom are key elements of the development of press industry by the Sudanese government through the parliament to ensure press freedom.

According to the views of the informants, the legal obstacles, including defamation laws, national unity and the threat to the national security called the Information Act, the Press Law, and the Criminal Law have restricted the press in their quest for access to information in spite of the approval of the Freedom of Information ACT (FOI).

The press industry in Sudan is directly related to all aspects in the country. Therefore, the press will not progress unless there is a comprehensive and complete reform of the Sudanese laws to be compatible with democracy, thus ensuring the appropriate legislative environment to provide freedom of the press and also ensures the existence of investigative journalism and the ability to address sensitive issues such as financial corruption in the public sector and governmental organizations.

CONCLUSIONS

Based on the results obtained from this study, the authoritarian government in Sudan controls a great deal of what is published in newspapers through laws that restrict the press freedom and hinder the activation of laws that guarantee free access to information. Therefore, the state should release the restrictive laws' such as National Security Act, the press law, the criminal law and the law on informatics and activate and develop the laws provided by the country's national constitution to guarantee the basic human rights of freedom of thought, expression, press, and access to the government's information, thus strengthening the relationship between the government and its citizens and fighting corruption. In conclusion, the Sudanese press should raise awareness among citizens and journalists in particular of the importance of activating the law related to access to information, which was approved by the Sudanese parliament in January 2015. Its

development and activation could achieve free access to information and raise the values of transparency and fighting corruption in the country.

The state should release the restrictive laws' such as National Security Act, the press law, the criminal law and the law on informatics and

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Meningkatkan partisipasi belia komuniti terpinggir dalam Wacana WhatsApp

Zainatul Shuhaida Abdull Rahman

School of Multimedia Technology and Communication, Universiti Utara Malaysia, Malaysia

Norshuhada Shiratuddin

School of Multimedia Technology and Communication, Universiti Utara Malaysia, Malaysia

ABSTRAK: Media baharu telah memberi peluang kepada belia terpinggir untuk berpartisipasi dalam proses sosialisasi dan mengambil bahagian dalam masyarakat sivil. Artikel ini mengupas wacana kumpulan belia terpinggir dalam proses sosialisasi melalui komunikasi dalam WhatsApp. Berdasarkan kaji selidik yang dijalankan terdapat banyak aplikasi lain bagi mesej segera seperti WeChat, LINE, Viber, Telegram, dan e-mel. Walau bagaimanapun 97% rakyat Malaysia menggunakan WhatsApp dan hanya sebilangan kecil iaitu 3% daripada mereka yang ditinjau berkata mereka menggunakan kurang daripada sekali sebulan. Hasil kajian juga mendapati kemajuan teknologi telah merubah landskap amalan komunikasi dalam proses sosialisasi di alam maya dalam kalangan masyarakat. Teknik analisis kandungan telah dilakukan setelah pemerhatian selama enam bulan terhadap wacana kumpulan WhatsApp belia terpinggir yang terdiri daripada 100 belia lingkungan usia 15 hingga 24 tahun dari seluruh Malaysia. Hasil analisis kandungan wacana menunjukkan belia terpinggir memerlukan sokongan dan ruang untuk bersuara dan mahu suara mereka didengari dan diambil perhatian oleh pihak berkuasa untuk mereka turut merasa hak kewarganegaraan bersama dalam proses sosialisasi seterusnya meningkatkan partisipasi mereka dalam sosial, ekonomi dan politik negara.

KATA KUNCI: internet, media baharu, belia terpinggir, wacana WhatsApp.

PENGENALAN

Internet dilihat sangat berkuasa apabila video, gambar dan mesej tersebar dengan begitu pantas ke seluruh dunia menembusi laman-laman pemilik media sosial. Ini bermakna segala-galanya yang disampaikan dan disebarkan oleh belia di Malaysia dalam media sosial mewakili kedudukan imej belia itu sendiri. Menurut Institut Penyelidikan Pembangunan Belia Malaysia melalui kajian penembusan media mendapati sejumlah 82.1 peratus belia melayari internet dan 83.3 peratus daripada mereka menggunakan komputer, sebanyak 96.6 peratus daripada mereka berkongsi maklumat melalui telefon mudah alih. Ini jelas menunjukkan hubungan yang rapat antara media dan belia. Komunikasi alam maya merupakan satu peluang belia berinteraksi tanpa ada halangan sempadan geografi dan masa. Kewujudan media baharu ini

mbolehkan dan meningkatkan kesungguhan dalam membina komunikasi yang berterusan (Bugeaud & Soulier 2012). Individu yang celik teknologi dan tahu menggunakan gajet dan aplikasi media menyertai perbincangan dalam talian seperti WhatsApp yang lebih dikenali sebagai *WhatsApp group mesenger* atau e-forum ataupun disebut kumpulan komuniti maya (Tang *et al.* 2012). Manifestasi komuniti maya boleh wujud melalui pelbagai rangkaian sosial (Mohamed Nazul Ismail *et al.* 2010) seperti *blog* (Chen *et al.* 2008), *wikis* (West & West 2009) dan *youtube* (Gangi 2010). Menurut Muhammad Faisal Ashaari (2012), komuniti alam maya adalah sekumpulan manusia yang memiliki demografi tertentu, hidup bersama dalam lingkungan geografi tanpa melebihi skop dan cakupan yang ditetapkan. Selain itu, Johnsons (2014) menyebut bahawa sejak WhatsApp

menjadi satu fenomena baru, hanya beberapa kajian boleh didapati mengenai WhatsApp sebagai platform komunikasi (Church & Oliviera, 2013). Maklum balas positif dari belia di mana mereka mendapati komunikasi melalui WhatsApp ini berlaku dalam cara yang menyeronokkan (Bere, 2013). Walau bagaimanapun, tidak ada kajian yang dijalankan khusus kepada penggunaan aplikasi WhatsApp dalam konteks Malaysia yang boleh mempertingkatkan proses partisipasi mereka dalam sosialisasi masyarakat. Jurang kajian ini adalah untuk menganalisis mengenai wacana WhatsApp kumpulan belia terpinggir untuk melihat bagaimana mereka dapat berpartisipasi dan bersosialisasi melalui wacana WhatsApp untuk menunjukkan keprihatinan dan tanggungjawab sivik mereka kepada negara.

MEDIA BAHARU

Hasil daripada perkembangan teknologi dan revolusi dalam komunikasi menggabungkan teknologi komputer dan maklumat, rangkaian komunikasi, dan kandungan media baharu (Flew, 2004). Selain itu, komunikasi dalam talian juga adalah sebagai salah satu medium yang menyediakan kehadiran sosial yang lebih tinggi berbanding sebelumnya (Ijsselste, van Baren, & van Lanen, 2003). Oleh sebab itu, WhatsApp menjadi medium pilihan dalam pembentukan interaksi dalam jaringan sosial. WhatsApp contohnya adalah merupakan satu aplikasi telefon pintar yang berfungsi pada pelbagai alat peranti. Menurut Jan Koum dan Brian Acton yang sebelum ini mencipta Yahoo (Eric, 2012) dan mereka juga pencipta aplikasi WhatsApp pada tahun 2009 (Albergotti, MacMilan & Rusli, Evelyn, 2014) mengatakan WhatsApp disediakan untuk menghantar mesej dan menerima mesej sama ada dalam kumpulan ataupun individu dan mesej tersebut sama ada teks, fail audio, imej yang dilampirkan, pautan pada mana-mana laman web dan fail video yang boleh dikongsikan bersama.

BELIA TERPINGGIR

Di Malaysia, terdapat kira-kira satu juta daripada 4.5 juta penduduk yang berumur di antara 15 - 25 tahun adalah berisiko. Menurut Indeks Belia Malaysia 2008, terdapat hampir 500,000 belia

berumur antara 14 - 25 tahun mengakui terlibat dalam sekurang-kurangnya satu salah laku sosial yang besar seperti penyalahgunaan dadah dan ketagihan, pelacuran, gangsterisme, dan jenayah. Walaupun begitu terdapat usaha yang telah dilakukan bagi mengatasi masalah-masalah dalam kumpulan belia berisiko ini. Kebanyakan program pembangunan belia yang kini dilaksanakan menyasarkan belia di semua peringkat dalam masyarakat. Berikut adalah profil belia yang berisiko di Malaysia mengikut Samsudin (1995) dan Rozmi (2007).

1. Datang dari keluarga yang tidak mempunyai sokongan emosi.
2. Kekurangan pengawasan ibu bapa dalam aktiviti yang mereka terlibat.
3. Kekurangan kemahiran sosial.
4. Aspirasi, kawalan emosi dan harga diri rendah.
5. Datang dari keluarga yang berpendapatan rendah.
6. Keadaan hidup yang tidak memuaskan.
7. Pengaruh rakan sebaya.
8. Tidak mempunyai idola yang sesuai.

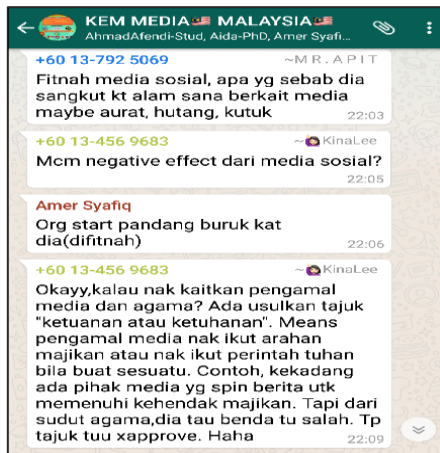
Profil di atas menyokong penemuan bahawa kumpulan belia yang berisiko datang dari salah satu daripada komuniti yang terpinggir iaitu dari kumpulan sosio-ekonomi yang rendah. Data PBB pada tahun 2012 menunjukkan bahawa belia berumur diantara 15-25 tahun menganggur, di bawah guna tenaga, dan dikecualikan daripada peluang-peluang sosial dan ekonomi, kebanyakannya golongan terpinggir. Penyertaan mereka dalam pembangunan negara, proses politik dan penglibatan sivik adalah masih rendah dan setakat ini banyak anak muda tidak menikmati kewarganegaraan penuh (UNDP, 2012).

Oleh demikian, kumpulan belia ini memerlukan satu landasan untuk melaksanakan hak-hak penuh mereka sebagai rakyat untuk mengambil bahagian, pendapat suara, dan memberi keputusan yang dapat mempengaruhi ke atas isu-isu yang memberi kesan kepada negara (Cohen & Kahne, 2012). Atas faktor limitasi ini menyebabkan belia mempunyai persepsi berbeza

terhadap manifestasi media massa berkaitan isu politik, sosial dan ekonomi negara.

KAEDAH METODOLOGI

Kaedah metodologi adalah berdasarkan kepada analisis kandungan terhadap pemerhatian isi wacana WhatsApp kumpulan belia terpinggir. Pemerhatian ini dilakukan selama enam bulan yang mendedahkan maklum balas, tanggapan dan harapan mereka untuk memainkan peranan terhadap proses sosialisasi dan pembangunan negara. Walaupun kajian mengenai kumpulan berisiko dan penggunaan media sebagai alat pemerksaan telah dibincangkan dalam konteks gender (Norsiah et al. 2016) namun begitu perbincangan mengenai kumpulan belia terpinggir dalam kandungan wacana WhatsApp dan partisipasi dalam proses sosialisasi masih belum ada. Rajah 1 menunjukkan contoh penyertaan kumpulan WhatsApp.



Rajah 1: Contoh penyertaan kumpulan WhatsApp

PENEMUAN KAJIAN

Jadual 1: Analisis WhatsApp: Ogos (2015) hingga Januari (2016)

Kategori	Kata Kunci	Isu Yang Diwacanakan Ogos – Oktober (2015)	Isu Yang Diwacanakan November – Januari (2015-2016)
POLITIK	Isu politik semasa	-Tiada perubahan dari pentadbir negara -Belia perlu bersedia -Belia harus jaga	- Permainan politik adalah permainan memanipulasi manusia demi kepentingan

		keamanan dan kedaulatan negara -Belia harus keluar mengundi -Ada yang mengundi setelah disogok dengan barangan keperluan -Bila diundi baru pembangunan dapat dilihat dan dijalankan -Belia berperanan mengubah pemikiran golongan yang berumur 60 tahun untuk mengubah undi. -Tidak mahu politik rasuah tetapi mahukan pembangunan -Rakyat harus berani bertemu wakil rakyat untuk menyelesaikan masalah rakyat	peribadi - Memerlukan pemimpin berjiwa agama -Memerlukan pemimpin yang kuat dan boleh dipercayai -Politik boleh memberikan kesan terhadap ekonomi sesebuah negara -Kurangkan rasuah dalam pentadbiran negara -Belia perlu berfikir hadapan terutama dalam menghadapi cabaran dunia politik di masa hadapan
	Kestabilan politik	-Demonstrasi tidak bagus -Mahu negara yang aman tiada dendam -Perlu wujudkan semangat patriotisma -Pemimpin lebih banyak diam bila ada masalah atau isu dalam politik	-Tidak sanggup melihat bangsa melayu dipandang rendah -Tidak mahu negara kita dijajah dan diperintah oleh bangsa asing -Memerlukan pemimpin yang berkaliber, yang lebih berjiwa rakyat, dan yang boleh menyatukan rakyat untuk melihat negara lebih aman.
	Kebebasan bersuara	-Penyertaan mahasiswa perlu dalam menyuarakan pendapat -Cari peluang untuk kembalikan hak rakyat -Kerajaan sering menyalahkan belia, apabila belia bangkit beri sumbangan idea dikata menentang kerajaan -Mahu kebebasan bersuara dan wujud	-Tiada hak untuk belia menyuarakan pendapat mereka. jika bersuara dianggap penentang kerajaan terutama berkaitan isu politik -Belia yang memegang jawatan kerajaan akan dikenakan hukuman jika menentang

		komunikasi dua hala	kerajaan
SOSIAL	Isu sosial semasa	-Prihatin dengan isu fenomena alam seperti jerebu	-Prihatin terhadap isu perkahwinan sejenis
	Kualiti hidup	-Fahami kepentingan ilmu pada belia -Azam tahun baru; kenali diri, bantu diri untuk bantu orang lain, matovasi diri, berani, berfikiran positif, bertanggungjawab -Menghargai hari Guru -Berkongsi maklumat soal keselamatan jalan raya -Mementingkan pegangan agama Belia perlu berzakat -Jauhi sikap prasangka dan andaian tidak berasas -Mementingkan hubungan persahabatan	-Pegangan agama yang kuat perlu supaya hidup lebih berkat -Sentiasa berfikiran positif -Pengayaan hidup sihat
	Isu jenayah	-Prihatin kes penculikan kanak-kanak	-Kes rogol berleluasa -masalah sosial berpunca dari media sosial yang tidak ditapis terutama video lucah -kerap kes perompakan di stesen minyak -kerap kes ragut dikalangan wanita

	Hobi	- Belia perlu terlibat dalam kerja sukarelawan	-Contoh kerja sularela; Penglibatan dalam kerja memelihara kucing liar -Terlibat dalam kerja dakwah -Terlibat dengan gym
	Kesihatan dan kecantikan	-Menunjukkan minat dalam meningkatkan kesihatan diri dan keluarga -Berkongsi maklumat dalam pemakanan, kesihatan dan perubahan	-Berkongsi maklumat berkaitan kecantikan yang melibatkan pelbagai jenis kosmetik untuk golongan wanita.
	Seni dan hiburan		-belia suka berkaitan artis kpop - belia suka viral isu di facebook -melihat ramai lahirnya artis melalui youtube
	Isu perpaduan kaum	-Sikap rakyat yang terlalu emosi dan mendengar cuma sebelah pihak punca pergaduhan	-Fesyen boleh menyemarakkan perpaduan kaum -Politik adalah tunjang perpaduan kaum
	Sukan	-Belia berminat dan bersosial dalam sukan permotoran -Belia minat sukan futsal	-Belia berminat sukan bola sepak -Belia berminat sukan badminton
EKONOMI	Isu ekonomi semasa	-Mengenal pasti kesan kejatuhan ekonomi pada kakitangan kerajaan - prihatin isu inflasi -tahu hilang pelabur luar akibat kejatuhan nilai ringgit -Belia menganggap kejatuhan wang ringgit, rakyat terpaksa berbelanja besar untuk tunai haji dan umrah	-Kejatuhan nilai mata wang Negara dengan isu Perjanjian Perkongsian Trans-Pasifik (TPPA). - tahu isu kenaikan harga rumah - Tahu isu bantuan perumahan satu Malaysia yang hanya tertumpu kepada golongan yang tertentu sahaja

	Perniagaan	-Mahu celik usahawan -Mahu ada pemikiran perniagaan -Belia cuba pelaburan emas -Rakyat perlu beli produk tempatan	-Belia melihat perniagaan adalah punca rezeki yang paling baik -Melihat usahawan kosmetik boleh berjaya -Mahu memulakan <i>Dropship</i> sebagai permulaan dalam perniagaan
	Pekerjaan	-Rakyat Malaysia perlu ada kesedaran ke atas produk Malaysia - Masalah Pengangguran -Tahu masalah ekonomi negara tidak dapat menampung gaji pekerja	-Penindasan terhadap pekerja bawahan
	Kos sara hidup	-Hasil pelaksanaan GST, rakyat akan mula menabung	-Kerja sambilan diperlukan untuk meningkatkan kos sara hidup

Berdasarkan Jadual 1 menunjukkan (sila rujuk Jadual 1) Belia memaparkan isu ataupun perkara yang berlaku di sekeliling mereka berdasarkan pengalaman dan pengamatan seharian sama ada melalui media massa, perbincangan atau mereka lihat sendiri. Di bawah tema sosial, yang paling kerap berbincang ialah isu kualiti hidup dan jenayah sosial. Selain itu, mereka juga bersedia berkongsi semua pengalaman dan pengetahuan mengenai isu ini sekiranya diberi peluang yang lebih bebas untuk bersuara untuk menjadi wartawan warga. Kumpulan belia komuniti terpinggir ini juga lebih berminat dalam perniagaan online, isu-isu semasa mengenai ekonomi seperti kejatuhan ringgit, dan kemahiran dalam pengurusan kewangan.

KESIMPULAN

Usaha untuk memperkasa belia terpinggir dalam mempertingkatkan proses sosialisasi mereka melalui partisipasi dalam proses pembangunan negara adalah asas penting untuk melahirkan modal insan yang mempunyai kematangan berfikir, jati diri dan kemahiran teknologi agar mereka dapat bersaing dan bergerak selari

dengan perubahan persekitaran yang positif. Partisipasi belia terpinggir dan media masih lagi terhad dengan adanya kekangan infrastruktur fizikal dan kemahiran bahasa teknologi yang menuntut pendedahan ilmu dan pengetahuan menerusi aktiviti bersama belia. Analisis kandungan teks wacana WhatsApp ini meneroka bagaimana belia, khususnya mereka yang tinggal dalam komuniti terpinggir, menggunakan teknologi WhatsApp untuk bersosial dan menyumbang pendapat suara, pandangan antaraperibadi dan mengkritik serta menegur kepimpinan negara ke arah yang lebih baik. Belia telah menunjukkan kecenderungan untuk suara mereka sentiasa didengar supaya dapat meningkatkan penyertaan belia melalui media baharu. Maka, Dasar Belia Negara (2015) yang berteraskan pembangunan sejagat boleh dimanfaatkan sepenuhnya melalui program latihan kemahiran dalam media dan pelbagai aspek bagi membolehkan usaha memperkasa belia terpinggir direalisasikan secara berperingkat.

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Musical Familiarity and Its Effect on Consumer Decision Making

S. M. Khan

Universiti Utara Malaysia

N.A. Hamid

Universiti Utara Malaysia

S. M. Rashid

Universiti Utara Malaysia

ABSTRACT: The purpose of this article is to discuss a study conducted to explore how musical familiarity in advertising can affect decision making of young consumers toward advertised products and services. The method used for the study is the utilization of in-depth interview with experts. The in-depth interview involved ten informants which comprised of academicians, advertising practitioners and musicians. Participants for this approach were chosen based on snowball sampling. This study applies Elaboration Likelihood Model (ELM) to view the process of decision making made by the young consumers. Using thematic analysis there are two themes emerged from this study (i) Repetition of Musical Tone (ii) Music as Remembrance. The finding from this research may provide contribution in two areas which is advertising industry and music industry on producing familiar tone but catchy sounds for advertising perspectives. Hence, this study gives an insight for advertising industry in developing advertisements with suitable musical influence.

INTRODUCTION

Advertising is a way of promoting products and services through media to target audience. Where ever we live in this world, we will be aware of advertising and it is global and practically cannot be escaped for the normal audience (Harker, 2000).

Advertising can be linked with global entertainment industry that include the consumer magazines, newspapers, radio, television, music, filmed entertainment, video games, social media, mobile apps and many more (Hollebeek, Malthouse, & Block, 2016). In fact, music in advertising has always been treated as one dimensional variable. For instance, past research have investigated the advertising effects of music variables (Allan, 2007), music and attitude

toward the advertisements (North, MacKenzie, Law, & Hargreaves, 2004), music and attitude

toward the brand (Brooker & Wheatley, 1994), music and purchase intention (Alpert & Alpert, 1990), pleasure and arousal, (Alpert & Alpert, 1990) and personal significance (Allan, 2006).

However, companies are struggling for their advertisement, it is still not strong enough at reaching the audience as they do not pay attention to it (Teixeira, 2014). Audience wants something that can make them feel entertaining. One of the main attraction is music. Music that they familiar will always catch their attention to watch the advertisements (Heaton & Paris, 2006).

Thus, there is a lack of focusing on musical familiarity and its effect toward consumers in making decision to buy a particular product and services. Hence, this research will open new ideas on how to engage consumers and persuade them to make decision to buy a particular products and services through musical familiarity in advertisements.

Familiarity is something that people already knew, something that can be predicted (Prior, 2016). It is more towards something that less challenge, more towards routine lifestyle or something that people always do such as housework, driving, shopping and many more. When it comes to musical familiarity, the repeated stimuli of music can generate positive affect (Garcia-Marques, Mackie, Claypool, & Garcia-Marques, 2004) which can support people engagement through melody. In fact, musical familiarity will have the highest level of hedonic value on an individual's emotion (Barrett, Ashley, Strait, & Kraus, 2013).

According to Roehm (2001) music is very important for consumers to produce it from memory when they heard familiar sounds of music or a song. Besides that, music which undergoes the repetition can induce the sense of familiarity (Garcia-Marques et al., 2004). It also can generate more positive types of judgment in general such as the more familiarity, the more validity, fame, easiness and so forth (Garcia-Marques et al., 2004).

MUSICAL FAMILIARITY LEADS TO CONSUMER DECISION MAKING

Musical familiarity can leads to consumer decision making. Mood and arousal that evoked by music can give impact to audience who depend on their gut feelings to make a decision (Shevy & Hung, 2013) to buy the advertised products or services. The engagement of consumers with music may arise motivational states which happen by the advantage of person's interactive experiences with specific object (Hollebeek et al., 2016) such as products, services, or artists in the television advertisement commercial.

In addition, audience who are familiar with certain music genre will makes them trust in terms of making decision to buy the advertised products and services. Litt, Reich, Maymin, and Shiv (2011) state that familiarity preference sometimes can be sensible or adaptive. In this case, a good music which is combined with message in the commercial advertisement may

reduce cognitive load, create a favourable attitudes and assist the consistent meaning development (Shevy & Hung, 2013).

Literature state that music can give strong impact on people emotionally (Leipold & Loepthien, 2015; Miranda & Claes, 2009) which means it is more on intrinsically driven towards human feeling. When it comes to advertising and marketing perspectives, consumers or audience always make a choice by their intrinsic feeling regarding product and service in advertisement or in the market. Bagga and Bhatt (2013) states that consumers who want to make decision to buy products or services are more towards internally driven while extrinsic factors have low impact as compared to intrinsic factors. Hence, the intrinsic are stronger which can influence the target audience to buy related products or services advertised in television, radio or social media. With regards to the issues mentioned earlier, the research question of this study is to what extent the musical familiarity could affect the decision making of young consumers to buy advertised products and services

METHODOLOGY

This research applies qualitative approach as it requires an in-depth interpretation. The research question relates to the Elaboration Likelihood Model (ELM) because it is the persuasion theory (Cacioppo & Petty, 1984; Petty & Cacioppo, n.d.; Rollins & Bhutada, 2014; Shevy & Hung, 2013) in which the use of music for this study is suitable for exploring its effect on consumer through experience.

Furthermore, using the in-depth interview for this research is needed to have a clear understanding of a phenomenon (Tully, 2014). Qualitative approach is very suitable in order to figure meanings and experiences from the expert because it can fulfill the need of new knowledge.

There are three experts from advertisers, three experts from musicians and four experts from academicians. As said by O'Reilly and Parker, (2013); and Walker, (2012) that data saturation

is reached when there is enough information to reproduce the study, and also when the ability to acquire additional new information has been achieved, (Guest, Bunce, & Johnson, 2006) and when the added coding is no longer possible (Guest et al., 2006).

This study applies snow-ball sampling as it is widely employed method in qualitative research on hard-to-reach populations (Heckathorn, 2011). By using the snowball sampling, these three groups of experts are believed to have the richest data in understanding the music in television advertising and consumer decision making perspectives. Findings from the interviews could bring the new knowledge in finding the effects of musical familiarity towards consumers decision making. The data has analysed using thematic analysis and coded line by line on the findings using recoding units. Hence, the researcher has to make sense of the data by discovering and interpret it (Burnard, Gill, Stewart, Treasure, & Chadwick, 2008).

FINDINGS AND DISCUSSION

The ten experts have experiences in their own position. Advertisers experience is almost 10 years in producing and composing music for the advertisements. Three musicians each of them have experience in producing and composing music video or songs almost for 30 years. And the academician have experience in music studies regarding music composition in many areas, such as music advertisement, music video, traditional and modern music composition research almost 10 years.

In findings there are two themes emerged from this study on how the musical familiarity effects the decision making of young consumers. The themes are (i) repetition of musical tone, and (ii) music as remembrance.

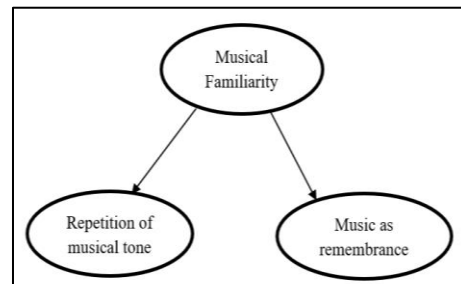


Figure 1: Musical Familiarity Affects Consumer Decision Making.

REPETITION OF MUSICAL TONE

Based on data analysis, seven informants have emphasised that repetition of musical tone does effect the consumer decision making. As stated by Brader (2005) when audience exposed to the positive enthusiastic image with music show larger interest under the condition of consumer's feeling less risk (Lim, 2003) in making decision to buy the advertised products or services. For instance, (Inf 2) talks about the repetition of music in advertised product compared to the advertised service.

..repeating... (music) is usually (for advertised) product alright? Compare to service ad, usually when you listen to jingle always, if we listen so many times, we feel okay, I need to try this out. Because always have seen it on tv commercial." (Inf 2).

Inf 4 and Inf 8 have similar argument as Inf 2. They said "...if you expose with the message daily and for a long period of time, it will makes you feel somehow you need to buy this or try this out." (Inf 4).

"when they (audience) watch advertisement with good music, they will watch again and again and then eventually they will buy things" (Inf 8).

Furthermore, Inf7 gives an example regarding the repetition of musical tones that indirectly could affect the visual advertisement as well as consumers mind.

"Like Huawei, they are using the beats that I like.. the dancing beat then subconsciously I might like this product... subconsciously. It is

not first level of attack, its like second level or third level in mind” (Inf 7).

MUSIC AS REMEMBRANCE

The second theme emerged from the analysis is music as remembrance. There are 9 informants emphasised on music as remembrance. As stated by Heaton and Paris (2006) music can make the audience remember the advertisement and also strengthen the brand recall (Strähle & Keibel, 2018). For instance,

Inf 10 and Inf 3 talks about the ‘musical hook’ in which it can become memorable sounds in consumer’s mind. They said:, “The ‘hook’ would play in the listener’s mind and make him keep thinking of the product. When it’s time for a purchase the hook will enhance top of the mind recall” (Inf 10).

“...it’s something catchy you have to do... something memorable, so that’s why it is called hook... But normally, hook you use it normally as for the theme song of the brand for example, parappapaaa.. that is the hook. And you have other tunes like Calpis voice, p,p,p,p,p you know, that’s is the hook. So that’s all hook, something that catchy ...that simple, and people can remember.... it will remind you of the brand. Its more on remind you of the brand” (Inf 3).

Inf 2 talks about the remembrance of a piece of music could leads the consumer to buy the product. She says “if a person going to anywhere and suddenly saw the product so they can oo.. This product... oo.. And it might give the client or end user interest so they can buy the product if they don’t remember they won’t buy it.” (Inf 2)

CONCLUSIONS

This article has discussed mainly on the issue related to music in advertising. The result of this study is hoped to provide insight on the effects of musical familiarity towards the consumer decision making. The finding from this research may provide contribution in two areas which is advertising industry and also music industry on producing familiar tone but catchy sounds for advertising perspectives.

This result has showed that the familiarity of music in advertisement could give an effect to the consumer in making decision to buy the advertised products and services.

For the practical perspective, this study could bring an understanding or idea in using the music that becomes the familiar one to the audience in order to encourage and also to persuade them psychologically to buy the advertised product and service.

The limitation in this research is the researcher could not know the advertisers routine to see the problem in their work place dealing with client or having technical problem.

For future study, a researcher can explore more on the inner side of advertising industry in terms of their work in dealing with client who wants to play safe in this challenging work producing a good advertisements. Furthermore, a researcher also could explore the advertisers stress in working experience of making advertisements for client.

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Evaluation Criteria of a Blended Massive Open Online Course Model in the Iraqi Universities

Q. A. Ali

Department of Computer Science, Tikrit University, Iraq

N. Shiratuddin

School of Multimedia Technology and Communication, Universiti Utara Malaysia, Malaysia

ABSTRACT: A blended Massive Open Online Course (bMOOC) model in Higher Education Institutions (HEIs) in Iraq aims to improve the education of the Iraqi students and develop HEIs in the Iraq. It changes the trend of the traditional MOOC environments from only watching the video lectures passively by learners to a more flexible interaction in the learning process. In return, it solves the problem related to the lack of communication between classroom (face to face) and MOOC courses at the same time. This study describes the evaluation process of the Iraqi-bMOOC platform based on six criteria (blended learning, flexibility, high quality content, instructional design, network learning, and openness). Thus, this study has applied a survey to the Iraqi students to show their experiences in using the proposed model in two of the Iraqi universities (Tikrit & Bahgdad). Moreover, the results unveil that the learning activities are satisfying in the Iraqi-bMOOC courses.

KEYWORDS: MOOC, bMOOC, UX, Traditional Learning, Online Learning, HEIs.

INTRODUCTION

The students at Higher Education Institutions HEIs in Iraq are looking for using new learning methods in the MOOC to help reintegrate the civilian life and to continue their education depending on their needs (Bonk, 2013). In addition, Iraq has a great deal of universities around 25 universities with 234 colleges in various specializations (Zwain, 2012). The traditional learning approach in the Iraqi universities face many challenges such as learning management, activities, teaching methods and learning methods. In addition, the lecturers and learners face many challenges in the traditional learning such as information retrieval learning in real-time, interaction, collaboration and many other challenges (Anter, 2014; Al-alak, 2013). Besides, IT facilities are available in each Iraqi university such as computer, Internet laboratories, learning facilities, multimedia tools. Therefore, the universities need to develop and manage the aspects of effective learning environment to reduce the resources of the traditional learning

and increase the level of online learning environment (Anter, 2014; Al-alak, 2013).

The phenomenon of MOOC is understood as a possible solution to overcome the traditional learning challenges in (HEIs) such as learning management, activities, teaching methods and learning methods, and cost. This fact is clarified via many advantages in the MOOC which help the learners to understand the study materials at anytime and anywhere (Singleton, 2013; Daniel, 2012). This is considered an important advantage to decrease the tuition fees and get rid of problems in the traditional learning environment of the Iraqi students. Besides, it promotes the students to study inside their countries and not to study in universities abroad (Alajmi, 2012 & Abbad, 2011).

Therefore, much has been stated on components of MOOCs to provide opportunities for exploring new pedagogical strategies and business models in higher education. Most of the existing MOOCs are especially sources of high quality content which depend on components of MOOC such as video lectures, testing, forms of

discussion, assessments, assignments, feedback, material and other key elements of MOOC. However, one important obstacle that prevents MOOCs from reaching their full potential is rooted in the behavioral learning theories. In other words, the current MOOCs so far still follow the centralized learning model (i.e. the traditional teacher-centered education) that controls the MOOCs and their key elements. Efforts in student-centered MOOCs, based on connectivism and constructivist principles that emphasize the role of collaborative and social learning, are exceptions but are not the rule (Yousef et al., 2014b). Other criticisms have been raised concerning the use of these key elements, they are: (a) assessment and feedback (Hill, 2013), (b) the lack of interaction around video content (Grünewald et al., 2013), (c) the ignorance of face-to-face communication (Schulmeister, 2014), (d) the lack of integration among the MOOC courses and the campus learning system (Griffiths et al., 2014; Ghadiri et al., 2013), (e) the dates of MOOCs are rarely suitable for the semester schedule (Loviscach, 2013), (f) the provided syllabus has not covered the required university curriculum for credit (Griffiths et al., 2014), (g) the current learning follows a teacher-centered model (Yousef et al., 2015a; Griffiths et al., 2014), and j) despite the point that efforts have been exerted to understand the user experiences (UX) (Zheng, 2015; Zaharias, 2012; Müller, 2010; Schaik, 2009; Martin, 2008), still there are questions on how these courses can satisfy the students' needs based on (UX), as is evidenced by very high dropout rates.

Research also reveals that there are some differences among the students with regard to their perceptions of online learning via MOOC based on the cultures of their countries (Asiri, 2014 & Chew, 2014). In particular, language is a barrier (Nkuyubwatsi, 2013) in MOOCs which restricts the user interaction (Asiri, 2014; Koutropoulos et al. 2012; deWaard et al., 2011; Kop et al., 2011; Fini, 2009). Moreover, the learners in MOOCs participate from all over the world. They speak English in different levels based on their different cultures. Hence, the examples used in MOOCs should be presented

in such a way that they can be understood by everyone regardless of the cultural background. Also, developers should consider the variety in the cultural values such as everyday objects, animals, symbols and food (Jona & Naidu, 2014; Yousef et al., 2014c). In addition, the level of language skills can be a source of misunderstanding in the video content in the courses (Hollands & Tirthali, 2014; Yousef et al., 2014c). All these criticisms on these models indicate that the current models lack an effective educational design (Creed, 2013; Conole, 2013).

Therefore, this study aims to fill the gaps by proposing a blended MOOC model for HEIs based on these criticisms. Thus, this study has applied a survey to the Iraqi students to show their experiences in using the proposed model (Iraq-bMOOC) in two Iraqi universities (University of Tikrit & University of Baghdad). Moreover, it determines the difficulties these students face in their studies via the traditional classroom. Overall, the results revealed that the majority of users are satisfied on the criteria and learning activities (Components) in the Iraqi-bMOOC platform. This is confirmed by the participants who have shown positive acceptance towards the proposed Model.

METHODOLOGY

This study is conducted on different colleges at Tikrit & Baghdad Universities. In the first semester, a questionnaire is distributed to all learners who are undergraduates at these universities. This is because the university students are stakeholders and must be homogeneous in age and education (Peterson & Merunka, 2014). For research validity purposes, the selected participants are learners from the same specialization and class. Then a group of students are divided based on each class in the college. These learners have access to Iraqi-bMOOC website as a blended learning resource. The researchers have visited the colleges and distributed fifty questionnaires to the participants at the aforementioned universities. That is, twenty-five copies are distributed in each university. The total number of participants in the experimental test is fifty undergraduate learners from different colleges. Therefore, the

participants' number of this study is adequate for the quality and evaluation of Iraqi-bMOOC model to obtain reliable results in the statistical tests (Sekaran & Bougie, 2016). To avoid misunderstanding and bias statements, it is important that the questionnaire be in a written form in Arabic and English (Distributing Dual Language). This is because Arabic is the first language of the participants and using it helps them to avoid misunderstanding and attract their attention for answering the questions. Table (5.1) and Figure (5.2) show the distribution of the sample in the blended course levels. The participants represent different undergraduates' levels (Classes) from the first year until the fourth year at the universities of Tikrit and Baghdad. Each university has 50% of the participants' total number and they are divided into four levels based on their classes.

Table 1: Undergraduates' Level

Classes	Uni.Tikrit (Frequency)	Uni.Bahgdad (Frequency)	Total	Percent %
First	5	5	10	20%
Second	6	6	12	24%
Third	7	7	14	28%
Fourth	7	7	14	28%
Total	25	25	50	100 %

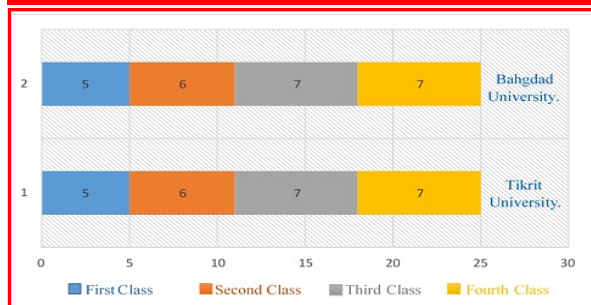


Figure 1: Undergraduates' Level

Then, the experimental group in each college is instructed to evaluate their experience about the blended learning criteria that are available in Iraqi-bMOOC (such as Blended Learning, Flexibility, High Quality Content, Instructional Design and Learning Methodologies, Network Learning, and Openness). This is conducted by filling the questionnaire at Tikrit and Baghdad universities. After collecting the data and coding

the database in SPSS (Version 23), each item in the questionnaire is analyzed by using descriptive statistics and standard deviation.

FINDINGS

Iraqi-bMOOC model evaluation is based on six criteria (i.e. design dimensions): Blended Learning, Flexibility, High Quality Content, Instructional Design and Learning Methodologies, Network Learning, and Openness. Thus the user-centered evaluation method is selected to test the Iraqi-bMOOC. Blended learning environment dimension determines and assesses the level Iraqi-bMOOC model allows learner to increase the interaction with the lecturers and peers to improve the learning inside the classroom. Then, a flexibility dimension evaluates how the Iraqi-bMOOC is flexible for its users. Meanwhile, high quality content dimension evaluates whether the content has high quality and well designed to empower and engage the students' universities in Iraq to participate in the blended learning. Subsequently, the Instructional Design and Learning Methodologies dimension measures its effect on increasing the interaction and motivation among learners in the learning process. Also, Network Learning dimension assesses how the network learning is allowed for learners to work together, discuss and explore knowledge, and share ideas for their learning. Finally, Openness dimension determines and evaluates the level Iraqi-bMOOC provides learning for a large number of students in Iraq regardless of their location and level of education as shown in Table 2 & Figure 2.

Table 2: Evaluation Criteria

Criteria & Components Evaluation in Iraqi-bMOOC			
No	Evaluation Item	Mean	St.div
1	Blended Learning Environment	4.4	0.56
2	Flexibility Environment	4.5	0.51
3	High Quality Content Environment	4.5	0.50
4	Instructional Design and Learning Methodologies Environment	4.4	0.52
5	Network Learning, and Environment	4.4	0.52
6	Openness Environment	4.4	0.51
Average		4.4	0.50

Scale: Strongly Disagree = (1.00 – 1.79), Disagree = (1.80 – 2.59), Neither agree nor disagree = (2.60– 3.39), Agree = (3.40 – 4.19), Strongly Agree = (4.20 – 5)
 No of Respondents : 50

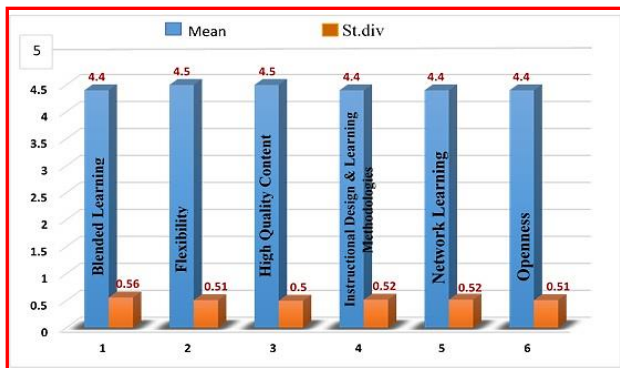


Figure 2: Evaluation Criteria

The design of blended learning environments integrates together face-to-face approach with online learning approach. This can be an effective and flexible model to enhance the classroom learning and improve the interaction with the lecturers and peers (Bruff et al., 2013). The participants are asked to view the lectures video online and use the Iraqi-bMOOC courses to discuss the lecture content. The face-to-face classroom is then used to explain more about the concepts presented in the video lecture. Therefore, the final result of mean score is (4.4) for blended learning environment part. This finding is consistent with Bruff et al.'s (2013) finding. In return, it unveils that MOOC can improve the learning process outcome because the participants in bMOOCs can benefit from certain opportunities such as independent learning, increased engagement, motivation, and flexibility of bMOOCs.

Moreover, Flexibility is one of the important factors in MOOC (Tschofen et al., 2012). Most of the participants in Iraqi-bMOOC courses have answered by mean (4.5) as a final result of the

flexibility part. This result unveils that the participants have confirmed that the learning activities are very flexible & satisfying in the courses (such as learning activities and lectures, the learning tools, the learning materials, website content, and the social media.), this shows the effect of language and culture on the learning process.

Besides, the High quality content is one of the important factors to empower and engage the learners to participate in the MOOC all over the world (Yousef et al., 2014c). Moreover, the learners give a great value for MOOC courses where the content is well designed and interactive as well as the content of the subject is clear and at the right length (Shee et al., 2008). In relation to the findings stated in high quality content environment, the final result of mean score of this part is (4.5). This finding means that most of the participants have agreed on the quality of courses contents. These courses contents (such as course materials content, discussions, comments, feedback, search options, and quality of learning material) are very helpful to better understand the course concepts in the Iraqi-bMOOC. In particular, viewing a video lecture helps the learners to receive suggestions and comments on the lecture. In return, this helps improve the quality of the course content. In addition, the instructional design and learning methodology affect positively on the learning process as they increase the interaction and motivation for the learners (Yousef et al., 2015a). Overall, the participants are positive towards the instructional design & learning methodology (such as, defined lecture objectives, clear structure, the learning tools, interaction with the lecturer, assessment, and learning activities). Therefore, the final result of mean score of this part is (4.4). The good instructional design increases the students' interaction in the class and also saves their time to understand the learning concepts.

Concerning network learning environment (Connectivity), it is very important in online learning environments (e.g. Blended MOOCs) (Chatti et al., 2014). In this part, the mean average is (4.4) and it is high. This refers to the

effectiveness of the Iraqi- bMOOC in supporting the network learning & connectivity. The participants have agreed on that the interaction and communication possibilities are offered in Iraqi-bMOOC. For instance, video lecture comments, discussion forums, email, social media, and collaborative comments allow the learners to interact and share knowledge. They also allow the learners to discuss and exchange experiences, collaborate, and construct knowledge in addition to receiving feedback and support from peers and lecturers.

Finally, Openness is one of MOOC criteria. It provides learning with a large number of participants around the world regardless of their level of education and location (Daniel, 2012). Therefore, the result average of openness part has mean score (4.4). Most participants have highly agreed on that the openness system in the Iraqi-bMOOC is advantageous. For instance, registration, academic requirements, learning material, support and feedback, adapting with the learning material, and access to course lectures are useful for them to determine the learning resources in an efficient way.

The results reveal that the majority of users are satisfied on the criteria and learning activities (Components) in the Iraqi-bMOOC platform that include video lectures, discussion forums, assessment, assignment, email, social media, and collaborative comments. Finally, the majority of participants have approved on Iraqi-bMOOC which means that everything is on the right way currently and there is no reason to make changes to the system.

CONCLUSIONS

This study highlights the blended learning experience that focuses on the student's experiences during the learning process. It creates opportunities for the student to communicate with others in the learning environment. This draws on a rich set of learning resources that can be achieved based on interactions between the student-peers and instructors who are available in the blended learning and the traditional learning environments at the same time. Therefore, the

results of this study show that the participants have highly agreed and satisfied on the criteria & components of the Iraqi-bMOOC platform. That is, they are positive as they highlight the need of the Iraqi Higher Education Institutions for blended MOOC to support the traditional learning. The results display that the majority of the participants need the blended learning to reduce the obstacles and challenges in the traditional learning and current MOOCs models. The findings also disclose that the students prefer learning through blended learning based on their environment (language and culture) rather than the current MOOCs courses. Consequently, this preliminary study provides evidences that show that there is a big need to use the blended learning in Iraq.

However, there are certain limitations that should be taken into account in this study. These include few aspects that are suggested for improvements. First, while conducting the experiment, only 12 models are covered. The selection represents the design model and methodologies of the last 8 years ago (i.e. 2008-2015). Therefore, a future research can be carried out to further analyze other new models and framework related to blended MOOC development and user-centered methods. Second, despite the issue that the implementation of proposed model is conducted successfully, it has been applied at the natural setting of few colleges in two Iraqi universities only. Hence, this study suggests that the proposed Iraqi bMOOC can be applied to more Iraqi universities in future to develop the blended environment in Iraq. Third, the participants' past experience with MOOC & traditional learning has been taken into account only rather than blended learning. This indicates that a future study can deeply reveal the way the existing and previous experience in blended MOOC influences the users' perception and attitude towards Iraqi-bMOOC model. Finally, a future study can be carried out to associate the proposed model with new learning components that suite with blended MOOC environment in Iraq. In conclusion, it is hoped that this study does not only demonstrate the potential and impact of blended MOOC in technology-

enhanced and student-centered learning, but also provides a capstone for MOOC research in the field of blended learning and education technology.

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The Role of Customer Relationship Management, Service Quality and Innovation as Sources of Brand Equity Development

F.B. Shriedeh & N. H. Abd Ghani

Universiti Utara Malaysia, Malaysia

ABSTRACT: Customer relationship management (CRM), service quality (SQ) and innovation (INNO) are critical success factors for developing strong brand equity (BE) in today's medical tourism (MT) competitive market, Jordan is included. Therefore, this study aims to investigate the effect of CRM, SQ, and INNO on BE from customer perspective. A survey has been distributed to 650 outpatient's medical tourists in Jordan, with the support of five private hospitals in Amman using systematic sampling method. Only, 454 data were used for data analysis. The results show that both SQ and INNO are significantly enhanced BE. In addition, CRM and SQ are found to have significant effect on INNO. In the same line, INNO plays a key mediator between CRM and SQ toward BE. These results provide significant contributions towards theory, methodology, and managerial practices. Future research is suggested to investigate other variables that may enhance the BE.

KEYWORDS: customer relationship management, service quality, innovation, brand equity, medical tourism.

INTRODUCTION

MT is currently one of the most rapidly growing global commercialization in the world. The flow of people across borders to gain medical treatment is always coined with MT (Smith, Chanda, & Tangcharoensathien, 2009). MT is expected to generate annual global gross profit around USD 1 trillion and to grow by around 20% annually (Ağaoğlu, 2015). However, with an increasing number of MT destinations and emerging new markets, the competition has become intense (Ağaoğlu, 2015). Therefore, building BE is deemed as an ultimate goal for any MT destination and a primary source of competitiveness and differentiation (Chomvilailuk, & Srisomyong, 2015; Das & Mukherjee, 2016). In Jordan, MT is considered the backbone of the development of the economic growth (Dalbooh, 2015). Accordingly, Jordan's marketing agenda is shaped to enhance and manage its hospital/country BE reputation in the globe (Dalbooh, 2015).

From customer-based BE, brand with high equity is considered a vital method of competitive positioning strategy due to the power of identity, which differentiates it from

competitor brands (Aaker, 1991; Keller, 1993). Differential and preferable brand offers equity and generates the additional value in terms of enhancing the success of firms' brands (Ghani, 2012) and fostering brand loyalty and establishing a preferable brand image (Ghani, 2012; Yoo, Donthu, & Lee, 2000) and therefore, expanding market share (Hanaysha & Hilman, 2015). However, Jordanian MT brands are claimed to have low customer-based BE (Alabdallat, 2015). Therefore, to enhance the destination brand choice, CRM (Ghani, 2012; Hanaysha & Hilman, 2015), SQ (Ming, Wei, Lee, Ong, & Su-Mae, 2012) and INNO (Brunello, 2014; Liao & Cheng, 2014) are considered among the main drivers that foster BE (Shriedeh & Abd. Ghani, 2017a, 2017b; Shriedeh & Ghani, 2016a). However, despite tremendous efforts in BE building, attention to these factors is still limited (Keller & Lehmann, 2006) in MT industry in Jordan (Shriedeh & Ghani, 2016). Therefore, it is interesting to note that there is a lack of empirical research pool investigating the impact of CRM, SQ, and INNO on BE in Jordanian MT and further the role of INNO as a mediator, which represents the rationale to conduct this very research. Consequently, the problems that this present

study seeks to address are: “To what extent do CRM, SQ, and INNO influence BE and whether INNO mediates the relationship between CRM and SQ towards BE in the MT industry in Jordan”. Table 1 summarizes the research questions, objectives, and hypotheses.

Table1. Research Questions, Objectives, and Hypotheses

Research Questions	Research Objectives	Research Hypotheses
1. Does CRM have a significant effect on BE?	1. To examine whether CRM has a significant effect on BE.	H1: CRM has a significant effect on BE.
2. Does CRM have a significant effect on innovation?	2. To examine whether CRM has a significant effect on innovation.	H2: CRM has a significant effect on innovation.
3. Does innovation have a significant effect on BE?	3. To examine whether innovation has a significant effect on BE.	H3: Innovation has a significant effect on BE.
4. Does SQ have a significant effect on BE?	4. To examine whether SQ has a significant effect on BE.	H4: SQ has a significant effect on BE.
5. Does SQ have a significant effect on innovation?	5. To examine whether SQ has a significant effect on innovation.	H5: SQ has a significant effect on innovation.
6. Does innovation mediate the relationship between CRM and BE?	6. To examine the mediating effect of innovation between CRM and BE.	H6: Innovation mediates the relationship between CRM and BE.
7. Does innovation mediate the relationship between SQ and BE?	7. To examine the mediating effect of innovation between SQ and BE.	H7: Innovation mediates the relationship between SQ and BE.

METHODOLOGY

In this quantitative empirical study, which aimed to investigate the role of INNO as a mediator in the relationship between CRM and SQ towards BE in Jordan, particularly in MT context, a 7-interval Likert scale questionnaire was used to gather data from the sample in a systematic random manner, whereby every 4th foreign outpatients were chosen in the five biggest branded private hospitals in Amman. However, out of 650 foreign outpatients surveyed in these selected hospitals, only 454 valid questionnaires were analyzed through SPSS and AMOS.

The measurement scale was extracted from existing literature. CRM was measured using five dimensions with 23 items as follows: knowledge management (4 items) from Sin, Alan, and Yim (2005), long-term association (4 items), joint problem solving (3 items), and customer involvement (6 items) from Lin, Chen, and Chiu (2010). Technology-based CRM (6 items) from Lin et al. (2010) and Sin et al. (2005). SQ was measured using 21 items: tangibility (4 items), assurance (4 items), and empathy (5 items) were employed from Aliman and Mohamad (2013); reliability (4 items) from Ramseook, Lukea, and Naidoo (2010); whereas responsiveness (4 items) from Chakravarty (2011) and Ramseook et al. (2010). For INNO measures, product (6 items) from Hanaysha, Hilman, and Abdul-Ghani (2014) and Shiau (2014). Five items of service based on Shiau (2014) and one item was added based on pre-test study. Process (3 items) and administrative (5 items) from Wu and Hsieh (2015); Marketing (4 items) from Lin et al. (2010). Besides, BE (11 items) taken from Vatjanasaregagul (2007). The measurement scale was pre-tested, pilot-tested and remained valid with minor alterations.

FINDINGS

From descriptive analysis, the results indicated that the large number of medical tourists treated in Jordan are men (60%), aged from 36 to 45 (30.8%), bachelor degree holders (47.5%), and married (66.7%). In addition, more than a half

earned less than USD 1000/monthly and came from Middle East particularly, Yemen (30.1%).

The EFA examination for the involved constructs resulted in five factors measuring CRM (18 items), SQ (15 items), and INNO (18 items). Meanwhile, EFA-BE extracted 5 items only. In total, 23 items were removed due to factor loading < 0.6 (Awang, 2012; Hair, Black, Babin, Anderson, & Tatham, 2010). The remaining items had loading ranged from 0.611 to 0.914. In addition, the Kaiser-Meyer-Olkin of sampling adequacy was > 0.5 and the eigenvalue per each factor was also above the recommended level > 1 (Awang, 2012). Therefore, the factor analysis will be proper for further analysis (Hair et al., 2010).

The findings of CFA for the pooled model produced 40 items and indicated that the measures of goodness-of-fit index were exceeded the minimum requirement value and thus, were met. For example, Chi-square value was 445.862 at $p=0.000$, GFI value was 0.910, AGFI value was 0.885, TLI value was 0.956, IFI value was 0.962, CFI value was 0.962, and RMSEA value was 0.062. Therefore, the factor analysis will be proper for further analysis (Hair et al., 2010). Furthermore, the derived composite reliability of the CRM (0.868), SQ (0.913), INNO (0.933), and BE (0.945) indicates high-internal consistency above of 0.70 (Awang, 2015). In addition, all loadings were above the threshold value of 0.5, ranged from 0.66 to 0.91 (Hair et al., 2010). Furthermore, the convergent validity and discriminant validity were also supported based on AVE values. The minimum AVE value (0.570) is exceeded the threshold value of 0.5 (Awang, 2015; Byrne, 2010).

For regression analysis between proposed constructs, the results indicated a satisfactory model fit (Chi-square=445.862, $p=0.0$; TLI=0.956; CFI=0.962; GFI=0.910; AGFI=0.885; IFI=0.962; and RMSEA=0.062) (Appendix C1). As shown in Appendix C2, the results indicated that CRM insignificantly affected BE ($\beta = 0.000$, C.R value = -0.004, $p > 0.05$) and significantly influenced INNO ($\beta =$

0.666, C.R value = 12.083, $p < 0.05$); therefore, H1 is not supported while H2 is supported.

Differently, SQ is found to have significant relationship on both BE ($\beta = 0.0753$, C.R value = 2.568, $p < 0.01$) and INNO ($\beta = 0.138$, C.R value = 4.859, $p < 0.001$); hence, H4 and H5 are supported. Furthermore, INNO is also shows a significant and positive effect on BE ($\beta = 0.817$, C.R value = 11.468, $p < 0.001$), supporting H3. The results extracted from mediation test using bootstrapping indicated that INNO fully mediated the relationship between CRM and BE since the direct path was insignificant. Therefore, H6 was supported. Furthermore, the results further supports INNO as a partial mediator between SQ and BE because both bootstrapping values of standardized direct effect ($\beta = 0.101$) and standardized indirect effect ($\beta = 0.154$) were significant at 0.003 and $0.001 < 0.01$, respectively. Thus, H7 is confirmed.

CONCLUSIONS

CRM, SQ, and INNO are among the most valuable sources associated with BE and competitive advantage (Shriedeh & Abd. Ghani, 2017a, 2017b; Shriedeh & Ghani, 2016a, 2016b; Keller, 2013). This study filled the literature gap and suggests that INNO is a key mediator construct between CRM and SQ on BE building. This study indicates that CRM insignificantly contribute to BE, which is contrary to the agreement tailored by Battor and Battor (2010), and Sin et al. (2005). A simple interpretation of the insignificant finding is that it could be due to the negative perception of the CRM-brand experience (Keller, 2013). In addition, the results support those of Ghafari, Karjalian, and Mashayekhnia (2011), who argued that healthcare providers concerned with CRM activities will directly enhance their INNO abilities (Chen, Lin, & Yang, 2011). Besides, the presentation of INNO as a critical strategic driver for BE success supports the argument of existing literature (e.g. Shriedeh & Ghani, 2016a, 2016b). Furthermore, the results indicate that an excellence in SQ produces decisive results in terms of strong brands in the context of MT. This result is consistent with the

investigation of Hanaysha (2015) and Hanaysha and Hilman (2015). Moreover, the results of this study support also the observations by Bon and Mustafa (2013) and Cho and Pucik (2005), who suggested the strong links and the positive effects of SQ on INNO.

Based on the study outcomes, the results show that INNO fully mediates the relationship between CRM and BE. MT providers in Jordan are thus strongly recommended to introducing innovative healthcare services as the primary driver for enhancing their BE while building CRM (Marin, Martín, & Rubio, 2017). In addition, the results indicate that INNO partially mediates the relationship between SQ and BE. Thus, MT providers who constantly monitor SQ evolution are more committed to promoting innovative capabilities that turn into better benefits of BE (Naghavi, Mohamad, & Sambasivan, 2012).

The key contribution of this study is particularly related to BE theory. In particular, Yoo *et al.*'s (2000) investigation focused on antecedents-BE assets-BE linkage in an attempt to explore the effect of BE assets on BE formation (represented by overall BE) and to understand which marketing efforts enhance BE building. However, their antecedent-BE investigation was exclusively occupied with the 4Ps of the marketing mix, and therefore they recommended further exploration of more marketing efforts that have the potential to enhance the BE phenomenon directly and indirectly. As such, based on the above, this study partially employed Yoo *et al.*'s (2000) model and further expanded the framework in different ways.

First, CRM, SQ, and INNO were introduced as other marketing activities that were different from the 4Ps and were proposed to have a significant impact on the BE, especially in the context of Jordanian MT, is a significant contribution to the BE theory. Second, the identification of INNO capabilities as a key mediator is also a significant contribution to BE theory. Third, this study has provided significant insights into the applicability, robustness, and reliability of these measurement items in

developing countries. Thus, in the context of MT brand management, it essential for MT brand management to understand the behavioral consequences of medical tourists that cause BE.

This study is only limited to the proposed predictor in the context of MT from outpatient medical tourist. Thus, to increase the generalization, it is highly recommended to replicate this study in different contexts, different cultures, and different perspectives.

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User Preferences on Supplementary Learning Tool in Physics Experiment Using Mobile AR

V.Gopalan

School of Multimedia Technology and Communication, College of Arts and Sciences, Universiti Utara Malaysia, Malaysia

J.A.A.Bakar & A.N. Zulkifli

Institute of Creative Humanities Multimedia & Innovation, School of Creative Industry Management & Performing Arts, Universiti Utara Malaysia, Malaysia

ABSTRACT: Mobile augmented reality (AR) technology is utilized as the medium for enhancing real time interaction between user and technology by adding virtual contents to the real world. However, this technology is about to grow in the learning landscape. The focus of this article is to determine user preferences on technology based supplementary learning tool in Physics experiment. In this study, a user requirement is conducted by means of questionnaire. This questionnaire was distributed among target group and school teachers. Findings of user requirements provide evidence on the necessity and potentials of Mobile AR to be used as a supplementary learning tool. This exercise provides details on the learning content and technology they would like to acquire.

INTRODUCTION

Learning is always associated with location and time. Mobile AR provides the flexibility and mobility of learning beyond time and location. Science, Physics, Chemistry, and Biology subjects require authentic activities such as experiments to understand the concept in depth and correct. Physics may comprise of complicated facts that involve non-living things. By conducting real experiments most of the Physics' concept of non-living things only could be proofed and critically understood its complexity (Ibáñez, Di-Serio, Villarán-Molina & Delgado-Kloos, 2016; Akcayir, Akcayir, Pektas & Ocak, 2016). Furthermore, literature revealed that the priority has been given for inside and outside of the classroom learning instead of the experiments (Cheng & Tsai, 2013). The science experiments were overlooked because of time constraint and lack of equipment. Besides, there are several experiments which are risky to conduct in a school laboratory. Hands-on experiments, observation, exploration and discovery are the ways to feel and understand the magic and the

logic behind the science concept (Ekanem, Ekanem, Ejue, & Amimi, 2010).

Therefore, this paper focuses on the design and development of a mobile application called using Augmented Reality in Physics Experiment (MARPEX). In this study, user requirements conducted through distributing questionnaire. This questionnaire was distributed among target group and school teachers. Findings of user requirements provide evidence on the necessity and potentials of Mobile AR to be used as a supplementary learning tool. This exercise provides details on the learning content and technology they would like to acquire. The following section discusses the user requirements conducted before the design and development of MARPEX in order to know students and teachers' expectations for an effective technology based learning landscape.

MOBILE AR IN SCIENCE LABORATORIES

The development of Mobile AR has grown remarkably. Most of the studies from the year 2010 till 2016 still developing computer and

webcam based application platform for learning for various types of learning namely, game-based learning, e-learning and courseware.

There are few numbers of AR projects emphasized handheld devices (mobile device and tablet). Akcayir et al., (2016) designed a mobile-based augmented reality to evaluate the effectiveness of the use of mobile-based augmented reality in science laboratories. The result shows that the implementation of technology in learning positively influences the students' laboratory skills and could witness the tools they expected in a real laboratory setting. Ibáñez, Di Serio, Villarán & Kloos (2014) developed an AR-based simulation system (AR-SaBER) utilizing computer and webcam devices for the learning of basic principles of electricity. The purpose of this study was to assess to which extent an AR learning application affects the students' level of enjoyment and learning impact. The analysis indicated that the augmented reality application led participants to reach higher flow experience levels than those achieved by users of the web-based application. Then Ibanez et al., (2016) investigated how supporting the student focus on meaningful activities affects behavior and learning performance. The findings revealed that AR-based simulation system showed better learning achievements than students' in conventional learning method. Moreover, Li, Gu, Chang and Duh (2011) determine how an AR-based simulation influence learning the effectiveness among university students. The results depict that AR-based collaborative learning highly influenced the students in term of skill development, self-reported learning, and learning interest (Li et al., 2011).

Besides that, there are plenty of applications in Play Store for Physics concept learning, Physics formula, and experiment. All the existing application illustrates the Physics concept using gamification technique using 2D or 3D model. Existing Mobile AR applications for Physics provide plenty of features like zoom in and zoom out, take apart (break the apparatus parts apart and reassemble), label, highlight and hide the touched part, snap the image and glassy view. All these features are definitely attracting

user's attention but the effectiveness of the features in academic is still untouched.

CONSTRUCTIVISM IN ACTION

Learning from the real environment enhances the students' confidence in their own skill. These circumstances influence students' learning motivation (Prawat & Flowden, 1994; Von Glasersfeld, 1989). Constructivism occurs as learners are actively involved in a process of knowledge construction from their previous knowledge (Fosnot, 2013). Constructivism makes sure that students are actively participating in academic activities such as experiments, real-world problem solving, observation and discussion for an in-depth knowledge (Wojciechowski & Cellary, 2013; Agommuoh & Ifeanacho, 2013). Constructivism in a learning domain is more on how to think, understand and transfer knowledge to another (Wojciechowski & Cellary, 2013; Fosnot, 2013). The constraint on constructing their own learning experience hinders them to continuously engage in learning, especially for the digital natives or Apps generation. Constructivism permits active participation in Physics learning (Wojciechowski & Cellary, 2013). AR Physics laboratory experiment provides the experience of discovery, exploration, 3D visualization and collaboration with the simulated learning environment.

USER REQUIREMENTS ANALYSIS

The initial investigation conducted in order to get the preferences from teachers whom teaching Physics and students. Hence, in this study, we conducted a user requirement analysis among teachers to determine their expectations and suggestions for an enhanced learning landscape using Mobile AR. We set up an online form for (i) respective teachers and (ii) school students undertaking Physics. These forms include questions on their limitation in conventional teaching material and their expectations from a supplementary learning tool. Links to either one of the forms are sent accordingly to dedicated groups of respondents. A snowball sampling method implemented to identify the respondents. A purposive sampling

method utilized to obtain respondents from school students.

RESULTS AND DISCUSSIONS

TEACHER PERSPECTIVES

The respondents are five teachers who have experience of teaching Physics for more than 10 years. Among the respondents four (80%) are female and one (20%) in male. Table 1 illustrates the summary of respondents (teachers) demographic data.

Table 1. Summary of Respondents (Teacher) Demographic Data

Respondent Profile		Frequency	Percentage (%)
Gender			
1.	Male	1	20
2.	Female	4	80
Experience of teaching Physics			
3.	10 -12 years of teaching experience	5	100
Requirement for supplementary learning tool for Physics			
4.	Yes	5	100
5.	No	0	0
Do you prefer to have technology based supplementary learning tool for Physics?			
6.	Yes	5	100
7.	No	0	0
Have you heard about Augmented Reality technology?			
8.	Yes	0	0
9.	No	5	100
Do you prefer the AR application as main apparatus to assist Physics laboratory experiments?			
10.	Yes	4	80
11.	No	1	20
Do you agree that Electromagnetism is the difficult topic to simulate in a laboratory experiment?			
12.	Yes	4	80
13.	No	1	20

Based on Table 1, respondents have more than 10 to 12 years of teaching experience in Physics subject. They unanimously agreed that a supplementary learning tool is very much

required in Physics to aid students. Based on their feedback, the teachers are looking for a technology-based learning tool and surprisingly, they are not aware of Mobile AR in the education domain. 80 % of them agreed that it is difficult to simulate experimentally from electromagnetism topic. This is due to their lack of ability to visualize the abstract content. Other than that, 20% of them agreed that lack of motivation among students and lack of fully equipped school laboratory cause the constraints of the teaching and learning process in a Physics experiment. The teachers suggested that the learning tool should comprise of animated three-dimensional models, simulation of apparatus and material related to experiments and support to understand the theoretical concept of Physics experiments.

STUDENT PERSPECTIVES

The user requirement analysis for students conducted in a secondary school in Perak. It is a must for researchers to seek permission and approval from the Ministry of Education before conducting any research in schools. Thus, first of all, we formally applied for the permission from the Education Policy Planning and Research Division (EPRD). Then, we applied for the permission from Perak State Education Department attached with EPRD permission letter. Consequently, we met the school headmaster with these permission letters and explained about the research study and the purpose of this study. Then, we discussed with the science teachers, as they are the content experts to discuss about the content. After their approval, the link to online form is circulated among the students. In total, twenty-two students from upper secondary from Physics classes participated in this investigation. Table 2 depicts the summary of respondent's feedback.

Table 2. Summary of Respondents (Student) feedback

Respondent Profile		Frequency	Percentage (%)
Gender			
1.	Male	12	55
2.	Female	10	45
Age			
3.	16	15	68

4.	17	7	32
Experience of Physics subject			
3.	Tough	3	14
4.	Moderate	14	64
5.	Easy	5	22
Requirement for supplementary learning tool for Physics			
4.	Yes	22	100
5.	No	0	0
Do you prefer to have technology based supplementary learning tool for Physics?			
6.	Yes	5	100
7.	No	0	0
Have you heard about Augmented Reality technology?			
8.	Yes	16	70
9.	No	7	30
Do you prefer the AR application as main apparatus to assist Physics laboratory experiments?			
10.	Yes	20	90
11.	No	2	10
What kind of learning method you prefer for Physics?			
12.	In classroom learning	11	45
13.	In Laboratory experiments	13	54
Which device you prefer for a laboratory experiment learning environment			
14.	Computer/Desktop	10	45
15.	Mobile / Tablet	12	55

Based on students' feedback whose within the age of 16 to 17 years old, it is found that for them, Physics is not easy, but it is not tough either. Among the respondents, 64 % of them agreed that Physics is a moderate subject for them and it could be easy and become a favorite topic if they are able to visualize the abstract part of it. It is clear that students are interested in electromagnetism topic due to its interesting facts, logic, and factual nature, cultivate creativity, relevance to daily life phenomena and the ability to visualize non-living things. Unfortunately, the limitations on apparatus for such experiments limit student's achievement in that particular topic.

Besides that, 54 % of the respondents prefer to have experiments rather than a conceptual learning in a classroom. This enables them to fully concentrate and observe the in depth details of the experiment. Other than that, according to students the experimental activity is fun, interesting, easy to learn the content and process enhance their communication skills, and an opportunity to witness how the phenomenon happens. Apart from that, 55% of the respondents preferred handheld devices like smartphone and tablet for this kind of learning due to its mobility and lightweight with wide screen. Moreover, all respondents prefer to have Mobile AR as the alternative apparatus for experiment with animated 3D objects as the information representation rather than solely dependent on school textbook, teachers' knowledge, and online sources. Hence, Mobile AR in a Physics experiment with the addition of animated three-dimensional models is proposed as supplementary learning tool.

CONCLUSION

This paper outlines user requirements from both teachers and students for supplementary learning tool for Physics using Mobile AR. An active participation and 3D representation provide deeper understanding and the obtained knowledge retains longer than usual. The experience of doing hands-on experiment encourages students to explore and discover. It is anticipated that by allowing students manipulating virtual learning content on top of the real environment, they will gain this hands-on experience. The future of this research is to focus on designing and developing Mobile AR for Physics Experiment (MARPEX) application based on the feedback and the user requirements. The expert review and pilot study will be conducted to determine the interface functionality and usability defects. The user evaluation will then be conducted to determine the impact of Mobile AR in Physics Experiment. Moreover, it is anticipated that this innovation in the learning process is able to enhance students' motivation to pursue science-related higher education and professions.

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Mediating Role of Interdependent Self-construal on Cultural Norms and Interaction Goals between Chinese and Malaysian Business Negotiators

P.L. Soo-Hoo

School of Multimedia Technology and Communication, Universiti Utara Malaysia

Hassan Abu Bakar

Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia

ABSTRACT: China and Malaysia have been in bilateral relationship more than four decades. It was reported that China-Malaysia relations have developed rapidly in different areas which has increasingly matured and stable for the past four years (Thestar Newspaper, 28 August 2017). The mutual trust of shared opportunities is the main cause of a strong relationship regardless in diplomatic relations or business. Based on a study on Malaysian and Chinese business negotiators, we examine the total, direct and indirect effect of interdependent self-construal with cultural norms and interaction goals. It was found that in international business negotiations, business associates are influenced by interdependent self-construal, mediated the relation between cultural norms and interaction goals. The consequences of these findings are discussed and elaborated in this article.

INTRODUCTION

There have been many research that support the importance of cultural values and practices between international business negotiators (Shi & Wang, 2011). In an international business negotiation for example, negotiators play an important role when two countries have more and more frequent collaboration which creates a need to analyze the differences between the two parties so that misunderstanding and conflicts be avoided during the process of bilateral relationship and business negotiation (Shi & Wang, 2011). Several studies also have examined the cultural values and practices within the framework of GLOBE theory (House, Bertsch, 2012). These studies mainly focus on comparing culture at different levels with both practices and values exist at the levels of industry, organization and society (Shi & Wang, 2011; Bertsch, 2012). However there are several questions unanswered in the GLOBE literature. One of these questions concerns how and whether cultural values and practices influence

other research fields across different culture as cultural practice and norms are interpreted differently even within collectivistic cultural norms (Shi & Wang, 2011; Venaik and Brewer, 2010)

The present article attempts to advance the research on cultural values and practices in several ways. First, we respond to the call by House et al. (2002) and Bertsch (2012) to examine the impact of cultural values and practices between two asian nationalities. In order to do so, we develop and test a model that specifies the relationship between cultural norms with interdependent self-construal and interaction goals between two groups of 30 Chinese and 36 Malaysian business negotiators using questionnaire method. Second, we hypothesized that interdependent self-construal is a process variable that mediates the relationship between cultural norms and interaction goals. This field of research suggests Shi and Wang (2011) call to develop the theories and important factors that influence the outcome of the business

negotiations between China-Malaysia which are different compared to those in the West.

Exploring those relationship using multilevel analysis is theoretically and practically imperative because it provides a more comprehensive and realistic picture of the cultural norms relationship between international business negotiators.

GLOBE THEORETICAL MODEL

Culture and negotiation studies had been conducted for many years as scholars noticed that globalization has an impact on domestic business (Hurns, 2007; Sarkar, 2010; Bulow & Kumar, 2011; Jiang, 2013). In explaining the relationship of dimensions of culture and cross-cultural communication in international business negotiations key concepts, the GLOBE theoretical model proposed by House et al. (2002) discussed that the relationship of dimensions of culture and cross-cultural communication serves as a wide range of explanations and predictions towards the differences in communication styles (Oetzel, 2001) and interaction goals (Liu & Wilson, 2011) on the account of the dimensions of culture. Therefore, dimensions of culture is considered as the depending factor on the interdependent self-construal and interaction goals emphasize by the measure of the values and practices scales interact and the dimensions of values and practices can be employed at societal and organizational levels which are relevant to cross-cultural interactions (Shi & Wang, 2011).

Although GLOBE model has not been widely used in many cross-cultural communication studies, it had already made an impact in analyzing the cultural norms of 62 societies and it had also determined how national culture is being represented (Brewer & Venaik, 2011). The nine units of measurement or nine cultural dimensions are valuable especially for quantitative research designs as they are more expansive compared to Hofstede's clarification system. This paper of culture, interdependent self-construal and interaction goals underscores the complexity of the international business

negotiations and how it is influenced by culture. Therefore, GLOBE model can help global business negotiators communicate more effectively across cultural and geographic boundaries because different cultures have different perspectives and different ways of doing things. It is proposed that international business negotiators need to adapt their styles to be more effective to suit different cultural business environments.

HYPOTHESIS DEVELOPMENT

Relationship of Dimensions of Culture and Interdependent Self-Construal

Self-construal is one's self-image and consists of independent and interdependent self-construal (Oetzel, Ting-Toomey, Masumoto, Yohochi, Pan, Takai & Wilcox; 2001). Self-construal is used in previous studies to explain differences in communication styles (Oetzel, 2001). The study of culture and interdependent self, however, has two other highly significant consequences for the field of cross-cultural communication in collectivistic context which are being investigated here. First, the study of culture and interdependent self has renewed and extended cross-cultural communication's understanding of interdependent self or culture and casts it as central to analyze communication behaviours of business negotiators in international business negotiations. Second, the study of culture and interdependent self has led to the realization that people and their sociocultural worlds are not separated from one another.

Markus and Kitayama (2010) suggested that we require each other to complete each other even though we are influenced by culture in thinking, feeling and action. Further, the larger cultural gap, the interaction between two parties might be even more difficult (Kumar & Worm, 2002). Zhao (2000) and Ke (2011) supported that negotiation can be even more complicated when it concerns of international business negotiations as differences in culture and languages would influence the effectiveness of communication. Therefore, effective communication process leads to equal participation, cooperation and

respect (Oetzel, 2001) which are important in international business partnership.

Based on the above literature review, it may be postulated that dimensions of culture and interdependent self-construal have direct dynamic link to define the relationship of cultural norms and communication styles as it remains an uncertain issue in the research. Hence, if the relationship of cultural norms and the interdependent self-construal positive, it positively affects the communication behaviours. Likewise, if it is negative, it will negatively affect the communication behaviours. Thus, this paper proposes the following hypothesis.

Hypothesis 1: Collectivistic values have positive association with independent self-construal.

Relationship of Dimensions of Culture and Interaction Goals

There is limited literature that provided the link between dimensions of culture and interaction goals in collectivistic culture. In previous studies, it is found that interaction goals do have positive impact on negotiation outcome which is the evident of the fact there is a link between dimensions of culture and interaction goals (Liu & Wilson, 2011). Interaction goals are defined as capability to engage in acting, thinking or behaving in certain ways with others that will also influence the other party's attitudes or behaviours (Liu & Wilson, 2011). Generally, both parties must show cooperative behaviours to produce positive outcome when people enter negotiation, (Liu & Wilson, 2011). Hence, the main objective to motivation in negotiation is goals (Hendon, Hendon & Herbig, 1996).

There is little research about how similarities in collectivistic values and practices may create common goals between the two parties to create value in international business negotiations. Research has proven that if both parties can work together, they will benefit each other (Lewicki, Barry & Sauders, 2010). Past research tended to focus on cultural differences and ignore potential cross-cultural similarities in the

international business negotiation processes (Liu & Wilson, 2011). Based on the extensive reviews, previous studies had not measured the relationship between cultural norms and international business negotiation outcomes (i.e. interaction goals) in a collectivistic business culture and environment. If the relationship of cultural norms and interaction goals positive, it positively affects the communication behaviours. Likewise, if it is negative, it will negatively affect the communication behaviours. Based on this, this paper proposes that: -

Hypothesis 2: Cultural norms associate with interaction goals in international business negotiations.

Interdependent Self-Construal as Mediation

Interdependent self-construal is the crucial determinant of the interaction goals as it serves as the significant predictor of it as suggested in communication styles across culture. In addition, it was found that in previous studies by many researchers that interdependent self-construal is a significant fact that interdependent self-construal also has been shown to play an important role in explaining the relationship between cultural norms and interaction goals (Markus & Kitayama, 2010; There is enough evidence about the effects of antecedents on interdependent self-construal towards the collectivistic communication behavior in connection of the exposure of cultural norms (Markus & Kitayama, 2010). However, there is not many studies in the past have been conducted to explain the mediating role of interdependent self-construal in the connection of the exposure of cultural norms to interaction goals which is proposed in this present study. Based on this, this paper proposes that: -

Hypothesis 3: Self-construal mediates the relationships between cultural norms and interaction goals.

METHODOLOGY

Participants

The participants in this study were Malaysian and Chinese business people who were involved

in trading, education, manufacturing, hospitalit and service industrie in China. All of the participants involved in international business and have direct interaction with their foreign business associates. This selection rule was inteded to ensure the participants were in the industry with relevant experiences as to have involved in exchanging relationship with their foreign business counterparts.

Procedures

This survey were conducted by sending out the survey forms through electronic mail and WeChat, a Chinese multi-purpose social media mobile software application. One set of survey forms consists of two forms of measurement were designed to provide information from business negotiator’s perspectives. Hence, all constructs were measured to the respnses of their own individual persepctions and based on their work experiences. 100 questionnaires were distributed to Malaysians and China Chinese respondents in Malaysia and China, with a returned rate of 68%. In the sample of 68 participants, there were 69.12% males and 14.96% were females. Approximately 82.35% of participants have experiences in business negotiation from 1 to 10 years,13.26 % for 11 to 20 years and 1.47% for 21 to 30 years.

Instruments

The English language version of cultural norms by Bertsch (2012), cooperatie communication by Tjosvold, Johnson & Johnson (1984) and interaction goals by Liu and Wang (2010) were used to obtain the data. This follows by translations to Chinese language and Malay language in order for the participants who do not have the profiency of the English language to answer the questionnaire. Details of the intrsuments used in this study are as follows:

Cultural norms. We measured cultural values and practices to reflect cultural manifestation based on nine cultural dimensions of GLOBE model, developed by Bertsch (2012),. The 7-item Likert-type scale generated a Cornbach’s alpha of .417 to .790 (Bertsch, 2012).

Perceived Cooperative Communication. Business negotiators assess 6 items about cooperative communication adopted from work by Tjosvold, Johnson & Johnson (1984). The 7-item scale will be used to measure group perceived cooperative communication. The Cronbach’s α was .80.

Interaction goals. Both business negotiators assess the interaction goals adopted from Wilson and Putnam (1990) 31-Item Scale. The Cronbach’s alpha for this scale ranged from .67 to .85. All items will be measured based on 1 strongly disagree to 5 strongly agree scale point.

All these items were measured and operationalised using a five-point Likert type scale ranging from strongly disagree to strongly agree.

FINDINGS

Means, standard deviations, and correlations for all varible appear in Table 1. The majority of the items appeared within normal ranges.

Table 1 Means, Standard Deviations and Inter Correlations among the Variables

Variables	Mean	SD	1	2	3
1.CN	3.78	.550			
2. ISC	4.00	.632	.563*		
3. IG	3.62	.422	.306*	.278*	

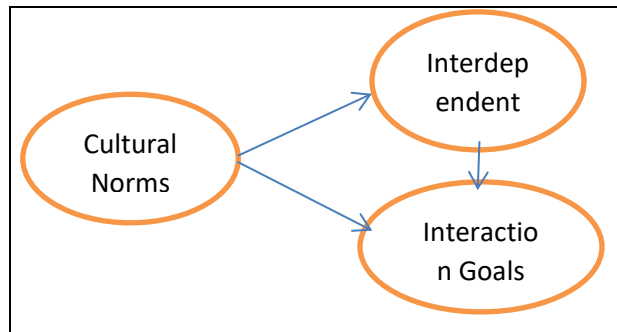
Note. * $p < .01$.

Correlation analysis is used to understand the nature of relationships between two individual variables. The results indicate in table 1 shows there are positive relationship between the variables, cultural norms, and interdependent self-construal and interaction goals. The Pearson Correlation in SPSS had shown that there is significant relationship between cultural norms and interdependent self-construal, cultural norms and interaction goals and interdependent self-construal with interaction goals.

The findings contribute to the literature on international business negotiation. As Shi and Wang (2010) suggest, although the influence of cultural norms in international business

negotiators had been examined in past literature, there are many areas which have not been tested and thus, this study provides information on how cultural norms influence interdependent self-construal and interaction goals (negotiation outcome). The results provide support for the hypothesized relationships in the model (Figure 1).

Figure 1. CN-IG Model



These findings also provide important implications from the mediation effects of interdependent self-construal on relationship between cultural norms and interaction goals. Currently, research on cultural norms focused on China business negotiations (Jiang, 2013). These results of the research add value to the current research as it explores both collectivistic countries, Malaysia and China. The quality of communication and information through positive interdependent self-construal will create positive interaction goals (negotiation outcome); hence, the results of the current study indicate that the interdependent self-construal mediates the relationship between cultural norms and interaction goals.

CONCLUSIONS

There are several implications for international business negotiators. First, the present study shows that cultural norms can potentially influence the interaction goals through interdependent self-construal. The cultural value and practices and interdependent self-construal from both parties may lead win-win collaboration in business. Second, interdependent self-construal is a driving force to the success of win-win situations because it

consists of different styles of communication that negotiators can use during the negotiation (Oetzel, 2001) especially during difficult situations (Ke, 2011). In addition, the positive influence of cultural norms on group communication intended to improve group interactions especially in between people from different culture and language during international business negotiation (Ke, 2011). Finally, these findings reveal that cultural norms develop the main key to form positive interdependent self-construal to lead to positive interaction goals (negotiation outcome). Therefore, negotiators need to pay attention to their counterparts' cultural norms and respond in a way that meets their communication expectations.

The main weakness in this study is the focus on specific nationalities. Current investigations limit themselves to Malaysian and Chinese. Thus, we do not know how cultural norms affect other nationalities in international business negotiation. It would be desirable for future studies to conduct research on different nationalities. Finally, to continue providing knowledge for international business managers and business leaders, researchers must continue with conducting cooperative communication within business negotiators that mediate the influence of cultural norms and interaction goals. As this study used questionnaire, it is recommended that self-report or interview session are useful for future

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Exploring fake communication news through Facebook

Rizwan Sabri

Universiti Utara Malaysia

Azlina Kamaruddin

Universiti Utara Malaysia

ABSTRACT: The researchers conduct a study to explore about fake communication in new media scenario, but we eliminate focus on the issue of rumors. The research aims are (i) to identify the form of posting rumors available in Facebook; (ii) to explore the incurred though Facebook actions of Facebook users to post rumors; and (iii) to analyze the content of Facebook users response through comments on posts though Facebook. The methodology that we prefer to use is semi-structured interview and qualitative content analysis. The root reason for carrying out semi-structured interviews is because we are interested to understand the forms of posting rumours and actions taken by the general public about the issue of fake communication. Meanwhile, for qualitative content analysis, we will select Facebook which is focusing on internet users comment' about fake communication issue. The expectation for research finding is to enlarge literature based on fake communication news and its' relation with Facebook.

KEYWORDS: fake communication, fake news, rumors, new media, Facebook

INTRODUCTION

Sharing information on social media has pros and cons to the public. The absence of rolling in social media causes scattered information cannot be controlled. There are postings on Facebook that are not suitable for spreading to the audience and are negative. According to Allcott and Gentzkow (2017), 30 million false messages related to Trum shared on Facebook and eight million false news regarding Clinton's opponent shared on facebook within three months before the United States election in 2016. In addition, ahead of the United States election 2016, the average adult population of the United States searches for presidential candidates on social media and some believe in the scattered news. This shows that the level of information sharing in social media is getting worse because the audience searches for related information. However, most of the scattered information is fake communication.

The issue of disseminating fake information on social media is also taken seriously in Malaysia. Bernama (2017) reports from January to September 2017 The Malaysian Communications and Multimedia Commission

(MCMC) conducts investigations into 67 cases of false information dissemination on social media. Meanwhile, in August 2017 SKKM arrested six Facebook users for misrepresenting false rumors (Ahmad Ismadi, August 2017). Dumping information spread on social media has a wide range of content and it is difficult to identify the authenticity of Facebook users.

Furthermore, the sharing of information on social media has become increasingly difficult when the information was interfered by unanswered parties. There are Facebook users who do not control emotions by giving negative comments. Most facebook users issue negative words in the state-linked status sharing comments (Ahmad, Yahya, Hashim, & Mahmor, 2016). This situation shows that many users are unaware that comments made on facebook may also be subject to legal action. This is evident when a Facebook user is subjected to a fine of up to RM20 000 for issuing negative comments on the leadership and administration of the country in Malaysia (Nor Azura, Berita Harian Online, February 8, 2018).

The sharing of rumors of unknown rumors is a thing that Facebook users do not deserve. In

addition, the comment posted on facebook posting can also be the cause of the spread of information. Therefore, this study aims to identify the rumor information that exists in social media and analyze the Facebook user's comments on rumor information. Negative comments on the leadership and administration of the country in Malaysia (Nor Azura, Berita Harian Online, February 8, 2018).

The current scenario in Malaysia is that Internet users are increasingly daring to upload fake communications to gain public attention. It is supposed to be on the basis of participatory democracy. The issue of 'clown caricature' disseminated through Facebook by a graphic designer to draw the attention of the public on the issue of national leadership wrong doing. It appears clear that the caricature's face is painted like a major leader of the country. The writings on the caricature are seditious and shameful. Indirectly, it has invited various negative implications, undermined integrity and tarnished the image and reputation of the leader. According to TV3 news sources, this is also said to be able to kill democracy (Buletin Utama TV3, January 2018). Crashing Balqis (2017) explains that the statistics of social media abuse reported to MCMC in the first 10 months of 2017 have increased to 6,275 complaints, which is 21 per cent against the 4,919 complaints reported in the year 2016.

Fauziah and Dafrizal (2017) proved that abuse of uncontrolled social media proved to be able to undermine the harmony of a country and cause the fall of a government. Arab revival, or more commonly known as the 'Arab Spring', took place in 2010, witnessing the world shaken by the collapse of the government and the commotion that took place in Libya, Tunisia, Bahrain, Syria and Egypt, only due to the transmission of information and seditiousness through social media. It clearly demonstrates that the use of uncontrolled social media can influence the attitudes and behaviors of the unexpected community.

The main method for this research are by doing semi-structured interview and qualitative content

analysis. This conceptual paper tend to expect gaining data to enlarge the literature of fake communication news through social media.

METHODOLOGY

Study One: Semi-structured Interview

We decided to embark on semi-structured interview as the principal means of data collection. This would facilitate to attain as much information as possible from a broad range of perspectives. The root reason for carrying out semi-structured interviews is we are interested to understand the attributes of participatory democracy and its' challenges.

In conjunction with the semi-structured interviews, we assume this is one of the appropriate methods for our study as it is the best way of finding out someone's thinking (Jensen, 2002). Most importantly, it assists to explain the enquiries of why, how, and what, with regard to the research problems that are principally concerned about facebook and its relation to participatory democracy. All the interview sessions were conducted by using English.

According to DiCicco-Bloom and Crabtree (2006, p. 315), the definition of semi-structured interview is:

... Semi-structured interviews are often the sole data source for a qualitative research project and are usually scheduled in advance at a designated time and location outside of everyday events. They are generally organised around a set of predetermined open-ended questions, with other questions emerging from the dialogue between interviewer and interviewee/s. Semi-structured in-depth interviews are the most widely used interviewing format for qualitative research and can occur either with an individual or in groups. Most commonly they are only conducted once for an individual or group and take between 30 minutes to several hours to complete.

Clifford, N., Cope, M., Gillespie, T., & French, (2010, p.103) defined semi-structured interviews as:

A semi-structured interview is a verbal interchange where one person, the interviewer, attempts to elicit information from another person by asking questions. Although the interviewer prepares a list of predetermined questions, semi-structured interview unfold in a conversational manner offering participants the chance to explore issues they feel are important. In brief, semi-structured interview (sometimes referred to informal, conversational, and 'soft' interviews) is about talking with people but in ways that are self-conscious, orderly, and partially structured.

In addition, Clifford, French, and Valentine (2010, p.10) stated that:

The main consideration for semi-structured interview is that interviewees feel comfortable in the space. Semi-structured interview is useful for investigating complex behaviours, opinions, and emotions for collecting a diversity of experiences. This method does not offer researchers a route to 'the truth', but it does offer a route to partial insight into what people do and think.

The increasing expectations associated with networking development on a global scale presented by these interviews provide precious information. Interviewing becomes equal with qualitative research and is also an accepted method for data collection, irrespective of methodology (Puvanesvary, M., Rahim, R. A., Naidu, R. S., Badzis, M., Nayan, N. F. M., & Aziz, N. H. A., 2008).

The major questions of the semi-structured interviews were predetermined prior to the interviews. Some extended questions, however,

were asked simultaneously when it was seen relevant or when the participants lead the interview to other important issues. Besides the data generated from the semi-structured interviews, literatures of earlier researches on the Malaysian social and political phenomena were also consulted in order to relate the concepts and theoretical relationships.

For the purpose of the present study, criterion based-selection of participants will be followed (Stewart & Cash, 2003) according to: (1) level of information or expertise; (2) availability for the interview; (3) willingness to participate; and (4) ability to transmit information freely and accurately. A useful rule of thumb about when to stop recruiting additional interviewees is when little new information is provided by the new recruit or so-called data saturation (Krueger, 2014).

During the interview session, each participant was asked a set of predetermined questions. However, as the semi-structured interview procedure suggests, based on the demands of the situation and perspectives that surfaced from the participants' answers, some extended questions on particular issues were also asked (Flick, U, 2002). It is determined that the interview is best set in a dyad mode, meaning a single participant in a single face-to-face interview. Under certain strategies, issues to be discussed and enquired are predetermined before the interview.

Study Two: Qualitative Content Analysis

Content analysis is the standard methodology in the social sciences to analyse the content of communication (Krippendorff, 1980; Neundorf, 2002). According to Babbie (2001), it is a study for a documentation of human communications such as websites, paintings, books, and laws. Holsti (1969) offered a broad definition of content analysis as any procedure for making inferences systematically and objectively for message's characteristics. Content analysis is a method that can be used with either qualitative or quantitative data (Elo & Kyngas, 2007; Hsieh & Shannon, 2005).

For this study context, "qualitative content analysis is defined as a research method for the

subjective interpretation of the content of the text data through the systematic classification process of coding and identifying themes or patterns” (Hsieh & Shannon, 2005, p. 1278). We used to do conventional approach to qualitative content analysis in our study. This approach is generally used with a study design whose aim is to describe a phenomenon, in this case how the public correspond during online conversation.

The mini case study focused on fake communication issues that were discussed in detail in the social media. In this study, we reviewed articles or points of view and comments which were posted by the Internet users in that social media. In relation to the above, the texts in this study referred to the online conversations in regard to participatory democracy. As for qualitative content analysis, sampling is for those who are involved in online conversation from the selected sections found in the social media.

CONCLUSIONS

Communication is not simply a ‘replay’ or ‘reiteration’ of our long-standing standing assumptions, assumptions we have not the slightest interest in examining. It is not simply a restatement of something that – in all probability – wasn’t even worth stating in the first place. We could say that confirmation (or ‘fake communication’) is a ‘re-assertion of what already is’ but a fuller explanation would be to say that it is a re-assertion of what has been provisionally agreed or accepted to be the case without anyone concerned being aware that it has only been provisionally agreed upon or accepted to be the case. There is in other words a fatal ‘weakness’ (or ‘flaw’) at the heart of everything we know and confirmation is how that weakness / flaw gets to be covered up or rendered invisible to everyone involved. Our world is based upon a lie and what we are calling ‘fake communication’ is how that lie gets to be successfully sold to us

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Media use and agricultural productivity: Qualitative study of Yemen agroforestry smallholder farmers

A. A. Saeed & N. A. Abdul Rahman

School of Multimedia Technology and Communication, Universiti Utara Malaysia

ABSTRACT: This paper seeks to understand the extent of media use among the smallholder farmers in Yemen and how low agricultural information dissemination leads to low farming knowledge that consequently reduces productivity. The agriculture is still a critical resource in the country for combating widespread poverty and food insecurity. Farmers worldwide still prefer interpersonal communication over other sources to access agricultural information. In the context of Yemen, the paper is intended to identify sources and mediums the smallholder farmers favor to use, farming topics needed to improve their output and constraints that hinder them from accessing effective farming practices. A qualitative design is proposed to conduct the study through employing a semi structured interview to elicit the data from 30 agroforestry smallholders who would be selected purposively in coordination with the Ministry of Agriculture. The agroforestry farmers were chosen because agroforestry is the most common farming in the populous north Yemen.

INTRODUCTION

Today, agriculture remains an active and significant sector for the humans worldwide for food production and is practiced by two billion people, (World Resources Report, 2013). It also constitutes a key source for nutrition supply for all the humans around the globe, (Blanchard, 2017). The land and water still form the main resources for the humans around the globe to produce food and survive living. Yet these two critical resources are under threat by increasing population growth, economic development and the climate change, (Wirsenius, Azar, & Berndes, 2010) & (Schneider et al., 2011).

In Yemen, over 64 percent of Yemen's population lives in rural areas, (Food Security Information System(FSIS), 2016) & Food & Agriculture Organization of the UN Statistics (FAO STAT, 2017). More than 50 percent of those rural people are smallholder farmers and they often work in agriculture as their main source of incomes, Food Security Information System (FSIS, 2016). The country produces wide range of cereals: Sorghum, wheat, barley and millet. Among the fruits that the country produces: grapes, bananas, orange, apple, almonds and pomegranates. Different varieties of vegetables are also grown in the country.

Cash crops are mainly coffee, cotton and tobacco. The livestock and chicken husbandry are also widespread among most rural households, (Yemen Statistics Office, 2012). The main challenges for the sector are low productivity and poor management of water and land resources, (Ministry of Agriculture, 2013), (International Fund for Agricultural Development, 2010) & (FAO, 2014).

Always vulnerable to impacts of political upheavals and change of weather patterns that either damage the crops in the farms or causes great extent of losses, the smallholder farmers in Yemen are also reported to have low levels of efficient farming knowledge that contribute badly to levels of their yields and affects their livelihoods, (Al-Zaidi, Baig, Shalaby, & Hazber, 2016) & FSIS (2016). Deploying technical educated trainers known as *extension workers* to rural communities to teach the best farming practices has been an effective approach for information delivery to farmers. But, low number of such qualified trainers and limited financial resources made governments and NGOs to look for other mediums and tools to allow efficient information delivery with lower financial cost, (Karubanga, Kibwika, Okry, & Sseguya, 2017) & (Baig & Aldosari, 2013). Mass mediums and Information Communication

Tools (ICTs) can facilitate the dissemination of agricultural knowledge and farming practices, (Temba, Kajuna, Pango, & Benard, 2016), (Alam & Haque, 2014) & (Uphoff, 2012). And the introduction of the Internet in the late of the 20th century created a revolution in information and communication and the development of social media and hand phones early this century made it possible for farmers to access latest farming knowledge, connect with other farmers or extension workers from the palms of their hands in one touch or click, (Chhachar et al., 2014) cited by (Syiem & Raj, 2015,p.25).

Therefore, this study is to investigate the dissemination of agricultural information among the farmers in Yemen. The farming rural community in Yemen has the opportunity to access different broadcast and interactive mediums, but no assessment of agricultural media coverage has been done yet. It is not reported yet in the existing literature whether present agricultural information in Yemen covers topics such as plant variety, crops and farms management, plant protection measures, and adaptive measures to climate change, promote plantation of crops with higher nutrition values and educate farmers on marketing skills. It is also still unreported in the literature which media sources the Yemeni smallholder farmers frequently use to access information. Several studies were conducted on many developing countries about the use of the media and the ICTs for agricultural information dissemination. However the Yemen context remains unexplored. The context of Yemen is expected to be different because the language barrier does not exist which is unlike almost all contexts used in the previous research.

Additionally, some aspects of the agricultural information communication are still needed to be further studied to provide better understanding of the communication and dissemination of farming knowledge among the farmers. (Hudson et al, 2017) said that more research is required on ways and sources farmers learn new practices and innovations. This study will identify sources and mediums the rural smallholder farmers use to obtain agricultural

related information. Moreover, (Isaya, Agunga, & Sanga, 2016) called for future qualitative study about sources of farming information among the farmers as the quantitative method does not allow checking contradiction between what respondents say and what they do in practical life. This study will use a qualitative interview to provide a true picture of the sources and media use among the farmers. Neutral questions will be applied when interviewing the participants to generate true assessment of the media use for the dissemination of farming knowledge among the participants.

RESEARCH QUESTIONS

- 1- How does low dissemination of efficient farming knowledge affect productivity levels?
- 2- What are the sources and mediums the farmers prefer to use to obtain agricultural information?
- 3- What are the agricultural topics that should be covered in the media to enhance farming productivity?
- 4- What are the barriers that impede farmers' access to effective farming knowledge?

LITERATURE REVIEW

Many studies have been conducted to assess the use of media among the farmers for agricultural information communication. The relevant literature pronounced that in the age of the touch screen and rapidly changing media technology, the farmers still prefer interpersonal communication with fellow farmers and extension agents to obtain agricultural information. This was proved by ten research papers from six different countries, among them four from Pakistan that were done between 2006 to 2017, (Javaid, 2017), Rehman et al (2013), (Farooq, Muhammad, Chaudhary, & Ashraf, 2007) & (Irfan, Muhammad, Khan, & Asif, 2006). The fifth is from Indonesia that found out that farmer to farmer communication to obtain agri-information is widely prevalent in Indonesia (Martini, Roshetko, & Paramita, 2017). The sixth paper is from Nigeria that reported that the same strategy is frequently in use to some extent among the famers in Nigeria,

(Agwu, Ekwueme, & Anyanwu, 2008). The same result was reported, but in higher degree in India by (Prasad, Shrivastava, & Dhruw, 2017) and in Tanzania by (Isaya et al., 2016) & (Ronald, Dulle, & Honesta, 2014) who both found that interpersonal communication among the farmers and extension workers represent the most frequently used source of agricultural information for the farmers. Similar finding was reached earlier by (Solano, León, Pérez, & Herrero, 2003) who reported that household members and technical workers were the most preferred information sources among Cost Rican farmers of the United States when seeking advice or new practice about farming issues.

However, other studies demonstrated that mass media particularly the radio play a critical role in disseminating agricultural innovative practices to rural smallholder farmers. Because of its availability and affordability, the radio can be a crucial channel for the dissemination of agricultural innovations related to rural sustainable development to rural smallholder farmers. That was largely reported by several studies in many developing countries such as Hudson et al, (2017) in Sub-Saharan Africa, (Isaya, et al., 2016) in Tanzania, (Mugwisi, 2015) in Zimbabwe, (Young & McComas, (2016) in Zambia (Mgbakor, Iyobor, & Okezie, 2013) in Nigeria. These studies were similar to the same opinion raised in the 1960s by Schramm (1964) in his renowned book mass media and national development. In the same book, Schramm documented then an interactive farmer radio show in Jordan where farmers were sending their questions to the presenter of the program who takes the questions to experts, rewrites the answers in very simple and understandable language and airs them in the morning to farmers. Hence, the researcher proposes that the radio can equip farmers with the best farming practices and advise them with timely information on different farming topics. Moreover, the past studies highlighted types of agricultural topics covered in the media in relation to productivity development and sustainable agriculture. They presented which topics found to be popular across different media platforms and which ones still receive less

coverage. Javaid (2017) in the study about mass media and agriculture in Punjab of Pakistan found out that weather information held the biggest space in terms of frequent broadcast with 34 percent, followed by topics on plant protection with 19 percent, livestock with 16 percent and sowing methods with 14 percent. The least frequent agricultural topics covered in the TV and radio were farm management practices with only three percent, crops variety with less than five percent and machinery use with over six percent. Additionally, the participatory radio in Sub-Saharan Africa was able to change farmers' behavior to replace traditional crop with farming more nutritious, but less water consuming crops, (Hudson et al., 2017).

Furthermore, the previous research identified several challenges or restraints that prevent effective dissemination of better farming practices. Some of those documented constraints include the shortage of specialized agricultural media professionals or extension workers, poor infrastructure that impede media personnel or extension agents from traveling to the remote rural agricultural communities, improper timing of the radio and television shows and unreliable power, (Folitse, Sam, Dzandu, & Osei, 2017), (Mgbakor, Iyobor, & Okezie, 2013), (Martini et al, 2017), (Mugwisi, 2015), (Temba et al., 2016) & (Owusu, Yankson, & Frimpong, 2018).

METHODOLOGY

This study employs a qualitative research design. This kind of research methods is applied in scholarly work when the intent of the study is to provide an understanding of the situation through textual data by the participants involved in the problem the study attempts to solve (Creswell, 2009) & (Babbie, 2009). Merriam (2009) said that when the inquiry seeks to improve the practice of certain groups of humans, better results are achieved through doing a qualitative design. Therefore, the researcher will conduct a qualitative design study by meeting and interviewing the smallholder farmers in Yemen to understand the situation of agricultural information communication. KVALE (1983) cited by

(Opdenakker, 2006) said that the interview in qualitative research is to collect descriptive information of the interviewee's own world and interpret the description to construct a meaning for the studied phenomenon. Face-to face interview is the most popular way to collect informative descriptions about individuals, according to (Opdenakker, 2006). The interview technique is widely used in qualitative studies of all disciplines, according to Berger (2011). "Interviewing is probably the most common form of data collection in qualitative Studies," said Merriam (2009, p.86). 30 agroforestry smallholder framers from the most remote rural regions in Yemen will be interviewed. The rural areas and the participants will be purposively selected in coordination with the Yemen Ministry of Agriculture and Irrigation which is the technical agency that has updated information about the farmers. Rural areas have been proposed as the study site because they shelter the largest number of the country's smallholder farmers with higher percentage of poverty and food insecurity, (Ministry of Agriculture, 2013).

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Democracy needs civic participation: A critical review

A. Rasheed

School of Multimedia Technology and Communication, Universiti Utara Malaysia

H. A. Bakar

Othman Yeop Abdullah Graduate School Business, Universiti Utara Malaysia

N. A. Abdul Rahman

School of Multimedia Technology and Communication, Universiti Utara Malaysia

ABSTRACT: Democracy is an idea which often invoked but little understood into the literary world. Democracy plays a crucial part in the citizenry life of any country for the socio-economic development. Indeed, Democracy gives good living standards around the globe but in literary world, there are many scholars who raises many serious objections to many of the established features of democratic thoughts. Indeed, research scholars who involved in the research of democracy needs to focus on its 'value' in the society. Democracy is in deep problem with the lack of interest and confidence in state institutions by the citizens. As, Lasswell (1958) mentioned that the study of politics means to explore 'who get what, when, how'. However, in the beginning of research on democracy starts to believe that a society which organized by democratic means would be 'chaotic, arbitrary, meaningless and impossible'. Democracy has some basic flaws in democratic process which tends to fall in two related themes, as many political scientists identified earlier in the past. Some scholars believe that the democratic decision-making is ineffective and sometimes undesirable in the situation when democratic systems unable to compensate the desires of their citizens. In contrast, the other school of thought believes in participatory democracy which assumes as a deliberative understanding of democracy and engage the citizens in the democratic process. Many scholars focus on the value of democracy in the society with critical thinking of citizens engagement in the process of democracy and gives insight of the practical significance of democracy. As, Pateman (2012) noticed that the citizens have general lack of interest in the political activities and in politics.

Literature Review

While from recent years, in the literary world, the debate about the participatory democracy generates most pressing questions regarding the civic participation in the society to develop understanding about the democracy. There needs to do more research to explore the implications of democracy in the society by the citizens. There are seems to be two areas of democracy which discussed as flawed. First, many scholars focus on the arguments and counter arguments with each other which as result no extending ideas and influence more broadly in the society and second flaw is that the many scholars discuss the democratic practices from its real meaning with context which in result may be miss the most important elements of civic life. As some scholars make attempts to isolate the

democracy from its surrounding. However, the democratic life is purely rooted in its social context and success of democracy is belongs with the citizens and their environment.

Minimal democracy Vs Participatory Democracy

In 1820, the British statesman and former prime minister of United Kingdom made an argument against democracy and stated that if the democracy implemented then it may be out of control to some extend so it's time to change the guidance of the machine before occurs irreversible destruction (Roger, 2016). The argument by MP George Canning based on his concerns about the stability of United Kingdom and however the clash between stability and democracy holds an important element of the literature against participation of the citizens. Indeed, these arguments sparks

the debate on democracy in the western liberal democracies.

These sorts of arguments against democracy have some merits and democracy is a delicate thing. If we take a glimpse on history then we came to know that in 1942, there were only eleven functioning democracies in the world. As well as in 1930, the two ideologies fascism and communism keens to suppress the idea of democracy (Feenstra & Keane, 2014). Furthermore, Mackie (2006) argued that in these circumstances many political scientists worried about the unstable democratic systems even after the defeat of fascism and communism.

In 1942, the democratic theorist of modern era Joseph Schumpeter wrote a book named as 'capitalism, socialism and democracy' in which he clearly eliminates the forms of democratic organizations which based of civic participation, which he assumes that these are impractical and unstable, and he argued against the 'classical theories' of democracy which base on the citizen participation. Schumpeter (1942) also suggests that citizen participation is unrealistic and hard to implement in the practical form because citizens have lack of interest and uninformed in politics (Almond, 1991). As, Young (2001) endorsed his argument that the people are more interested in watching television, read poetry or make love rather than participate in civic activities. In this scenario the democracy is only the competitive struggle for the people's vote. Basically, Schumpeter's democracy is the form of elitist model of democracy which wave off the citizen participation in broader aspect of every field of life (Dacombe, 2018: 5).

Indeed, Schumpeter's work in the literary world of democracy very much influential and sparks arguments till to date. Those scholars which agreed with the arguments of Schumpeters belongs to that group who favors the minimal democracy, in minimal democracy the issues of participation by the citizens has ignored and majorly focus on the regular elections to holds (Dryzek, 2005). The minimal democrats Riker (1982) stated that

the most important foundation of democracy is to participate in the voting process whereas other elements in democracy are unreliable and unrealistic in nature. Further, Dahl et al. (1956) revealed that the high level of citizen participation in the democracy in the lower socio-economic groups with outcomes as authoritarian regime in the country.

The idea of minimal democracy very much deep rooted in the human history. As, in the fourth and fifth centuries, the Athenian democracy depicted that the democratic participation revolves around the emphatically elitist. In that era, participation does not allow to women, children, slaves and those people who did not owns reasonable wealth, so the participation was restricted to the small number of 'great men'. So, the Greek philosopher Plato's suggests that the citizen's participation in the democracy would be devastating (Bloom & Kirsch, 2016). As well as, Chambers (2009) argued that the elected representative has potential to articulate the opinion of the citizens in the absence of direct participation. Furthermore, the minimal democrat's Mill (1991) said that the citizens should be governed by the higher wisdom of their legislatures and public should be subject to politicians.

The idea of minimal democracy reached at its peak in debate when Rochester School of thought emerges in 1980's and gives their arguments on the base of Kenneth Arrow (Noble prize-winning economist) who believes that the implementation of the participatory democracy is quite impossible in the meaningful way. Further, Arrow et al. (1986) argued that according to the Impossibility theorem, it's impossible to adopt any method of aggregating individual preferences into collective choice. The scholar's critics on democracy on the bases of Arrow arguments and without any doubt their arguments are highly influential in the literary world. Moreover, Riker (1982) suggests that the democracy should be relying only on the voting mechanism to eradicate the unpopular politicians and in result the voting process reduced the risk of tyranny.

The criticism on the participatory democracy majorly base on the implementation and real-world difficulties in the collecting and aggregating preferences of the citizens. Indeed, the stability of the state and inability of the citizens in sufficient understanding of the functions of state are two important concerns of the critics of participatory democracy. As well as, the German sociologist Max Weber (1946) mentioned that the notion of 'will of the people' in the function of running the state assumed as 'fiction'. But Walter Lippmann (1997) revealed that the theoretical work on democracy is more emphases on the origin of government rather than on its process and results. This argument suggests that the participation of citizen in the democratic system is not always compatible with good governance. The groups and individuals could be hold some expertise and specialization which make them suitable for decision making role for the people. As, John Dewery (1927) echoed the point that the citizens participation is very crucial for the democracy and effective governance had to be based on the different methods of civic participation. However, in established modern states, the participation of citizens still at small scales and states does not seems to be worried about the disconnection between state and citizen (Dacombe, 2018).

Participatory democracy

In the last two decades, democratic world of politics witnessed the large and small scale experiments in the participatory democracy (Fung, 2015). The concept of participatory democracy more than the act of voting and involvement of the citizens in decision-making process makes country more progressive. The distance between the public and public representatives reduced due to the participatory democracy. Likewise, the citizen participation in democracy makes them more responsible agents for the country (Pitkin & Shumer, 2000). For instance, Gastil (2000) revealed that the different kind of institutions helpful to enhance the participatory democracy which includes civic participation.

There are three conceptual pillars of participatory democracy which given by Wolfe (1985).

- participation,
- control
- education.

Participation in participatory democracy

The idea of participation in the participatory democracy assumes to be the core of good governance (Bherer, Dufour, & Montambeault, 2016). There are huge normative benefits in the participatory democracy which derived from the participation of people in the decision-making process (Pateman, 2012). Indeed, participatory democracy gains deliberately to harness the political force of the masses and gives voices to the public to take part in the civic life as whole. As, Markell (2006) argued that more needs to explore about the term 'the people' in the definition of democracy, raises question about the identity of the people and explores about 'who people they are' and 'how their boundaries are to be settled'. So, participatory democracy prominently relates to the individuals who lived with their living experiences which comes from the interaction of humans with each other.

The idea of democracy seems to be as a reflective process in which citizens holds their own preferences through the process of interaction with each other (Putnam, 1993). For instance, Tocqueville stated that the soul of the democracy lies in the social character as well the political character of an individual with the positive and negative outcomes (Vieira & Runciman, 2008: 33). Hence, this is the matter of fact that the interaction between the people in social life generates some set of normative benefits which fruitful for the democratic system of government.

As, Fung (2006) argue that there are different ways to enhance the participation by the people in the democratic governess and involve them in the process of decision-making. Further, Fung & Wright (2001) suggests the 'empowered participatory governess' to bring reforms in the institutions

and enhance the participation of people in decision-making about governers. This is indeed the practical implementation of participatory democracy and has potential to bring the social change in the lives of the citizens. Hence, the core insight here is that in the participatory democracy, the people does not behave in uncontrol manners, but individuals have capability to influenced on institutions and fills the interactional gap between the public and the government institutions. The practical benefit for the public intuitions is to identify and resolve the collective problems of the citizens through the adoption of participatory democracy (Wampler, 2012).

This sort of participation helpful to diagnoses the inequalities in the distribution of power in the society. While, democracy needs the participation of the citizens from the every segment of society because the policy developed by the political institutions should reflect the desires of a plurality of citizens (Phillips, 1995). While, the central idea of participatory democracy is that the individuals cannot be considered in isolation from one another (Bherer et al., 2016). Therefore, the good governance can only be achieved by decentralizing the political power and recognizing the variety of views in the society.

Control in Participatory Democracy

The democratic institutions witnessed the more popular control and ability over the actions of the public officials in the participatory democracy and weak the ability of political elites and bureaucrats to determine the direction of government actions. The problems which occurs due to the centralized authority can be moderated by adopting the participatory democracy which ultimately enhancing the performance of the departments of the state, decrease the distance between the local communities and bureaucracy which gives benefit to the public at large scale (Neshkova & Guo, 2016).

In literary world, this area sparks debate over the public control in the affairs of public bureaucracies (Garrity, 1968; Arnstein, 1969; Rohr & Chandler, 1984; Crosby, Kelly, &

Schaefer, 1986; Stivers, 1990; Dahl, 1994; King, Feltey, & Susel, 1998; Irvin & Stansbury, 2004; Meng, Pan, & Yang, 2017). In 1924, Mary parker Follett suggests that the public managers could not working as expert managers, but they should act with the consent of the public so public have opportunity to directly participate in the affairs of the state. Therefore, the citizen's participation considers necessary and work with the public administration to direct the machinery of the government on the right path.

The state departments should be work closely with the citizen of their country to bring quality and effectiveness in the state performance which ultimately results of the participatory democracy (Frederickson, 1996). The participatory democracy seems like a 'self-government by citizens rather than representative government in the name of the citizens' which gives citizen a degree of some control over policy implementation, legislation, deliberation and agenda setting by state (Barber, 1998). So, the public owns distinctive capabilities and attributes which increase the appropriateness of the planning of the projects by the state and eventually enhance the public services which reflects the priorities, values and requirements of the state (Fung, 2006).

In recent years, many empirical studies mentioned that the participatory approach entails positive outcomes in state performance. For instance, Neshkova and Guo's (2012: 269) conducted research in the state transportation agency of United States and results revealed that the public participation possesses positive and significant outcomes as better service regarding effectiveness and efficiency. As well as, public participation in budgeting gives benefits such as fair decision-making and improve policy outcomes which surely outlined the goals of public administration (Melo & Baiocchi, 2006).

Education in Participatory Democracy

The participatory democracy has enormous normative and practical benefits with a wider impact on the society. There is a number of distinct normative values which lies in the

participatory democracy along with wide range of educative benefits (King et al., 1998; Vigoda, 2002; Cohen & Fung, 2004; Pateman, 2012). However, the benefits of civic participation allocate in the form of democratic benefits which comes from the public participation. As, Elster (1989) argued that the participation could serve as education which enhance the efficiency of the citizen as individual and promote more stability in the state.

The democratic participation by the citizens is the kind of social training and socialization of the public (Pateman, 2012). Therefore, participation very much essential for the development of the state and educative one in the participatory democracy includes the psychological aspect along with the characteristics of the citizens which helpful to harness the benefits of participatory democracy.

However, the benefits which gain from the learning through participation not simply associates with the political efficacy of an individual citizen but beneficial for the whole society as well. As, John Stuart Mill (1861) mentioned that the successful democratic institutions based on two criteria, one is the quality of the decisions they made and other is the quality of citizens they produce. Hence, the participatory democrats mainly focus on the 'quality of the citizens' which plays important part in the functioning of the democracy. In participatory democracy, its crucial to educate the citizens about the activities and procedures of democratic life which ultimately promotes the intelligence and virtue of an individual as well as the society (Hyde & LaPrad, 2015). Fundamentally, the value of participation less hierarchical in nature that's why the benefits of civic participation in the democratic life may observes benefits in the citizen's lives as well as in the political system of the state.

Civic Participation through Participatory democracy

Schumpeterian school of thought surely believes in 'elite's model' of democracy which asserts that broad based participation in the decision-making process of public agencies

would not suitable for the stability of the state. In contrast, the other school of thought raise questions about the quality and effectiveness of the governance in the minimal democracy. As, Cohen & Fung (2004) suggests that the direct participation of citizens in the decision-making process in the public affairs will make public departments more responsive, open and accountable for those people who needs their services. Hence participatory democracy requires some deliberative conditions in which its more meaningful and practical in nature. In the deliberative conditions of democracy, the policies and decisions are made on the logical ground through discussion between the equal and free citizens or their liable representative (Gutmann & Thompson, 2000).

However, the deliberative democracy knitted itself in the functioning and structure of the society in the broader aspect which eventually promotes the 'civic culture' in the society. Moreover, such democracies seem to be healthy and vibrant in nature which fortified by the set of norms and promotes the widespread discussions on political issues and eventually enhanced the people interest in the politics along with generates tolerance in the society (Verba & Almond, 1963). The participatory democracy believes in open discussion among the people on the different issues and assumes to be an integral part of participatory democracy which brings peoples close to one another and develop association among them.

The participatory democracy gives maximum its output when it works in the dense networks of association. When people have more discussion with each other about citizenry issues then they exchange the information which ultimately turns into the democratic action. So, associational life generates benefits as they become more knowledgeable about social and political life which good for the individual as well the society. Indeed, participatory democracy would improve the citizens capability for 'feeling, thought and action' (Kaufman, 1960).

These sorts of ideas highlight the importance of civic participation. As, Arendt (1968) noted

that the debate on the political issues enhanced the political knowledge of public for democratic action along with the decision making capacity of an individual. Therefore, any illogical decision made by the government will be exposed and people believes in logical arguments. As well as, Alexis de Tocqueville said that opinions and feelings of people are drafted because the mind of humans developed by the mutual influence of people on one another (Mansbridge, 1999).

The participatory democracy influences the quality of overall democracy through the deliberative actions of the citizens. But the matter of fact that many research scholars ignores the social environment in which the participation took place by the citizens especially at individual level (Dacombe, 2018). As one of the critic of participatory democracy said that the deliberative actions by citizens required high cognitive levels which seems impossible to achieve in reality (Pennington, 2010). These sorts of argument raised question about the ability of deliberation of any citizen to participate in civic activities for the participatory democracy, which indeed indicates that more research needed in this area at individual level in the social context. As well as, democracies around the globe should take a look of their functions and mechanism of governance to promote the meaningful involvement of the minorities of their countries (Young, 2002) which ultimately very much fruitful for the development of the country. Indeed, the process of participation in the civic affairs also decrease the social isolation of minority groups and enhance the harmony between different segments of the society (Amirfarhangi, Ishak, & Nikfard, 2017). Hence, participatory democracy in which civic participation took place are essentials for the quality and proper functioning of the democracy.

Conclusion

The participatory democracy assumes as engaged, interested and capable in which the people participate through voluntary associations and eventually gains

understanding about different groups in the society through discussion and civic actions. As, Thoreau (2016) mentioned that the democracy is not only relates to the act of voting but it links up with the whole social life of the citizens. The civic participation held through the social interactions among the people develop across different segments of the society which healthy for the good democratic life of any citizen beyond its differences. But there needs to be examine the role of social factors in the effectiveness and functioning of participation in the democratic life of an individual (Dacombe, 2018).

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Conceptual Model Elements for Mobile Augmented Reality for Engaging Hearing-Impaired Museum Visitors

Esraa Jaffar Baker

School of Multimedia Technology and Communication, Universiti Utara Malaysia

Juliana Aida Abu Bakar & Abdul Nasir Zulkifli

School of Creative Industry Management & Performing Arts (SCIMPA), Universiti Utara Malaysia, Malaysia

ABSTRACT: Nowadays, designers are more concern with the issue of engagement and informal learning at museum and gallery sites. This has made studies to focus more on the use of Mobile Augmented Reality (MAR) at museum and gallery sites. However, most of the MAR applications for museum visitors are largely tailored to normal hearing visitors while the hearing-impaired (HI) visitors are not supported. Thus, this study explored design elements of mobile augmented reality for engaging hearing-impaired visitors at museum site, develop the conceptual model of MAR for HI museum visitors' engagement based on the identified elements and to evaluate the contribution of the MAR for HI on museum visitors' engagement. The findings of this study that is the proposed the conceptual model for engagement MAR needed for the design of an efficient museum MAR app for hearing impaired visitors' depending on six elements are critical. These six elements include Aesthetics, Usability, Interaction, Motivation, Satisfaction and Enjoyment. This study argues that for an efficient and engaged Mobile Augmented Reality app for the hearing-impaired community most especially hearing-impaired visitors to museum sites. This finding will help Mobile Augmented Reality designers and developers on how to design an efficient and engaged Mobile Augmented Reality app for the hearing-impaired community at large and museum hearing-impaired visitors' specifically.

KEYWORDS: Mobile Augmented Reality, Engagement, Museum App, and Hearing-Impaired Visitors.

INTRODUCTION

Augmented reality (AR) involves the introduction of virtual objects into the real environment in order to obtain an augmented environment. This augmented environment is the direct superimposition of physical objects and computer-reproduced objects. The knowledge of AR is influencing human-computer interaction greatly with the today's proliferation of Mobile Augmented Reality applications (MAR apps) and the provision of social support within many domains ranging from healthcare to tourism. MAR apps benefits include mobility, handle, wearability, environment-awareness, multi-modal, flexible usage, visual alerts and reminders which have being social interaction positively. Despite the facts that MAR apps have enormous benefits to

human beings both socially and industrially, however, there are still few technical limitations of these applications such as outdoor and portability use, depth perception, tracking and calibration, user experience, overload, and over-reliance (Van Krevelen & Poelman, 2010). Out of these limitations, many studies have focused on users' experience because it is believed to promote MAR social acceptance. This has made researchers such as Lindgren et al. (2016), Ibáñez, Di Serio and Villarán (2014), Di Serio, Ibáñez and Kloos (2013), Dede (2009) and Dow et al. (2007) to investigate on ways to increase users' engagement and learning in MAR. In this study engagement depicts the act of raising users' attractiveness and interest in a pleasing manner in order to get their attention to performing activities at the museums (Di Serio, Ibáñez & Kloos, 2013). Likewise, learning refers to informal learning can be obtain in museum

environment. Nevertheless, there is still lack of study that explores MAR users' engagement and learning criteria among the Hearing-Impaired (HI) people, especially among museum HI visitors and tourists. It is unfortunate that the HI tourists are having huge difficulties not only with accessibility issues within museum but also with engagement experience (Goss, Kollmann, Reich & Iacovelli, 2015). Likewise, it is unfortunate that little is known about how people with hearing losses can have an engaging learning experience within museums. This is because most of the technological solutions and devices provided in the most museums are not suitable and appropriate to enhance HI visitors' and tourists' engagement experience. Hence, this study aims to contribute a conceptual model of engagement with MAR for HI visitors and tourists visiting museums in order for them to have an engaging experience. Nevertheless, there is still lack of study that explores MAR users' engagement and learning criteria among the Hearing-Impaired (HI) people, especially among museum HI visitors and tourists. It is unfortunate that the HI tourists are having huge difficulties not only with accessibility issues within museum but also with engagement experience (Goss, Kollmann, Reich & Iacovelli, 2015). Likewise, it is unfortunate that little is known about how people with hearing losses can have an engaging inform learning experience within museums. This is because most of the technological solutions and devices provided in the most museums are not suitable and appropriate to enhance HI visitors' and tourists' engagement experience. Therefore, this study explored design elements of mobile augmented reality for engaging hearing impaired visitors' at museum site.

METHODOLOGY

The main aim of this study is to explore on engagement MAR elements that are needed for the design of an efficient museum MAR app for hearing impaired visitors'. The study employed the combination of both systematic literature review and expert opinion. This approach was considered suitable based on the objective of the study and as implemented in a similar study by

Santos et al (2014). The systematic literature review was used to identify the elements whereas the expert opinion was used to validate (check the consistence of these elements to the real scenario) the identified elements. There were five phases involved in the study methodology as summarized in next steps:

- 1- Search was conducted on electronic database such as IEEE, Springer, word scientific and SciVerse.
- 2- (science direct) where MAR engagement element were the key words used.
- 3- Based on the search, 116 related studies were selected.
- 4- From the selected studies, 39 elements were identified.
- 5- Out of the 39 identified elements, only 22 are related to HI
- 6- 11 elements were selected to sent experts opinion out of the 22 elements presented to validate the model elements.
- 7- sent 11 elements to 8 experts reviews and the findings 6 elements were relevant to HI in the museum.
- 8- Built the conceptual model depending on these 6 elements and main components the HI, MAR, museum, and engagement.

Based on the study objectives, the first phase of this study conducted a systematic review from related database on MAR which includes IEEE, springer, world scientific and science direct. The key words used for this review includes mobile augmented reality engagement. These key words were searched combinatorial and interchangeably in order to obtain more specific and refine outcomes. Based on these searches, a total of 116 related studies were selected and reviewed critically where 39 elements were identified. The 39 identified elements were further examined by investigating these that are relevant to HI people where these elements were examined in the light of HI literature. Only 22 out of the 39 elements were found to be related to the HI people. Then, the 22 elements were presented for expert opinion where the experts were made up of academicians HI, museum,

HCI and MAR designer experts and a total of 6 elements were selected. These 6 selected elements are considered as the major engagement MAR elements that are needed for the design of an efficient museum MAR app for hearing impaired visitors’.

The second objective of this study proposed the conceptual model depending on four components the museum, MAR, HI and engagement with the 6 engagements elements from the first objective.

THE ELEMENTS OF MUSEUM MAR FOR ENGAGING HI

Based on Staples and Niazi (2007) suggestions, a critical and comprehensive literature review was carried out by searching multiple bibliographic databases on engagement MAR elements, reference list of previous eligible reviews on engagement MAR elements, contacting scholars within MAR, conference proceedings, key journals and seminar articles related to on engagement MAR, hearing impaired and museum management individually. The outcome of these activities produced a number of elements. However, these elements are further scrutinized which is achieved by checking their usage, definition and suitability. Therefore, the searchlight is focused to only elements that are used in engagement and MAR studies. The result of this produced 11 elements which are presented, then 11 elements sent to expert reviews. the 8 elements after reviews identified in Table 4.1

Table 1: Summary of the Identified Six Elements

Element	Description	Reference
Aesthetics	Visual beauty or the study of natural and pleasing (or aesthetic) computer-based environments	O'Brien and Toms (2010)
Usability	This is the measurement of the suitability and ease of use app functionality as perceived by the users’. It is the users’ emotional experienced when using an app and	Othman, Petrie, and Power (2011), O'Brien and Toms (2010)

	it defines users' efforts, feeling and control on the app.	
Interaction	This a form of social relation and connection between users’ and an app	Harper and Norman (1993)
Motivation	This is a drive toward involvement in order to achieve (a fun and enjoy) a target (learning or playing)	Gopalan et al (2015)
Satisfaction	This is the act of being contend and fond with an app	Alqahtani and Mohammad (2015)
Enjoyment	The user experiencing fun, joy, satisfaction, peace and fulfilment with the usage of apps.	Pendit, Zaibon, Aida and Bakar (2015), Zaibon, Pendit and Bakar (2015)

CONCLUSIONS

This study has been able to depict vital proposed the conceptual model depending on the elements that are needed for the design of museum MAR apps for engaging HI visitors’. These 6 elements include Aesthetics, Usability, Interaction, Motivation, Satisfaction, Enjoyment This paper argues that for an efficient and engaged MAR app for the HI community most especially HI visitors to museum sites these six elements are critical. It is crucial for museum MAR designers to consider these elements in their designs in order to positively engage the HI community for both inform learning and amusement at the museum sites. Likewise, these elements will ensure that museum MAR app transcend beyond the use of displaying texts and video at museum and gallery sites whereas it will ensure that proper information is communicated and understood for the target users’. Hence, this study has been presented 6 major elements of engagement MAR needed for the design of an efficient museum MAR app for hearing impaired visitors’. Nevertheless, there are still some future work to be done on the issue of

museum MAR apps for engaging HI visitors' such as developing MAR app to guidelines for HI in the museum apps. This will help to evaluate the contribution of the MAR for HI on museum visitors' engagement.

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Virtual Taekwondo Training Environment Prototype: Development and Evaluation

N.A. Mohd Jelani

School of Multimedia Technology and Communication, Universiti Utara Malaysia

A.N. Zulkifli & M.F. Yusoff

School of Creative Industry Management & Performing Arts (SCIMPA), Universiti Utara Malaysia, Malaysia

ABSTRACT: Taekwondo is one of the traditional Korean martial arts and it is now a modern international sport. Basically, the conventional method of Taekwondo training is to join a training class together with other trainees which are conducted with a trainer. Besides that, supplementary materials are used whenever the trainees wanted to practice certain particular movements as well preparing for the test in the absence of the trainer. This paper introduces a Virtual Taekwondo Training Environment (VT²E) prototype as a supplementary material for self-directed Taekwondo training which integrates Virtual Reality (VR) and Motion Capture (MoCap) technologies. The aim of the VT²E prototype is to provide a proper and sophisticated supplementary material which will assist the Taekwondo trainees to practice outside the classroom. Quantitative research was employed for evaluating the following measurements; Satisfaction, Presence, Engaging, Ease of Use and Usefulness. The results of user evaluation indicated that the trainees agreed with all the measurements.

KEYWORDS: Motion Capture, Virtual Reality, Self-Directed Taekwondo Training

INTRODUCTION

Training is defined as a learning experience in producing knowledge, skills and behaviours to achieve good performance in various activities (Milhem, Abushamsieh & Pérez Aróstegui, 2014). In Taekwondo training, there are two ways to learn Taekwondo. The first way is to learn with the trainer in the classroom or additional training club which is the conventional approach of Taekwondo training that is widely used nowadays. The problem faced by the trainees is lack of time to attend the training classes and sometimes the trainers are not available (Chen, Leung, Tang & Komura, 2011).

The second way is self-directed training by using existing supplementary training materials that include; DVD/CD (video), YouTube, Website, and books. However, this approach has some limitations and most of them are not sophisticated enough. A major problem in the usage of videos is the lack of the third dimension and feedback (Witte, Emmermacher, Bandow & Masik, 2012). While, the use of books as training supplements is not sufficient because the books lack of interactive elements and the information is static which make it difficult to follow in terms of movements (Falah, Khan, Alfalah, Alfala, Chan, Harrison & Charissis, 2014).

In order to further explore some of the issues faced by the Taekwondo trainees, a preliminary

study was conducted among 52 Taekwondo trainees as respondents. The study was carried out at a selected Taekwondo training centre in Kota Bahru, Kelantan based on convenience sampling technique. A set of questionnaire was used as an instrument containing questions related to Taekwondo training. Based on the preliminary study, Taekwondo training is usually conducted by the expert trainers and it is considered the main method used for Taekwondo training. However, the study indicated that 36 out of 52 (69.2%) respondents conducted self-directed training at home. 25 (48%) of the respondents indicated that they needed some form of supplementary Taekwondo training materials to further understand and practice the movements. The number of respondents and the type of supplementary training materials used while doing self-directed training include; 5 (9.6%), respondents used DVD/CD (video), 20 (38.5%), respondents used YouTube, 15 (28.8%), respondents used Website and finally 7 (13.5%) respondents used Books. The study also indicated 32 (61.5%) of the respondents were willing to use the supplementary training material based on interactive VR technology if it is available.

The results of the preliminary study clearly indicated the importance of self-directed Taekwondo training among the trainees and they are facing problems while performing self-directed training at home since they do not have proper supplementary training material to guide them while doing self-directed training. Hence, there is an urgent need to introduce a new approach for supplementary Taekwondo training to overcome the shortcomings of the existing training materials as well as to address the issues that have been highlighted in the preliminary study. These limitations can be overcome by an increase utilization of VR technology that can produce interactive environments, immersive and numerical simulations (Vignais, Kulpa, Brault, Presse, & Bideau, 2015).

RESEARCH METHODOLOGY

This research focuses on proposing the VT²E prototype as a supplementary material for Taekwondo trainees in a way that allows them to

learn and practice the Taekwondo movements interactively while conducting self-directed training. The VT²E prototype was developed using the VR and MoCap technologies. The development processes of the VT²E prototype composed of four phases; i) information gathering, ii) prototype design and development, iii) evaluation and iv) conclusion. The information gathering phase started with gathering of information about the conventional method of Taekwondo training to identify the trainees' problem in Taekwondo training and to identifying the existing supplementary training material for self-directed Taekwondo training and the limitations. In this phase, preliminary study and literature review were conducted to determine and identify the issues in this study. It is then followed by the prototype design and development phase which includes i) modeling, ii) motion capture, iii) animation and iv) virtual environment generation. Next is the evaluation phase comprising of expert evaluation and user evaluation. The last phase is the conclusion, where the collected data was analyzed using the Statistical Package for Social Science (SPSS) version 21.

EVALUATION OF VT²E PROTOTYPE

In order to complete the evaluation phase, the evaluation of the VT²E prototype was conducted among experts and users.

A. Expert Evaluation

The expert evaluation is important to ensure that the contents and user interfaces of a system are easily understood by the users. For the expert evaluation, two categories of experts were involved namely; content and user interface. The content experts were responsible in ensuring the consistency of the information in the VT²E prototype by evaluating the prototype thoroughly and making suggestions for any inconsistencies detected in the prototype. In this study, an experienced and qualified Taekwondo trainer from the Co-curriculum Centre of UUM was involved. Meanwhile, for the user interface evaluation, two lecturers from the Institute of Creative Humanities, Multimedia and Innovation, UUM were involved. They were selected based on their knowledge and

experience in teaching and conducting research related to VR and they have more than five years of experience in their respective fields. The user interface experts were responsible in ensuring the functionality of all the interfaces of the prototype.

B. User Evaluation

The user evaluation was conducted among a sample of 46 World Taekwondo Federation (WTF) trainees of UUM. The sample was selected using the purposive sampling technique whereby the selection was based on the characteristics of the population and the objective of the study. The sample involved must be the specific type of people to ensure the objective of the study can be achieved (Sekaran, 2003). The user evaluation has been conducted by using a set of questionnaire which was developed from previously validated instruments and modified based on the VR training approach. The questionnaire utilizes a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire consists of two sections namely; demographic data and trainees’ perceptions towards the use of the VT²E prototype.

The questionnaire consists of items for all the measurement which include Satisfaction, Engaging, Presence, Usefulness and Ease of Use. The items for Engaging were adapted from Webster, Trevino, and Ryan (1993) and the items for Presence were adapted from Witmer and Singer (1998). The items for Usefulness and Ease of Use were adapted from Davis (1993) and lastly, the items for Satisfaction items were adapted from Chou and Liu (2005). Prior to the evaluation, the respondents were given approximately 45 minutes to use and be familiar with the VT²E prototype. Then, they were given a set of a questionnaire for the evaluation.

RESULTS

The results for the expert and user evaluations of the VT²E prototype are discussed in following sub-sections.

A. Expert Evaluation

It was the responsibility of the experts to ensure that the VT²E prototype has been validated in terms of the contents as well as the interfaces. All the feedbacks in the form of comments and suggestions from the experts were required in order to improve the prototype. Table 1 presents the suggestions provided by the experts based on the guidelines proposed by Nielsen’s (1994) and extended by Sutcliffe and Kaur (2000) for VE. The suggestions by the experts have been taken into account and the prototype has been modified prior to the user evaluation.

Table 1. VE Expert Evaluation

VE Expert Evaluation
<p>Natural engagement Problem: No collision detection. Suggestion: Add collision detection.</p>
<p>Compatibility with the user’s task and domain Problem: No problem. Suggestion:</p>
<p>Natural expression of action Problem: No step-by-step movements. Suggestion: Provide step-by-step movements.</p>
<p>Close coordination of action and representation Problem: No problem. Suggestion:</p>
<p>Realistic feedback Problem: No problem. Suggestion:</p>
<p>Faithful viewpoints Problem: No problem. Suggestion:</p>
<p>Navigation and orientation support Problem: No problem. Suggestion:</p>
<p>Clear entry and exit points Problem: Not applicable Suggestion:</p>
<p>Consistent departures Problem: Not applicable Suggestion:</p>
<p>Support for learning Problem: No problem. Suggestion:</p>
<p>Clear turn-taking Problem: Not applicable Suggestion:</p>

Sense of presence
 Problem: No problem.
 Suggestion:

B. User Evaluation

Demographic characteristic

The user evaluation was conducted among 46 respondents of both genders whereby 17 of the respondents were male (37%) and 29 were female (63%). The range of the respondents' ages was 18 to 39 years old and they were among the WTF Taekwondo trainees of UUM.

Reliability analysis

Reliability refers to the degree to which an assessment tool produces stable and consistent results. A 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) was used. Reliability was examined using the Cronbach alpha for all the measurements that include; Engaging, Presence, Usefulness, Ease of Use and Satisfaction. The Cronbach alpha was calculated using SPSS version 21. Table 2 shows the Cronbach alpha values for each measurement. The results indicated that Engaging has a Cronbach alpha of 0.874, Presence has a score of 0.817, Usefulness has a score 0.853, Ease of Use has Cronbach alpha of 0.816, and Satisfaction has a Cronbach alpha of 0.746. Since all the measurements have Cronbach alpha values of greater than 0.7, then all the measurements are reliable (Van Raaij & Schepers , 2008).

Table 2. Cronbach Alpha Value for Each Measurement

Measurement	Number of Items	Cronbach Alpha
Engaging	6	0.874
Presence	6	0.817
Usefulness	6	0.853
Ease of use	6	0.816
Satisfaction	5	0.746

Descriptive statistics

The descriptive statistics analysis was conducted to determine the mean score and the standard deviation of each item using the SPSS version 21 as shown in Table 3. The results indicated that Usefulness has the highest mean score of

4.22 while presence has the lowest mean score of 3.90. Meanwhile the mean score for Engaging is 4.18, Ease of Use is 4.08 and Satisfaction is 4.14.

Table 3. Measurements and Items Used For VT²E Prototype User Evaluation

Measurements and Items	Mean	SD
Engaging	4.18	
VT ² E keeps me totally absorbed in the self-directed Taekwondo training.	4.02	.577
VT ² E hold my attention.	4.28	.584
VT ² E excites my curiosity.	4.26	.743
VT ² E arouses my imagination.	4.22	.696
VT ² E is fun.	4.26	.612
VT ² E is intrinsically interesting.	4.04	.698
Presence	3.90	
I got a sense of presence (i.e. being there).	3.87	.718
The quality of the image increases my feeling of presence.	3.93	.772
I thought that the field of view enhanced my sense of presence.	3.93	.611
I felt being there and part of the virtual environment	3.89	.605
I had a good sense of scale in the virtual environment.	3.98	.683
I often know where I was in the virtual environment.	3.85	.729
Usefulness	4.22	
Using VT ² E in my training would enable me to accomplish tasks more quickly.	4.15	.631
Using VT ² E would improve my training performance.	4.20	.582
Using VT ² E in my training would increase my productivity.	4.02	.715
Using VT ² E would enhance my effectiveness on the training.	4.20	.542
Using VT ² E would make it easier to do my training.	4.35	.604
I would find VT ² E useful in my training.	4.41	.617
Ease of Use	4.08	
Learning to operate VT ² E would be easy for me.	4.04	.665
I would find it easy to get VT ² E	4.07	.680

to do what I want it to do.		
My interaction with VT ² E would be clear and understandable.	4.11	.605
I would find VT ² E to be flexible to interact with.	4.02	.577
It would be easy for me to become skillful at using VT ² E.	4.09	.694
I would find VT ² E easy to use.	4.15	.666
Satisfaction	4.14	
I was satisfied with this type of computer-based training experience.	4.07	.574
I was satisfied with the overall training effectiveness.	4.11	.605
I was satisfied with the training methods in this type of computer-based training environment.	4.09	.725
I was satisfied with this type of computer-based training environment.	4.11	.567
I found the VT ² E contents meet my needs.	4.33	.668

CONCLUSION

This paper has looked into the possibility of introducing the VT²E prototype to be used as a supplementary material for self-directed Taekwondo training which integrates Virtual Reality (VR) and Motion Capture (MoCap) technologies. The use of VR in Taekwondo training is still uncommon. The use of the VR technology offers unique experiences to the users which include representative, detailed, and realistic view of the environment. This paper started with brief explanation on the issues related to the conventional Taekwondo training approach as well as the existing Taekwondo training supplementary materials. Then it proceeds to briefly elaborate on the development processes of the VT²E prototype. This paper also presented the results of the expert evaluation and user evaluation of the VT²E prototype. The main purpose of the user evaluation of the VT²E prototype is to determine the users' perceptions towards the use of the prototype while conducting self-directed training. The results of the user evaluation indicated that the users

agreed on all the measurements which include Engaging, Presence, Usefulness, Ease of Use and Satisfaction. From the results, the following key strengths are apparent. The users think that by using the VT²E prototype they would enhance their effectiveness on the training, make it easier to do their training and improve their training performance. The VT²E prototype was also able to hold their attention, excite their curiosity, and arouse their imagination. Although the conventional method of Taekwondo training is still important, it is undeniable that the use of the VT²E prototype can help trainees in improving their skills and performance in Taekwondo training.

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Evolution of Moving Images in Documentary Film-Making: a study from the Middle-Eastern perspective

Madiha Faiz Rana

Universiti Utara Malaysia

Subhashini Anamalai & Azliza Othman

Universiti Utara Malaysia

ABSTRACT: This paper is focused on the evolution of moving images in documentaries whereas the study is conducted on the perspective of Middle East. The core aims and title of the study is “to find out the evolution of moving images in documentary film-making: a study from the Middle-Eastern perspective”. While the objectives which are assigned to this study are to determine the way in which the animation is used in the documentaries to increase the impacts as well as the other objective is to explore the cultural and socio-political impacts of incorporating animations in documentary film-making in the contemporary scenario in the Middle-East. For the conduction of research Observational research method is used which contained hermeneutic or interpretivist research model. Participant observation and unstructured interview are used to collect the data.

KEYWORDS; documentary film-making, animated documentaries, animations, moving images.

INTRODUCTION

This is analyzed that the world is advancing and so the technologies are also progressing with the passage of time (Sharma, 2015). In this regard the impact of the technologies as well as the demand of these technologies are also increasing. This is one of the key reason that it is considered essential to have proper understanding of the impact that any technology can have and for that studying the evolution in a specific technology is considered the best method (Hjort, 2016). So for that purpose this paper is also focusing on one of such advanced technology and in this regard the evolution in this technology is being assessed. Documentaries are a kind of film which have their own unique impact over the people and their perceptions about some specific things (Potter, 2017). So when innovative technologies are incorporated in documentary film making then this become more interesting for the audience specifically in Middle East. Thus documentary film making get improved by using the animation (moving images) technology.

The previously published literature provides different impacts that animation in the documentary film making can have over the public (Collard, 2016). It is analyzed in multiple studies that with the passage of time in the region of Middle East the evolution in documentary film making avert the impacts that people have from these documentaries (Hay, 2017). Usually animation is biased for children but this technology is not bound to anything and so the overall evolution can be focused (Scott, 2017). For the purpose of conducting the study the comparison of different conditions is conducted that means the previous performance of the overall documentary film making process and its impacts on the people (Svensson, 2017). Then the current practices in this regard are also assessed to check the impact of the change.

METHODOLOGY

This research is focused on comparative analysis in order to check the evolution that has been done in the moving images in the documentary. For the conduction of the research secondary data is used and qualitative research approach is incorporated. On the basis of this the

information provided in the previously published research articles are used as well as the information available online is focused for the evaluation of the altering trends in moving images in discovery. The focus is on the Middle Eastern perspective. Using the deductive approach, the hypothesis will be identified properly and then the research questions will be generated from them. This help in conducting the research in a sequential manner without any error and missing any important information (Collard, 2016). In the end the data collected is analyzed by descriptive analysis and results are interpreted in the form of findings of the paper.

The research questions for this study are;

- How evolution in documentary film making is related to the introduction of moving images?
- What impact does animation technology have over documentary film making?
- Why moving images is a benefit or value added feature for documentary film making?

The framework followed for this research is that the evolution in animation or moving images have direct impact in the overall quality of documentary film making and its influence over the people. So the documentary film making is dependent variable whereas evolution in the moving image technology is independent variable.

FINDINGS

On the basis of the analysis of the data collected it is identified that the world is advancing and the Middle East have also implemented these alterations. In this regard almost all the industries in the region are growing and progressing; the discoveries are not being a common thing previously as well as the features and the options that they have currently were not being common as well.

Adding more to the finding it can be provided that the hypothesis that is focused in the study is proved to be true. That provided a positive relationship between the studies as well as the variables. This is observed by most that majority of the business concepts are focused on the development and improvement so the similar is

considered in this regard as the development of the technology will bring change and success to the company in Middle East. This is analyzed that the animation has the impact on the discovery film making (Potter, 2017). That mean when the new advanced technology is implemented that is the animation or moving images technology so the overall performance of the company increases as well as the impact that the discovery film making have on the people have increases also (Hay, 2017). It can be considered as, when people have advanced technology that is the animation or moving images they can have the message easily and more accurately in an attractive manner as compare to the previous non-moveable images in discovery film making in the region of Middle East (Scott, 2017).

This is identified that previously there were multiple aspects of animation and moving images which have been targeted for critics in public. But later with the passage of time it gets accepted as well as more advancements have been made in the technology (Sharma, 2015). It is analyzed by the research that in Middle East the art and religion are under the argument as the religious values restrict the creation which make it unacceptable for the art or creation of a physical figure or image. Whereas animation is another level in this and so Middle East have issues with these advancements. But with the passage of time the acceptability increases as the mission of filming studios are focused on the family-oriented entertainment only. Whereas religious and political limitations hurdle the way of progress in animation but despite of that fact the trend evolved. Plus, this technology is also benefiting multiple fields such as medical, business, education, etc. other than just being used for entertainment (Svensson, 2017). The technology has advances the quality of work; multiple aspects which cannot be covered by the eye of camera are being animated and a separate industry have been flourished in Middle East for this as well (Collard, 2016). It also took the imaginations of human beyond the limitations; for specifically entertainment industry anything that can be imagined by humans is now possible to be transformed into a visual treat (Hjort, 2016).

CONCLUSION

In the end of the study the conclusion is drawn from the data analysis. This is identified that with the passage of time the use of animation has changed in documentary film making. Moreover it is also analyzed that the impact and acceptance level of the animation in documentary film making have been changed. This is identified that previously the animation and moving images in documentary film making were only considered as a part of movies and cartoons for children. But now they have changed and evolved and people get to know the impact that they can have over the person who watches them. The documentary film making were previously not realistic sometimes and seems unattractive whereas the introduction of animation and moving images in documentary film making make them look more colorful, realistic and attractive. Previously people only have the picture to see in the documentary film making moreover that is also boring to consider; the imaginations were also limited due to this fact. But the introduction of animation with documentary film making help in improving overall quality and influence of the documentary film making on the people. This provide a better understanding of the concept which is focused in the documentary.

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Infographic as a tool to Facilitate Teaching and Learning

H. Harun

Universiti Utara Malaysia

N. Shaari & A. Othman

Universiti Utara Malaysia

ABSTRACT: This paper aims to review on how infographics can be used efficiently in education primarily as a teaching and learning tool. The term of infographic refers to the combination of information and graphics. Infographic is a medium to a representation of info and graphics that can communicate to diverse audiences, and the meaning can be understood quickly. Therefore, the application of infographics as data visualisation has a potential to be utilised in teaching and learning as a tool to facilitate the process of understanding the intended content.

KEYWORDS: Infographics, learning tool, learning strategy, visual communication

INTRODUCTION

This paper reviews on how infographics can be used as a teaching and learning tool to facilitate students. In today's world, technology plays an essential role in finding and sharing information. The technology helps in many ways in education. Educational environments are changing and are supported by various tools through technological advances. The development of teaching and learning materials has become crucial for learners in every level of education (Mohd Noh, Mohd Fauzi, Hoo & Ilias, 2017). Educators need to keep up to date with current technology to teach and learn new materials to facilitate the learning process. Mohd Noh et al. (2017) mentioned that in almost every teaching and learning session, the instructors would use all the facilities and teaching tools available to enhance the learner's interest and understanding. The important aspects of technology in educational context should be emphasising on the effectiveness of knowledge transfer from the instructors to the learners without abandoning the excitement of learning.

According to Williams (2002), infographics have become the new trends in learning

approach since infographics involve many components used in data visualisation, and it enables to present the data in different visual forms (as cited in Baglama, Yucesoy, Uzunboylu & Ozcan, 2017; Yildirim, 2016; 2017). Supported by Smiciklas (2012), the infographic is considered to be one of the essential means of visual communication and one of the most effective in the delivery of the information content in the digital age.

Smiciklas (2012) mentioned in the era of information overload and shortened attention spans, many organisations of all sizes opt to use infographics to quickly deliver information and understanding to internal and external audiences. Plus, the social media fuels "shareability" and infographics becoming one of the most effective forms of content for communicating information.

Infographics have become a popular digital technology for sharing information graphically in various sectors, including the news media, business, social media, and research (Shanks, Izumi, Sun, Martin & Shanks, 2017).

DEFINITION OF INFOGRAPHIC

According to Smiciklas (2012), an infographic is a type of picture that blends data with design, helping individuals and organisations to communicate messages to their audience concisely. The definition of infographics is tried to convey complex information into a visualisation of data or ideas that can be consumed and understood easily by the audience. The process of developing and publishing infographics is called data visualisations, information design or information architecture.

Toth (2013) defines infographics as information graphics that attempt to educate audience through combining words and visuals to create a specific topic or issue in visually exciting and easily navigable manner. He claims that infographics can assist the audience to receive quick information and help them to understand complex quantitative or qualitative data. Infographics typically combine data displays, lists, graphics and other visual elements to make a point, to inform and frequently use to persuade the intended audience regarding the focused topic (Toth as cited in Allen, 2016).

According to Marr (2014) definition, the infographic is an artistic representation of data and information using different elements such as graphs, pictures, diagrams, timelines, checklists and many more. Infographics allow people to tell a complete story of the data and are more engaging compared to the most traditional ways of communicating data and information. The excellent infographic is always focusing on the communicating insights. The message of the visualisations is far more critical compared to the aesthetic. Marr added that visualisation is the key to translating the raw data for easy understanding.

Meanwhile, according to Infogram website (n.d.), the most common definition of an infographic is a visual representation of information and data. Infogram website defines an infographic as a data-rich visualisation of a story, a tool to educate and inform and a way to build brand awareness. Many industries started using an infographic as a communication tool

for businesses, governments and educational institutions.

Infographic is not a new invention, and it has been used for editorial use since the 1930s and early 1940s. The design of information is not a new thing to modern day data visualisation. The design existed since the earliest cave paintings, and humans have always utilised graphic depictions as a representation of information. Infographic is a visual display of information. Featherstone (2014) stated that graphics information might be ancient, but the methods by which they are created and disseminated are evolving rapidly.

THE FORMATS OF INFOGRAPHIC

The key format of infographic communication is static images, motion content and interactive interfaces. These formats are widely used in education, marketing and social media as the medium for disseminating data to enhance communication and create understanding among diverse audiences (Lankow, Ritchie & Crooks, 2012).

Lankow et al. (2012) stated that the effectiveness of each format depends on how the users choose to communicate the information. Each medium chosen has advantages based on the users understanding the attributes of each format.

Static infographic typically is fixed information and is a one-way interaction. The user interaction consists of viewing and reading. The display output is a still image such as a blogroll or magazine spread, and according to Lankow et al. (2012), it works best as a narrative but can be explorative in some cases.

Motion infographic is also typically fixed information. The display output for motion infographic is animated or moving. Motion infographics offer user interaction such as listening to the voiceover or music in addition to viewing and reading. The animation is commonly used in motion infographic. This format works best as a narrative. According to Lankow et al. (2012), this format almost never explorative without being used in combination with interactive content.

The interactive infographic can be fixed or dynamic information input. Interactive infographic allows user interaction such as clicking, searching for specific data, actively shaping the content displayed, and choosing which information is accessed and visualised (Lankow et al., 2012).

According to Richards (2017) the year of 2016 showing the most significant increase in the use of infographic of any content type among the business to business (B2B) marketers.

THE USE OF INFOGRAPHICS

Infographics are becoming a powerful communication tool. According to Krum (2013), the combination of graphic design with data visualisations, illustration, text and images together into a format that tells a complete story.

In the era of digital technology, the infographic has been applied to tell the story. The data and information need to be quicker and easier to processed and distributed to the audiences. A rising trend in the various educational field that using infographics as a tool (Williams, 2002; Niebaum, Cunningham-Sabo, Carroll & Bellows, 2015).

According to Yildirim (2017), infographics have become of the new trends in today's learning approach since they include many components that are used in the visualisation of knowledge and enable knowledge to be presented in different visual forms.

Smiciklas (2012) stated that infographics help to transform information and create information much quicker and easier since the brain takes longer time to understand text compared to graphics. Weinschenk (2011) mentioned on how infographics able to tell the story through data visualisation help learners to interpret the data (Weinschenk as cited in Baglama et al., 2017).

According to Toth (2013), the infographic is relatively new in the world of education. Infographics or information graphics are widely used in the newspapers and magazine (Toth as cited in Yearta, (2016); Yildirim (2017). The newspaper industry is continuously using infographics to inform the public of emerging trends. Infographic has been used to support the

work of journalism back in the 1980s as newspapers started employing colourful pictures and graphics to convey news instead of the conventional text-centric, black and white format (Agwa-Ejon & Batchelor, 2016).

The health sector is also utilising the infographic; healthcare professionals use infographics to communicate medical information to their patients. Infographics can be a great tool at the population level for public health messages (McCrorie, Donnelly & McGlade, 2016). For example, Ministry of Health Malaysia is using the infographic on National Environmental Health Action Plan (NEHAP) official website to spread the information and knowledge to the public.

Gebre and Polman (2016) perceive that infographic often used as a form of representation of data and ideas to communicate with the general public rather than with the scientific audience. Usually, infographic combines the use of quantitative and qualitative data as well as qualitative cues to facilitate readers' understanding of the represented information (Gebre & Polman as cited in Gebre, 2017).

THE FUTURE OF INFOGRAPHICS

Graphics and visualisations are potent tools for telling a story. The community that uses the infographic mainly among the designers, artists, journalists and bloggers. These infographic designers tend to rely on software illustration tools that ease the process of creating a visual representation of data (Bigelow, Drucker, Fisher & Meyer, 2014).

Aforementioned by Featherstone (2014), graphics information are evolving rapidly. The search for "infographic" and "infographics" virtually show zero searched until 2010 according to Google Trends data. Social media age increases the number of searches for these terms with the availability of web tools for creating and disseminating user-generated graphics. Media sites such as Twitter and Pinterest that rely on user-generated content allow for rapid dissemination via social networks.

According to Bigelow et al. (2014), the growing interest in visualisation mainly by the emergence of cheap, ubiquitous data, visualisations are now a standard medium for exploring and explaining data produced in the sciences, medicine, the humanities, and even our day-to-day lives. Nowadays, it is easier to find online tools for creating professional looking infographics and data visualisations.

For example, to create professional looking infographics, some of the most commonly used are Easel.ly, Creately, Info.gram and Piktochart. The non-professional designer can now use online tools to pick the templates or designs that are available for free or choose to subscribe to get more options from the selected online tools (Mauldin, 2015).

CONCLUSION

Many researchers saw the potential of using the infographic as a tool to facilitate the process of teaching and learning. Infographic is a part of information visualisations, and the rapid advances and innovation in technology bring new opportunity to introduce infographics in education. Infographic has been efficiently used in journalism and healthcare industry to spread awareness to the public.

Nowadays most of everything can be done with the help of internet. The internet is accessible to anyone, and even people without the design background can produce an infographic with the help of website infographic maker. In conclusion, infographic as data visualisation can be the useful tool to enhance the process of teaching and learning of individuals.

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New Media and Islamic Knowledge Acquisition of Muslim

T. Ma

School of Journalism and Communication, Hebei University, Baoding, China / The Research Centre for Social Development of Islamic Countries, Hebei University, Baoding, China / School of Multimedia Technology and Communication, Universiti Utara Malaysia

R. Ramli & N. A. Abdul Rahman

School of Multimedia Technology and Communication, Universiti Utara Malaysia

ABSTRACT: The Islamic knowledge acquisition of Muslims is the most important issue for them in maintaining their Muslim identity. However, new media development in the 21st century has provided alternative channels for knowledge acquisition, especially Muslim minority groups. This review paper investigates the relationship between new media and knowledge acquisition, and particularly, new media and Islamic knowledge acquisition. Based on the literature review, the researcher also proposed a research agenda for future studies.

KEYWORDS: Islamic knowledge acquisition, new media, Muslim.

INTRODUCTION

The development of information and communication technology reshaped the global learning landscape in the 21st century, especially of knowledge acquisition from the learner perspective (Punyatoya, 2011). A number of ICT-based tools and services such as internet-based new media are now available for use to enable and enhance knowledge acquisition. However, studies on Islamic knowledge acquisition and new media are very scarce (Horsfield, 2007; Hatab, 2016). New media has become the most convenient and economical channel for knowledge acquisition, especially for those people or groups who have difficulty acquiring knowledge through other channels. In this review article, the researcher evaluated the available research on knowledge acquisition through new media.

METHODOLOGY

In this review, the researcher discussed published journal articles and online sources which explore knowledge acquisition through new media and the ICT tools involved in knowledge acquisition. Through this method, we get to know the current

trends in knowledge acquisition. The search strategy for this review included two steps. The first step involved searching academic databases, especially the Jstor database, for literature using specific keywords. The key words; “knowledge acquisition” and “Islamic knowledge” were used most often. The second step entailed double-checking by Google Scholar.

A background to Islamic knowledge acquisition

Islamic knowledge acquisition has always been a major issue in maintaining Muslim identity in modern society, especially the Muslim minority communities in environments which are overwhelmingly non-Muslim (Allès, 2006). The 21st century heralded the advent of technological development, which birthed the information age. In the information age, information and communication technology (ICT) development has contributed amply to knowledge acquisition, not only in formal education but also in lifelong informal education (Haddad & Draxler, 2002; Tondeur, Aesaert, Pynoo, Braak, Fraeyman & Erstad, 2015; Englund, Olofsson & Price, 2016; Pérez-Sanagustín, Nussbaum, Hilliger, Alario-Hoyos, Heller, Twining & Tsai, 2016; Patel &

Patel, 2017). Religious knowledge acquisition has however faced many challenges in the information age. As such, this study intends to understand Islamic knowledge acquisition through new media.

The traditional Islamic knowledge acquisition system has specific teaching content. The knowledge base would usually have been decided before the students start their learning process, and contents of the teaching plans and syllable in Arabic language schools are usually written Islamic sources. In this system, the student can only acquire Islamic knowledge through formal education by pre-decided content. In addition, in this knowledge acquisition system, the students acquire the Islamic knowledge from educated Muslims who have confirmed credibility. Irrespective of the Mosque education or Arabic language school education type, students learn from Imams, Sheikhs or educated teachers and lecturers.

However, new media provide all kinds of information, and have made Islamic literature much more accessible (Salman, 2011). The Internet has also created a new media ecology in which various Islamic, interpretive and decentralized authorities are available (Mandaville, 2007) for audiences.

Knowledge acquisition through diverse new media channels

New media and Islamic knowledge acquisition

The definition of new media changes rapidly. On the one hand, the technology is still ongoing and developing, and on the other hand, the interactions between the new technological possibilities and established media forms are in a complicated situation. However, the term “new media” can still be applied in a non-problematic manner, because the new media are thought to heavily influence epoch-making, deeply changing societies all over the world. In addition, the term “new media” is thought of as a portmanteau term (Lister, Dovey, Giddings, Grant & Kelly, 2009), and is widely used.

New media are widely used to aid the education drive of developing countries to combat many challenges (The World Bank Group, 2002).

Information and Communication Technology (ICT)-involved education plays a vital role in overcoming the educational problems faced by such countries (Patel & Patel, 2017). While ICTs have been used to aid education and knowledge acquisition, they still face many challenges.

However, most research into ICT-involved education are more focused on the teaching perspective (Hu & Webb, 2009; Englund, Olofsson & Price, 2016)), and pay less attention to knowledge acquisition from the active learner perspective. However, as the development of ICTs and new media forms, especially mobile usage, becomes widely accepted, learners can acquire the information they need from any available channel at any time and any place.

New media channels and knowledge acquisition

Several research efforts have investigated a number of specific new media forms involved in education. New media are accepted and used for many reasons. Liu (2010) concluded that three social media - Facebook, Wiki, and YouTube - are the most widely used social media among the sixteen social media tools used for collaborative learning, access to learning resources and knowledge sharing in America. As such, in the course of education, the instructor has the responsibility to guide and train the students to use social media appropriately.

Comparatively speaking, among diverse the social media involved in knowledge acquisition (Selwyn, 2007; Churchill, 2009; Gikas & Grant, 2013), Facebook is the most widely used globally. Facebook also helps learners connect to each other and create a collaborative learning community (Selwyn, 2007; Liu, 2010). In addition, Facebook and other new media forms which are available for mobile usage help to promote new media usage for knowledge acquisition.

New media forms are not only widely accepted among students, but also widely used in the teaching process by educators. Moran, Seaman and Tinti-Kane (2011) examined the social media usage of higher education teaching faculty in United States of America and found that more

than 90 percent of all faculty are using social media in course teaching.

Jackson (2010) pointed out that, given that the media is educational and diverse new media platforms have become strong sources of information and knowledge, the educator should critically think about the media and provide critical media literacy education to students. New media forms are available for all to use for different purposes, and they provide a huge amount of information which include the good and the bad. As such, critical thinking is of high value in knowledge acquisition.

The internet and internet-based new media offer an increasing number and range of opportunities for accessing information, acquiring and exchanging knowledge and realizing personal learning goals. For example, on the average, 51 per cent of European citizens aged between 16 and 74 use the Internet for finding information, 31 per cent of the population use the Internet for seeking information with the purpose of learning, and 5 per cent use the Internet for doing an online course (Redecker, Ala-Mutka & Punie, 2010). As such, new media have contributed amply to enhancing teaching and learning opportunities in Europe.

Within formal education and training circles across Europe, the new media have been used by education and training institutions for different purposes. These include facilitating the distribution of educational materials to ensure easy access by students; linking researchers and experts in different fields of study to integrate learning into a wider community; providing alternative channels for acquiring knowledge; supporting the exchange of knowledge and materials to engender collaboration among students; enhancing student engagement of learning tools and environments; and improving learning processes by implementing pedagogical strategies (Redecker, Ala-Mutka & Punie, 2010). New media provide fast, easy and efficient channels to acquire knowledge in diverse fields.

McLoughlin and Lee (2010) hold that the learner's informed educational decisions, different forms of skills and knowledge, diverse

learning environments and varied forms of feedback and assessment are the main factors which influence knowledge acquisition through new media. On these new media platforms, through social connections, the students, classmates, teachers, past and future student cohorts and other professionals and experts come together to construct the learning community, and even produce the learning content by the learners themselves. The new educational platforms produced as a result have accrued great benefits for educators, such as adoption of new media, improved experience in new media usage, increased value of learners' pre-existing skills, devolution of appropriate teaching approaches, and global peer networking (McLoughlin & Lee, 2010). From new media, the learner not only acquires knowledge, but also produces content for learning.

New media has substantial impact on teaching and learning within education circles, especially informal learners of all ages who need to acquire the knowledge they need. New media forms not only help the learners to acquire the knowledge they need, they also facilitate and help the learner to participate in knowledge generation and share the results of the learning. There are many aspects involved in new media-based education, and new media learning is more efficient when learner engagement ensues in a formal or informal setting. The learner's motivation or the drive to attain goals will positively affect the new media-involved education (Dabbagh & Kitsantas, 2011). It was also emphasized that the learner needs to be guided by pedagogical models and approaches, while personal knowledge management skill training is needed as well for new media-involved education deployed for the purpose of knowledge acquisition.

Generally speaking, the new media advantage is beneficial to education in four different dimensions: firstly, the accessibility to a vast variety of learning content for learners' personal and professional development, especially for lifelong learning, and the provision of more equitable educational opportunities for the common people. Secondly, the possibility of a huge resource of user-generated content from which learners and teachers can mutually benefit.

Thirdly, social connections allow the learners to acquire highly specific and targeted knowledge in certain fields. Fourthly, collaboration between teachers and learners can increase efficiency of knowledge acquisition (Redecker, Ala-Mutka & Punie, 2010). Diverse new media forms can also facilitate education in many different ways.

New media and Islamic religious knowledge acquisition

Many different new media forms have been developed in the course of the evolution of Information and Communication Technology. These diverse new media forms support knowledge acquisition at increasingly deeper levels and from different perspectives. However, the research on new media and Islamic religious knowledge acquisition has not been fully conducted, and it still focuses more on the traditional educator perspective.

Modernization has influenced many indigenous cultures, and influenced the meanings made of Islam in the new era. However, the Muslim society exhibited a slower and ambivalent response to scientific development, which started from Western society since the early times (Livingston, 1996). Modernization has also created a diverse society all over the world, and far from being monolithic, almost all the countries have become multi-religious, multi-ethnic and multicultural. These international contexts have also shaped Islamic education in developing countries, such as some internationally funded programs to improve the quality of education in which more values of democracy and tolerance are taught in Islamic schools in Indonesia (Pohl, 2011). Islamic education has thus been influenced by many factors at home and abroad.

The Muslim educational system of the minority Muslim groups has different functions: such as shaping the Muslim identity and the role of complex spaces for new forms of meaning making (Fataar, 2005). However, these functions are influenced by new concepts which originated in Europe, such as democracy, civil society and others. In this context, some issues related to Islamic education also captured the researcher's

interest, such as gender equality (Mehran, 2003), modernization and globalization, which are involved in Islamic education and higher education (LUKENS-BULL, 2001; Waghid & Smeyers, 2014). Some public figures also influence Western science education in Muslim societies (Tibenderana, 1983), and internal conflicts between the Muslim minorities and non-Muslim majorities have shaped the education of Muslim minorities (Milligan, 2003). Traditional Islamic education in the Muslim world has also faced many challenges due to the rapid change in global trends.

Based on his empirical study in Egypt, Cook (2001) concluded that a substantial majority of his respondents require more Islamic education and subject teaching from the Islamic perspective. They want an educational system that can preserve the Islamic integrity and make them feel confident of their Islamic religion. In the Islamic education system in Indonesia, participation by teachers in Madrasahs is increasing, but the participation by parents is still low. This shows that the Islamic schools in Indonesia which adopted the new school-based management system are far from being successful (Parker & Raihani, 2011). These two cases represent the Islamic education system in traditional Muslim countries in modern times; on the one hand, the common people look forward to the proper Islamic education, on the other hand the Islamic education system seeks for the ideal educational methods in modern times.

As the main Islamic knowledge acquisition method, traditional Islamic education has been influenced by technological development from the very early times. As Robinson (1993) emphasized, the impact of the technology revolution triggered by Gutenberg's invention of the movable type printing press had a profound influence on the Islamic education system of South Asia. The printing press changed the systems for knowledge transmission, shook the status of the Ulama, and moreover the second revolutionary technology - electronic technology - began to impact on the Muslim religious experience. Robinson was unable to foresee the third revolutionary technology - internet and internet-based information technology - and its

impact on Islamic education in contemporary society.

The interplay between media and religious knowledge acquisition need to be researched deeply, both theoretically and practically. For a long time, religion was overlooked in media research, and was considered to play only a private role in society, while having no role in public national life. In spite of this, in the 21st century, religion has not only played a significant role in the formation of social identities and the modern public sphere, it has also become highly involved in international and regional affairs. Religious awakening has become profound, and the young generation brought up with no tradition of faith are actively seeking or creating their own religion or spirituality.

Through a process of profound religious revival, religion has become a significant element in post-colonial national rebuilding in a range of countries in Africa, Asia, Latin America and the Middle East. In today's globalized world, religion plays an increasingly important role in the economic, political, and cultural development of developing countries and developed countries as well (Horsfield, 2007). This situation has become more complicated since the advent of new media and its deep involvement in religious development.

Since the end of the 20th century, the media industry has become independent largely independent in society. They now not only present or report on religious issues, but also challenge the authority of religious institutions. In addition, in situations of national catastrophe, such as 9/11 and the Asian Tsunami in 2004, the media not only provide information but also a kind of psychological assistance to their audiences.

Given that the US media has disseminated distorted images of Islam and Muslims since 9/11, Hatab (2016) highlighted that the new media has helped to challenge the classical aura of male religious scholars who traditionally controlled the interpretation and production of

religious knowledge. At the same time, he called for more research into the global Muslim community in different languages and on many global topics.

A research agenda for Islamic knowledge acquisition through new media

Islamic knowledge acquisition has always been a major issue in maintaining the Muslim communities in an environment which is overwhelmingly non-Muslim (Allès, 2003). Based on the analysis of the literature, the researcher formulated a number of points for further research.

There are many research foci on Islamic knowledge acquisition from the traditional education perspective. It is unclear how Muslims use the internet-based new media for the purpose of Islamic knowledge acquisition. The purpose, the methods, the channels, and the satisfaction derived from new media usage, among many other perspectives need to be explored.

The existing research has highlighted the factors which influence new media usage only for the Western society, but only very limited research related to the factors which influence new media usage in Islamic knowledge acquisition.

There is a clear need for studies on scopes of the online Islamic knowledge content which provided by multi sources.

CONCLUSION

There are many issues around Islamic knowledge acquisition of Muslims in modern society which are of investigative value, such as how the media ecology and censorship culture influence the Islamic knowledge acquisition of Muslims. The new media provide new opportunities for Islamic knowledge acquisition of Muslims in modern society. As such, this paper highlights a number of future avenues for research on Islamic knowledge acquisition of Muslims in contemporary.

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The Effect of Signaling Principle in Asmaul Husna Mobile App on Knowledge, Perceived Awareness and Perceived Motivation Among Muslim

Arifah Fasha Rosmani

Universiti Teknologi MARA Cawangan Perlis, 02600 Arau, Perlis.

Ariffin Abdul Mutalib & Siti Mahfuzah Sarif

Universiti Utara Malaysia, 06010 Sintok, Kedah.

ABSTRACT: Signaling principle makes people learn better when cues that highlight important materials are added. Therefore, this study is carried out to determine the effect of the principle in asmaul husna mobile application among Muslim on knowledge and perceived awareness on the context and perceived motivation of the learning material. As a contribution to the body of knowledge, this study hybridizes Cognitive Theory of Multimedia Learning (CTML) with signaling principle. It will disclose the benefits of learning through mobile towards bridging theory to practice particularly in Islamic mobile application. The proposed design and development of Signaling Principle Mobile Application (SPMA) will assist multimedia practitioners or developers in designing and developing Islamic multimedia learning application particularly in educating Muslim in asmaul husna with the assimilation of Signaling Principle and Nielsen's Design Guidelines. This study is classified into quantitative category and utilizes quasi-experimental approach using pre-test and post-test factorial design, and the design and development phase in this study will be governed by Alessi and Trollip Instructional Design Model.

Keywords: signaling principle, Nielsen's design guideline, asmaul husna, mobile application.

INTRODUCTION

Wireless technologies particularly mobile or smart phones have transformed the way people communicate and managing their personal as well as social life. Compared to computer where the nature of usage majorly revolves around job and home environment, mobile technology involves human-technology interaction in diverse and dispersed contexts (Karim, Alias, Mokhtar, & Rahim, 2009) that are not bound by place and time. In the context of education, paradigm shift is necessary for this mobile technology to succeed. Some suggest that parents and teachers need to encourage children's learning via mobile phones under their supervision and monitoring, while others concern on how mobile learning might not be suitable and can cause extra work for teachers. (Ariffin, Dyson, & Hoskins-McKenzie, 2012).

Malaysia is among the countries that carry out many innovative efforts to deal with Industrial Revolution 4.0 (IR4.0) at all levels of its training system and throughout the entire life cycle of its citizen especially in the academic fields as it is venturing into Higher Education 4.0 (MOHE, 2018). Massive Open Online Course (MOOC) is highlighted in this vast education as it offers flexibility, luxury and an effective way of learning for generation Y. MOOC is accessible via mobile phones, desktop computers and laptops. Therefore, mobile learning is a great initiative as Malaysia is shifting towards IR4.0 and the attention is on cyber-physical systems, that will benefit many parties, especially digital users, who enjoy more interactive and personalized experience through SMAC (social, mobile, analytics and cloud) technologies (Selamat, Alias, Hikmi, Puteh, & Tapsir, 2017) and also embrace the MOHE's vision for Higher Education 4.0.

To adapt with mobile learning, theories like Cognitive Theory of Multimedia Learning (CTML) (Mayer, 2001b) and Cognitive Load Theory (CLT) (Sweller, 1988) could be employed, as these theories focus on cognition centered approaches, which serves as the theoretical foundation of the signaling effect or cueing in terms of learners' limited cognitive resources (Schneider, Beege, Nebel, & Rey, 2018; Yung & Paas, 2015). The idea is on emphasizing elements in the material (Mayer, 2005). According to the knowledge construction hypothesis, signaling can serve as a cognitive guide that helps learners make sense of the presented material (Mautone & Mayer, 2001). It assists readers by emphasizing the semantic or the structure of the content, thus facilitates them in selecting the texts and connects (making them understand) to the information provided. All in all, in line with CLT, cueing can reduce subjective cognitive load, facilitate retention and transfer performance (Richter, Scheiter, & Eitel, 2016; Schneider et al., 2018; Xie et al., 2017; Yang, 2016).

PROBLEM STATEMENT

IR4.0 is a real phenomenon, transforming manufacturing and other sectors including education into connected and digital trade with added benefits and various technologies, it is the Internet industry. This is in line with the customer-centricity perspective which brings personalization and customization for the new user via the use of mobile applications technology. As CTML encompasses several aspects of the science of learning and instruction, this could be embedded in mobile applications as it could be one of the impact towards the development of IR4.0 which is to embrace the MOHE's vision for Higher Education 4.0. Furthermore, eventually mobile learning will benefit the learners towards dueling into the IR4.0 educational era that is inclining towards knowledge, industry and humanity, besides enhancing student outcomes which is the NKRA in the education area.

Focusing on real learning situations, Mayer conducted several in-depth studies involving the testing of learning theories. From CTML, Mayer has identified, studied, and explained numerous

effects and design principles to improve learning outcomes with multimedia instructional materials. One of the principles suggested by Mayer (2009) is Signaling Principle. The Signaling or Cueing Principle idea is on emphasizing what is important in the material presented (Mayer, 2016). The emphasizing technique can be applied in visual and audio representation. In technical terms, signaling and cueing means emphasizing using verbal or highlighting using graphics. The techniques used in signaling involved using a higher tone of voice in audio or using bold font in written texts; or highlighting important parts by using circles, arrow or zooming effect. Another signaling or cueing effect is in using color-coding (Gog, 2014), for example the use of red, yellow and green for traffic lights that indicates either "stop", "beware" or "go" instructions. According to the knowledge construction hypothesis, signaling can serve as a cognitive guide that helps learners make sense of the presented material (Mautone & Mayer, 2001). It assists readers by emphasizing the semantic or the structure of the content thus, facilitate them in selecting the texts and connect (making them understand) to the information provided.

Table 1. displays the previous projects that have been designed and develop with the use and hybrid of various multimedia principles and the aspects being studied.

Table 1. Hybridization of Principles in Multimedia Presentation

Author	Context	Principles	Aspect of Study
(Abdul Wahab, 2016)	Cyberbully	Personalization Principles + Persuasive Technology Principles (Similarity, Suggestion and Tailoring)	Knowledge, Perceived Awareness, Perceived Motivation
(Al-Rikabi, 2016)	Arabic Language	Coherence, Spatial Contiguity, Temporal Contiguity, Multimedia and Voice Principles	Perceived Usefulness, Ease of Use, Learnability
(Muhammed, 2016)	English Language	Signaling Principle	Listening Skills, Motivation
(Othman, 2015)	Children Sexual Abuse	Personalization Principle + Persuasive Technology Principles (Attractiveness, Similarity, Suggestion, Simulation in Real-world Contexts)	Knowledge, Perceived Awareness, Perceived Motivation
(Osman, 2015)	Dyslexia	Segmenting Principles	Knowledge, Self-Efficacy Belief, Perceived Motivation
(Rapp, 2013)	Science Class	Signaling Principles + Multimedia Principles (Modality, Segmenting, Temporal Contiguity, and Redundancy)	Knowledge Retention, Cognitive Difficulty
(Govinda samy, 2011)	Science Subject	Personalization Principles (Pedagogical Agent)	Perceived Motivation, Self-Efficacy Belief, Learning Engagement
(Mohamed, 2011)	Educational Video	Segmenting Principles, Weeding Principles, Signaling Principles	Knowledge, Knowledge Retention
(Foo, 2010)	ICT in Education	Personalization Principles (Pedagogical Agent)	Achievement, Motivation, Learners' Cognitive Style

Referring to Table 1, there are a few researches executed with the adoption and hybridization of multiple multimedia principles as well as other principles. They were carried out in various

contexts of study. Besides, none of them combined Signaling Principle with Nielsen's Design Guidelines in the design and development phase. As Signaling Principles and Nielsen's Design Guidelines are two very powerful principles, this study believes hybridizing them contributes significantly to knowledge acquisition and motivation. While previous works studied on various context, this study ventures into Islamic content. Particularly asmaul husna knowledge, perceived awareness and perceived motivation. Therefore, the study on Islamic mobile applications have been performed as in Table 2 to find the underlying principles such as multimedia principles that have might been applied on the previous Islamic mobile applications.

Table 2. Islamic Mobile Applications

Author	Context	Investigated Multimedia Principles
(Dollah et al., 2017)	Islamic Banking and Finance	Not Applicable
(Ismail, Samsudin, Sulaiman, Zainol, & Zaid, 2016)	Islamic Study	Not Applicable
(Osman & Mohamed, 2016)	Pregnancy	Not Applicable
(Sarlan et al., 2016)	Lifestyle of the Prophet Muhammad PBUH	Not Applicable
(Almosallam et al., 2016)	Quran Memorization	Not Applicable
(Saidin, Mohamed, Adzmi, & Azhar, 2015)	KAFA (UPKK examination)	Not Applicable
(Elobaid, Hameed, & Yahia Eldow, 2014)	Quran Learning	Not Applicable
(Abdulkarem & Sevkli, 2014)	Cultural Learning through Hadith	Not Applicable
(Ismail, Ismail, Hanis, & Razak, 2013)	Zakat	Not Applicable
(Rahman, Fauzan, & Zeki, 2014)	Muslim Necessities	Not Applicable
(Rosmani, Ahmad, Mazlan, Zainuddin, & Ibrahim, 2014)	Dhikr	Not Applicable
(Mantoro, Jaafar, Aris, & Ayu, 2011)	Hajj Locator	Not Applicable
(Ismail, Ismail, Hanis, & Razak, 2013)	Islamic History	Not Applicable
(Al Ali, Berri, & Zemerly, 2008)	Muslim Reminder (e.g. the time and call of prayer)	Not Applicable

(Huraimel, Zemerly, & Al-Hammadi, 2007)	Zakat Calculator	Not Applicable
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Based on Table 2, there is no evidence that these Islamic mobile apps have been developed with multimedia principle especially the Signaling Principle. They only considered on the content of the application and neither guidelines nor multimedia principles were applied to assist the learning process described in the research paper. As changes in Islamic knowledge dissemination are rapidly growing from just preaching, books and radio to the era of Information Communication Technology (ICT) (Ismail, Ismail, Hanis, & Razak, 2013), such innovation is very helpful for all ages who sought information in the field of religion. The findings show that research on Islamic applications, its criteria (including multimedia principles), users' awareness and usage of mobile Islamic content is still deficient (Ismail, Ismail, & Abd Razak, 2013; Ismail et al., 2016; Khan & Shambour, 2017). Hence, studies on the development of Islamic-based smartphone applications need to be made on an ongoing basis as the number of Islamic mobile application is still few and more researchers need to venture into this field in line with the development of mobile technology (Ahmad & Razak, 2013; Ismail, Ismail, & Abd Razak, 2013; Ismail et al., 2016; Kamarudin & Salam, 2012; Nawi & Hamzah, 2013; Zuhaidah, Zain, Mahmud, & Hassan, 2013). Consequently, as to fulfil this gap, a study on Islamic mobile application integrated with Signaling Principle and Nielsen's Design Guidelines will be performed to investigate the knowledge and perceived awareness on the context and perceived motivation of the target user in using the learning material. Islamic mobile apps require signaling principle although it can still function if the principle is absent. The major reason is that this principle will assist in guiding attention, organizing and integrating knowledge (Mautone & Mayer, 2001). Generally, it helps reducing extraneous load which is the unnecessary working memory load that may lead to a decline in learning outcomes (Richter et al., 2016). The signals will ease the demands on the user's working memory and thus, reducing the cognitive load and apparently the information will be easily comprehended jointly with the incorporation of Nielsen's

design guidelines that will assist in determining the usability trends (Loranger, McCloskey, & Nielsen, 2014). Therefore, this research is hoped to intensify the motivation of the Islamic mobile app user in using the app and uplift their interest and increase their awareness and knowledge in Islamic content, particularly in asmaul husna.

RESEARCH OBJECTIVES

This research will involve two presentation modes which are; mobile application with Signaling Principle (SPMA) and mobile application without Signaling Principle (NSPMA) both hybridizes with Nielsen's Design Guidelines.

- i. To study the effects of two different presentation modes by conducting an experimental study with Muslim to assess their knowledge before and after the exploration of the mobile application.
- ii. To investigate the effects on their perceived awareness before and after the exploration of the mobile application.
- iii. To assess the effects on their perceived motivation towards the learning material after using the mobile application.

METHODOLOGY

The theoretical framework for the study encompasses macro and micro design strategies as recommended by Van Patten, Chao, and Reigeluth (1986) as the ability to meaningfully entwine micro and macro instructional principles is undoubtedly commendable (Spector, Ohrazda, Schaack, & Wiley, 2005). Macro strategy defines the selection, sequence and organization of the contents that are to be presented, which encapsulates the overall strategic plan. Whereby the micro strategy defines the effective presentation of the learning content to the learner. The macro strategy for this study is fortified by two theories; CLT (Chandler & Sweller, 1991) and CTML (Mayer, 2001b). However, Instructional Design Model is also embedded in the macro strategy as a guideline for the design, development and testing of the multimedia learning application (Alessi & Trollip, 2000). The micro strategy is comprised of Principles of Multimedia Design (Mayer, 2008), Constructivist Learning Environment (Jonassen, 1999) and Nielsen's

Design Guideline (Loranger et al., 2014). Figure 1 depicts the graphical representation of the theoretical framework.

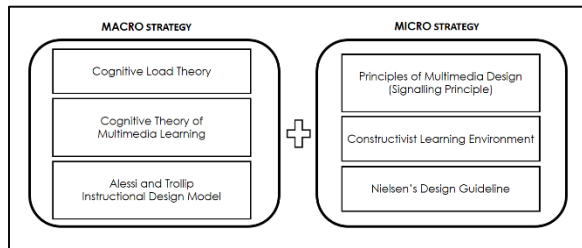


Figure 1. Theoretical Framework

Whereby, the research framework is consisted of an independent variable, three dependent variables and two moderator variables. The independent variable will cause change in the dependent variable with regards to the moderator variable. The independent variable is the two mode of presentation which is SPMA and NSPMA. SPMA is the presentation mode that is integrated with signaling principle and NSPMA is the one that is without the principle. Meanwhile knowledge, perceived awareness and perceived motivation towards learning materials serve as the dependent variables. The moderator variables are also investigated in this study which includes gender and education level of the participants. The research framework is illustrated in Figure 2.

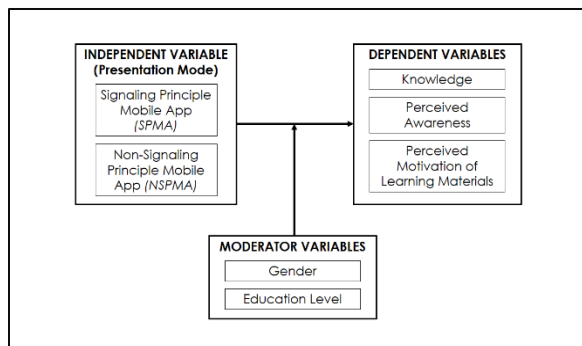


Figure 2. Research Framework

SIGNIFICANCE OF STUDY

The study will contribute to the body of knowledge especially in CTML and signaling principle, and likewise its effects in mobile application. It will reveal the benefits of learning through mobile towards bridging theory to

practice particularly in Islamic mobile application. The proposed design and development of SPMA will assist multimedia practitioners or developers in designing and developing Islamic multimedia learning application particularly in educating Muslim in asmaul husna. On the other hand, it will also provide a reflection of a feasibility of android platform in supporting multimedia learning environment.

This research will also deliver in raising knowledge and perceived awareness about the importance of learning asmaul husna among Muslim. It will assist in increasing Muslim’s knowledge regarding the meaning and benefits of the 99 names of Allah on the road to producing a better Muslim.

CONCLUSION

This study hybridizes Cognitive Theory of Multimedia Learning (CTML) with signaling principle and embedded with Nielsen’s design guidelines in the design and development phase. The study bound to certain limitations; therefore, it may restrict the probability of generalizing the findings of this study. The method focuses on community in general, attempting to rearise the knowledge in asmaul husna and outstretch in understanding and contemplating the benefits of them. The domain area of this study is in Malaysian context, focusing on Muslim community and particularly for those who owns and familiar with the use of mobile phones and mobile applications.

This study is also limited to measure the effects of two different presentation modes of SPMA and NSPMA in increasing Muslims’ knowledge, perceived awareness and perceived motivation levels which assess the users’ learning experience after using both presentation modes. SPMA will be designed according to Mayer’s signaling principle and NSPMA will be without it. Though both will be integrated with Nielsen’s design guideline.

The multimedia application will be designed and developed based on theories and design elements that will be evaluated by content and media experts, however the results of the study

might be influenced by the presentation quality of the devices used.

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The Role of Anonymity in the Flaming Activity on YouTube in Malaysia

R. A. Limgam

Universiti Utara Malaysia

N. Aripin

Universiti Utara Malaysia

ABSTRACT: In recent days, YouTube has been labeled as the number one website with the most number of flames. The term flaming refers to offensive language such as swearing, insults and hating comments. Anonymity is one of the major components of YouTube that leads one to flame. Anonymity renders an environment that encourages irresponsible acts by people to display offensive behaviors. The aim of this study is to examine the role of anonymity in the flaming activity in Malaysia. In order to support the direction of the study, the uses and gratification theory is proposed in order to explain flaming and its relation to anonymity. In-depth interview was conducted with 10 informants who were the flammers on YouTube. Thematic analysis method were implemented in order to analyze the data. The results of this study concludes that most of the flammers kept their identity anonymous due privacy concerns and for the freedom of speech. The rest of the flammers used their real name as a form of publicity, identity defining and to boost their self-confidence.

KEYWORDS: YouTube; Anonymity; flaming

INTRODUCTION

YouTube has been the breeding place for online abuse and hate-speech. The number of ‘trolls’ and the rate of flames are increasing day by day to the point where it is almost impossible to find a video on YouTube without a flaming comment on it. Negativity on the Internet is a norm since its existence but in the recent time, the presence of hate-speech and online abuse is at its peak. The term flaming refers to offensive language such as swearing, insults and hating comments (Moor, 2010).

First and foremost, anonymity is one of the major components of YouTube that leads one to flame. According to Aiken & Waller (2000), anonymity renders an environment that encourages all the irresponsible acts by people to display offensive behaviors. Anonymity refers to an environment that involves around with secrets, hidden identity and masked personalities where basically, “the notion of anonymity is related to freedom from identification, secrecy and lack of distinction.” (Scott & Orlikowski,

2014). Most users of YouTube are anonymous and go with an anonymous name and a random avatar to represent them in their ‘channel’ page (Khan, 2017).

Anonymity is characterized by its “unidentifiable” which generates through the removal of self-identifying elements such as name and address (Wallace, 1999). Anonymity has been one of the concerned topics since the presence of Internet and computer mediated communication and has been debated over decades. Scholars around the world had intensified the debate surrounding anonymity where some are for it and some are against it.

A recent study by Kwon and Grudz (2017), on swearing behaviour on YouTube revealed that one of the reason for aggressive and emotional texts on YouTube is due to the fact that most of its users are anonymous. This study examined comments on the official Donald Trump’s channel and proved that anonymity is also one of the reason for the users of YouTube to spread hostility on this site. Another study by

Fernandez (2017) on the issue of racism on social media also proved that anonymity leads to hate-speech and also encourages racism. It was revealed that extremist communities use YouTube as their platform to display negativity due to the low anonymity barrier of the site.

Anonymity is being reviewed in this study mainly because the prime reason for one to flame is because of the hidden identity of the user. When an account of a user appears anonymous, the tendency of the particular person to flame increases. More swearing, hate-speech and hostility is displayed due to the absence of one's identity.

METHODOLOGY

Qualitative method which is the in-depth interviews were done for this study which includes intensive individual interview or meeting with a limited number of participants to explore their points of view on a specific thought, situation or circumstance (Boyce & Naele, 2006). Face-to-face interviews were conducted after a mutual agreement on the venue and date. This technique empowers to produce factual data, participants' assessments, preferences, attitudes and other supportive data turning out amid the discussion with informants.

Along these lines, up close and personal interview method guarantees the quality of the answers and expands the response rate (Duncan & Fiske, 2015). The population of this study is those who comment negatively on YouTube's comments' section whom better known as flammers or trolls. The 'flammers' were identified through the comments' section of YouTube. Flammers were chosen through YouTube comment section in Malaysian themed recent YouTube videos using purposive sampling. They were then messaged privately to their YouTube inbox asking for a face-to-face interview session.

The criteria of a flamer in this study is anyone who comments negatively on YouTube despite the number of times he/she has flamed online. According to Mason (2010), the minimum sample size to achieve saturation point suggests a number of 10 respondents of interview to obtain a valid data. Other reasons for choosing 10 respondents are due to the fact

that different individual has different point of view and also to obtain a variety of answers on this issue and avoid biasness. Since the in-depth interview method will be implemented in this study, the method only requires a small number of informants (Guion & McDonald, 2011).

The thematic analysis technique is used for analyzing the data for this study. The thematic analysis is done through line-by-line coding on the findings and the researcher gathered data through brief ideas of the information obtained (Creswell, 2007).

This study questions on the role of anonymity in the act of flaming on YouTube videos in Malaysia. The aim intended in this study to understand the role of anonymity in the use of YouTube by Malaysians, thus the theory proposed is the Uses and Gratifications (UGT). UGT is a theory which explains why and how people use certain media to gratify their needs and desires (Blumer & Katz, 1974). Ultimately, the UGT is a theoretical framework that is treated to be one of the most appropriate frameworks that explain both psychological and behavioral propensities of a person in a computer-mediated communication (Lin, 1999).

For this study, this aspect suits best to explain the psychological thinking and the behaviors of those who use YouTube and those who indulge themselves in the act of flaming. Since the theory questions on what people do with media, and looks into both behavior and psychology part of a person, it is best used to explain the phenomena of flaming in the context of the willingness of one to reveal their identity on this site.

FINDINGS

Identity revelation in social media has always been a choice for every user. The participants of the online world can choose to either keep themselves anonymous or reveal their identities. A condition or character with respect to whom or what a thing is; the characteristics, convictions, and anything that recognize or distinguish a person or a thing (Olins, 2017). According to Fearon (1999), identity explained in two ways, in which social category and personal identity, which is directly proportional

to online discourse activities where both social aspects and individuality matters.

“In the former sense, an “identity” refers simply to a social category, a set of persons marked by a label and distinguished by rules deciding membership and (alleged) characteristic features or attributes. In the second sense of personal identity, an identity is some distinguishing characteristic (or characteristics) that a person takes a special pride in or views as socially consequential but more-or-less unchangeable (p. 4).”

As for YouTube, the users need to be registered and needs to complete a login process in order to create an account on the site. The users must provide a name and valid email address for the process. Certain users even upload an image or an avatar that represents them. Anonymity has always been a popular issue of discussion on any online forums. Therefore, the researcher had asked the question of whether the name used in their YouTube account real or anonymous. The following are the transcripts of those who prefer to keep their image and identity hidden.

“No. Obviously not because I don’t want to reveal myself when I do flaming comment. And I... Ya. It is like...For you to comment freely, you need to have to have some privacy. You cannot reveal yourself and write flaming comment on the video. And hiding my identity gives me a freedom to comment flaming type of comments.”

(Informant 1)

“Not my real name because I don’t want people to know who I am. I can express my opinions freely without fear.”

(Informant 3)

“No. Not my real name because of privacy issues.”

(Informant 5)

“I don’t want others know who I am. This will make me easy to comment whatever I want. No one can find me. Or track me.”

(Informant 7)

“No. it’s not. I think it’s privacy to put your real name there. It’s easily to search for my name after that if someone wants to search.”

(Informant 8)

“Not my real name. I don’t prefer to reveal my identity.”

(Informant 10)

According to the majority answers of the informants above, anonymity has been a major part or reason for them to comment maliciously on YouTube. This is solely due to the anonymity reasons where their identity kept hidden.

This can be proved by the study that has been done by Kwon and Gruzd (2017) where a study was done on a set of YouTube videos based on Donald Trump’s campaign channel. This study investigates whether forceful comments and swearing on YouTube content is in fact infectious and contagious. The result of this research affirms that swearing is not solely a result of an individual discourse and speech tendency but also a spreadable social practice that involves anonymity. This study confirms that anonymity plays an important role in aggression level portrayed on social media especially on YouTube.

Another study by Khan (2017) done on user participation and consumption level of YouTube. This study involves a sample of 1143 users of YouTube where it revealed that anonymity is one of the major cause of negativity displayed on the site. This also supports the idea of privacy online and freedom of speech of those who performed hostility online, similar to the answers to the informants above. This provides justifications on why most users prefer to be anonymous when it comes to interacting and commenting on social media sites.

The rest of the informants agreed of using the real name as their YouTube account username. The prefer allowing their names online simply for publicity, identity defining and due to self-confidence level. Their answers listed below;

“Yes it’s my real name. Because I sign up account, and put up the videos of mine on YouTube. By that way I want people to notice me by my real name. I’m not just a commenter on YouTube; I also upload videos to YouTube. Now, when I become a grown up man so I feel

like why hiding your name? Why faking your real username, like you making some other – for example, Animal Lover for example but now I feel like I'm mature enough so I can face it. Face the world. Face any hatred or any kind of predicaments so I feel like I can handle it. So, I use my real name.

(Informant 2)

“Yes, my real name. I don't think I should fake it. Since it's my account, it should be in my name and it should define my identity. So, why should I use a different name for that?”

(Informant 4)

“It is because I don't have any reasons for faking my name.”

(Informant 6)

“It is because I feel that I don't unnecessarily comment irrelevant things. I make sure my comments are truly what I believe in and I don't feel the necessity in hiding my identity when commenting on any video Section.”

(Informant 9)

According to the informants above, revealing their actual name on YouTube is the right thing to do to retain their originality. As a term, it frequently conveys positive meanings — "authentic" or realism can be characterized as "adjusting to a unique in order to repeat fundamental elements" or "not false or impersonation." At the point when connected to identity, it inspires meanings of being "consistent with one's own particular identity, soul, or character," (Merriam-Webster, 2014). This proves that users with real name experiences self-confidence through identity defining on social media sites.

Haimson and Hoffman (2016) suggested that on the web, realness' portraying nature reflected in the decisions users must make in regards to individual or enlightening divulgence. When rounding out online profiles or drawing in with others on the web, the online users must settle on decisions about uncovering or enabling access to subtle elements of one's life. These decisions speak to a sort of "personal branding" that may seem to be genuine relying upon the setting of the revelations and the standards and affordability of a given site. These can be a factor on why certain users of YouTube need the

access of YouTube for publicity and fame as related to the answers on Informant 2.

The answer provided by the informants on the issue of identity revelation concluded as a recap in the figure 1 below;

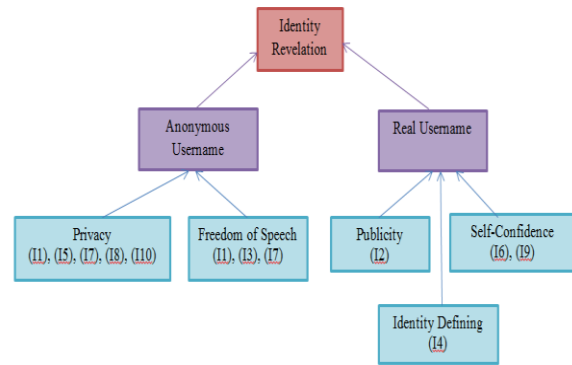


Figure 1: Identity revelation recap

CONCLUSIONS

The results of this study concludes that most of the flammers kept their identity anonymous due privacy concerns and for the freedom of speech. The rest of the flammers used their real name as a form of publicity, identity defining and to boost their self-confidence. It is indeed a choice of the users of YouTube to whether or not to reveal their identity but in most cases anonymity do motivate flaming activities as it keeps their image hidden. In other cases, the flammers are more than happy to reveal their identity for satisfaction purposes which also supports the justification on the use of the uses and gratifications theory to explain this phenomenon.

Considering practical contribution of this study, psychologically, the human minds tend to reflect whatever they see in their daily activities. From the act of flaming and by becoming ‘keyboard warriors’, peoples spread hatred by hating each other, hating other religions, other races and beliefs, other countries and this situation follows through. Whatever people see and read will affect them in both online and offline mode and chances are that hatred will be conveyed in their daily lives as a Malaysian and provokes conflict.

Hopefully this study will also be an advantage for the government as it will provide data on how severe this problem really is. The government will then be able to implement new laws and policy for future YouTube users and gradually the act of flaming can be decreased. This study also may add relevance to the future data of Cyber Security Malaysia, MyCert and other concerning parties. It is also recommended that artificial intelligence to be used on YouTube in order to tackle to issue of anonymity.

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The effectiveness of green campaign: No Plastic Bag campaign in Penang

Rafidahtul Abdul Rahim

INTI International University & Colleges, Penang / Universiti Utara Malaysia, Kedah, Malaysia

Nik Adzrieman Abdul Rahman

Universiti Utara Malaysia, Kedah, Malaysia

ABSTRACT: No Plastic campaign is important in order to reduce the use of plastics that will lead to a greener environment, reduce the problem of marine litter and contribute to efficient garbage landfill process. Penang launched the No Plastic campaign on daily basis starting 1 January 2011. A twenty cents charge per plastics will be the charge for each plastic bag request by the consumer. The objective of this study is to identify the understanding and awareness level of consumer towards the campaign's objective and to relate the consumers' behaviour towards the campaign. The significance of this study is to determine the understanding of consumer towards green campaign. The method that will be using is target-sampling method targeted people who live in Penang Island, whereby the respondent will be selected based on the opportunity sampling method.

KEYWORDS: campaign, green campaign, No Plastic Bag's campaign.

INTRODUCTION

Many countries have implemented multiple Go Green campaign in order to solve environmental issues all over the world. However, the environmental campaign that pledges by the government will not be operative without public active participation (Eden, 1996). Public awareness towards environmental campaign will bring ample benefits if they contribute effectively (Lim, 2012).

INTERNATIONAL GREEN CAMPAIGN

One of the green campaigns that were executed in China is the implementation of environmental education at school level. In order to expand the quality of environmental education in China, the Ministry of Education of China collaborates with British Petroleum (BP) China and World Wildlife Fund (WWF) to introduce a project named Primary and Secondary School Environmental Education Campaign to educate the students about environment awareness (Huang & Tian, 2014). The project managed to help students to understand better about their role in preserving the environment. The school

will create an environmental activity to achieve the excellent educational effect (practical) such as planting trees, recycling and care for wild animals. This project chooses an ideal target

respondent as schoolchildren are at the best age to implement the awareness towards environment issues. The use of the practical method to educate the schoolchildren is also effective as they can see how to take care of the environment rather than reading from a banner or poster.

A research that completed in New Zealand and Australia by Tan et al. (2016), examine the perception of consumer towards green product and green consumption. The research focuses on participants from a different level of green behaviour in order to see the factors that lead to green purchasing and the barrier occur in green consumption. Even though the results show that the consumer does not think that it is hard to be environmentally friendly, but they do have little trust in the environmentally friendly product since it is more expensive than the regular product. This research shows that price does

play an important role in promoting the environmentally friendly product to the customer.

In the United States, San Francisco has become the first city to legalize the supply and practice of plastic bags in 2007 and since then many other cities have applied the forbidden of free supply of plastic bags by the seller (Thomas, 2015). The city charge between five to twenty cents per carryout bag (paper or plastic) to those who insist to use one (California Against Waste, 2013). The result from this research shows that the behaviour adjustment among customers, restaurateurs and sellers occur on an extensive measure due to the use of reliable policy across local borders with effective outreach and education made at ease for customer and businesses (Thomas, 2015).

Local government in the United States of America is responsible to manage municipal solid waste (MSW) and tend to have an issue with single-use plastic bag waste; which leads to the implementation of various measures to overcome the situation (Wagner, 2017). In order to reduce the use of the single-use plastic bag, five-category has been implemented to different states in United State. However, due to the low recyclability of single-use plastic bags, the local government needed the extra cost to clean up plastic bag litter, to clean and protect storm water catchment basins and facing environmental problem due to marine litter (Wagner, 2017). According to the research done by Wagner (2017), prohibition of free single-use plastic bags supply is the most practical action needs to be practice in order to overcome this situation.

LOCAL GREEN CAMPAIGN

Malaysia also has many green campaigns that meant to promote green lifestyle among people on a daily routine. One of the most popular green campaigns in Malaysia is No plastic bag campaign that was implemented at the supermarket and some government agencies such as Ministry of Health apply the campaign by not distributing plastic at all government pharmacies in Malaysia starting from the year

2012 (Umi Khalthum, 2013). This campaign is to encourage patients to bring their own bag when collecting medicine at the government pharmacies and at the same time reduce the use of plastic bag consumption.

Another campaign called PINTAR Go Green School is a collaboration of Universiti Kebangsaan Malaysia (UKM) meant to emphasize the green education through internal and external activities as well as theory and hands-on exercise (Pintar Foundation, n.d.). This campaign is hoping to educate schoolchildren about climate change issues and how to practice as a green consumer.

One of the campaign that targeting younger generation that made by the government is the Green is a Lifestyle campaign that emphasizes on the younger generation to practice green lifestyle in a daily basis (Noor Atiqah, 2016). This campaign accentuates on recycle at home, saving water, electricity, and energy-efficient culture among youngster.

The government also focus on the industry in The Recycle for Nature campaign whereby participating companies will implement recycling culture at work will be compensated with “green points” according to the amount of waste that they managed to recycle at a certain time of period (Aruna, 2012). The points then will be converted to cash and the participating companies will be trained and stand a chance to win selected products based on their recycling behaviours.

NO PLASTIC BAG CAMPAIGN

Penang Government starts their initiative in no plastic bag campaign every first Monday of the month in July 2009 (Penang: Say no, 2009) which meant to create a greener state towards the minimum use of plastic bag. Consumers are recommended bringing their own recycle bag and for those who insist on getting plastic bag will be charge twenty cents per plastic and it will be donated to the poor through State’s Partner against Poverty Fund (PAP). On 1st January 2011, the no plastic bag campaign has been launched statewide and every day is considered

as no plastic bag day (No plastic bags from January, 2010). Penang then became the first state in Malaysia to implement a “No Plastic Bag Day” campaign.

The Malaysia government aimed to promote environmentally friendly behaviour among Malaysian by promoting several green campaigns such as 3R campaign (reduce, reuse, recycle); Environmental education campaign and No Plastic Bag Day campaign (Masoumeh Hosseinpour, 2015). This is to ensure the implementation of green behaviour consumer among people is practice on daily basis. However, plastic and garbage problem is still the main issue even with numerous campaigns done by the government and non-governmental organization (NGO) in Malaysia.

According to Utusan Melayu newspaper (13.5 juta tan, 2017), every single house tends to produce garbage in everyday routine and a total of 37,000 tons of garbage is produced in Malaysia on a daily basis. This means that 13.5 million tons of garbage are produced in the year of 2016 alone. On top of that, the cost to manage the garbage was estimated to be up to RM2.2 billion a year. According to The Star newspaper (DAS, 2017), plastic makes up about 13 percent of a total solid waste stream that is generated in Malaysia each day.

One of the environmental campaigns that were first started in Malaysia was the 3R campaign (reduce, reuse, and recycle) back in 2007 where federal government take the responsibility for solid waste management and public cleansing (Ng et al., 2015). However, Solid Waste Management and Public Cleansing Corporation (SWCorp Malaysia) mentioned in The Star Online, that household waste through recycling is still low among Malaysians when the rate for last year only shows 17.5 percent was recycled from the large quota of solid waste being dumped in landfills (Low awareness on recycling, 2017).

According to Berita Harian, a statistic shown that from 1993 to the year 2000, only 5 percent recycle rate was achieved in Malaysia and the

objective that was set by the government is to get 22 percent recycling rate in the year 2020 (Kitar semula, 2017). Recycling is important in order to reduce the amount of garbage that will lead to oversupply at the garbage landfill site. Each garbage landfill site has their own life span depending on the size of the landfill and the frequent it being used (Fletcher, 2015). The more garbage generated will reduce the life span of garbage disposal sites. Overdue landfills are dangerous as it can produce highly toxic gases other than flu-born disease and mice issues (Kitar semula, 2017).

The No Plastic bag campaign that has been implemented in July 2009 at Penang state, however, has collected an amount of RM21, 403 from the twenty-cent plastic bag consumption (within five months), shows that consumer is willing to pay to get a plastic bag from retailers rather than carried their own recycle bag (No plastic for three days, 2009). According to The Star newspaper in Malaysian Digest (2017), until 2017, Penang government has collected more than RM3 million from the twenty-cent plastic bag consumption.

OBJECTIVES

The objective of this study is to identify the understanding level of consumer towards campaign’s objective. The research also hopes to identify the awareness level of consumer towards using plastic bags and the campaign. The research expects to relate the consumers’ action/ behaviour towards the campaign and lastly is to analyze the attitude of consumer towards the campaign.

LITERATURE REVIEW

In general, campaign act as informative agendas, which emphasis on changing behavior (Coffman, 2002). To change people’s behaviour is not an easy task and a well-structured campaign is compulsory to perform the task. To create a public awareness campaign, a detailed coordination and management are needed and this campaign tends to include various audiences, approaches and objectives that require a tight time limit and some degree of

responsibility for resources employed (Sayers, 2006).

According to Islam et al. (2010), the green campaign is one of campaign-style that aims at increasing public awareness about environmental degradation; and to teach people about the green behaviour. The perception of green behaviour in the society defined as habits or actions with which individuals take to defend their environmental or contribute to having a healthy one (Krajhanzl, 2010). Green behaviour can be performed in many ways such as recycling at home, switch to environmentally friendly product and save water and energy at home. Soonthonsmai (2007) mentioned that customer who is conscious and alarmed about the environmental issues are known as a green consumer.

Malaysian government tend to create many green campaigns in order to promote environmentally friendly lifestyle such as 3R campaign (reduce, reuse, recycle), Environmental Education campaign, No Plastic Bag campaign, and many more (Masoumeh Hosseinpour, 2015). Some of the campaigns collaborated with the Non-government organization in Malaysia in order to create awareness about green campaign locally.

One of the first campaign launched in Malaysia is the 3R campaign which was implement in order to reduce the solid waste production through reduce, reuse and recycle process. The campaign, which started in 2007, is not very effective when an only small percentage of contractors who implement their construction waste through 3R practice (Ng et al, 2015). One of the reasons why this happen is because the contractor only recycles and reuse common materials such as wood and steel; that only covers a small percentage of the total construction waste. Ng et al. (2015) suggest that all parties from the top down method need to be responsible in order to ensure the campaign success.

Another 3R research done by Norzafirah (2012) tend to focus on the effectiveness of 3R campaign between students at University Malaysia Pahang (UMP); also to understand the level of awareness of 3R campaign among students at University Malaysia Pahang (UMP), University Malaysia Terengganu (UMT) and University Malaysia Kelantan (UMK). The outcome from this research shows that 60 percent respondent is aware of the 3R campaign and another 40 percent does not aware of this campaign. However, even though the respondent is aware but their action to implement the 3R activity is still low. The main cause is because students are lacking in the education of sustainability and environmental issue; due to that, they do not have the responsibility and cannot see the relevance to support the campaign (Norzafirah, 2012).

Abdullah et al. (2016) did a research on the relationship between leader's awareness about green thought and the practice of green program in a firm. The research found that there is a relationship between leader's awareness and the application of the green concept in the marketing mix. The result shows that 71 percent of leaders are aware of recycling impact to the environment however not many activities implemented for the green program in the firm.

METHODOLOGY

The study will be using the target-sampling method because of the similarities in the characteristics of the respondents and to ensure that the chosen sample represents the entire population (consumer in Penang). The study will target people who live in Penang from northeast and southwest of Penang Island. The respondent will be select based on opportunity sampling method; whereby the member of the population of interest was asked if they would take part in the research. This is a quick way of choosing participant but may provide a representative sample and could be biased.

A theoretical framework is a necessary guide for research. Without these organizing frameworks,

the research would be overwhelmed by the unconnected detail that would have to recall (Saunders et al., 2012). The framework of this study addresses the independent variables of some factors and their impacts on the credibility of the campaign as the dependent variable.

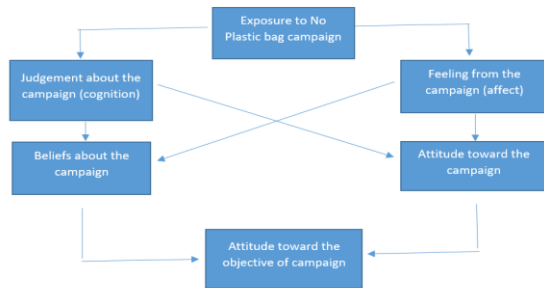


Figure 1: Attitude towards Ad Model of No Plastic Bag campaign.

The attitude towards ad model can be defined as a model that suggests; that a customer forms many feelings (affects) and judgments (cognitions) because of revelation to an advertisement, which, affect the customer's attitude to the ad and attitude to the brand (Schiffman & Kanuk, 2010). This model will able to identify the relationship between consumer understanding towards the No Plastic Bag campaign and their attitude after aware about the existing of the campaign.

This study contributes by extending and testing the theories, validating the conceptualizations and examining a theoretical model. The theory will show the relationship between the No Plastic Bag campaign with consumer's understanding, awareness and change of attitude. The result also will show whether the campaign did give impact to the consumer as expected by the campaign's objective.

CONCLUSIONS

This paper mainly offers a better understanding of the impact of No Plastic Bag campaign to the consumer in order to reduce the use of plastic in Penang Island. The results of the study will beneficial to the state government in order to see whether the consumer has educated via the campaign for the past eight years and can help to fill in any gaps missing in the campaign to make it more effective. Furthermore, it will enable the

authority to understand the behaviour of the consumer towards the effect of plastic bag to the environment; and creating a better campaign that suits the consumer in order to produce greener consumer in Penang Island.

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Reasons & Reactions of Army Public School Attack and solution via Communication Strategies

Sundus Mustaqeem

School of Multimedia Technology and Communication, Universiti Utara Malaysia

R. Ramli & S. Dalib

School of Multimedia Technology Communication, Universiti Utara Malaysia

ABSTRACT: Terrorism and religious extremism has become global concern especially after 9/11. In war against terrorism Pakistan has lost on socio, economic, cultural and educational grounds as well. This research study will examine the consequences of Terrorism and religious extremism with special reference to the case study of brutal Army Public School (APS) attack held in December 2014 in Peshawar Pakistan. The purpose of this study is to analyze the School attack by examining reasons and reactions both at national & international level. This research study will try to examine the consequences of Extremism and argues that communication strategies can be assimilated into policies as preventive measure to radicalize extremism. To investigate this, qualitative methodology has been used, based on in-depth interviews those will be conducted to provide comprehensive perspectives from field experts and practitioners, with defense analyst, religious scholars, political scientist, psychologists, and journalists affiliated with the same area.

KEYWORDS: Religious Extremism, Terrorism, APS Attack, Communication Strategies

INTRODUCTION:

The smallest coffins are the heaviest and Pakistani nation have gone through this pain almost four years ago. There was a horrible incident occurred in the history of Pakistan in 2014 that actually pushed the researcher to work on extremism in Pakistan. Though there were a number of incidents and events happened before and after that attack those proved as thought provoking alarm for the researcher to fight against extremism and to put share in stopping the killings of innocent people in the name of religion; but this one proved as an eventual catastrophe.

On the morning of 16th December 2014 a brutal terrorist attack was directed on Army public school warsak road, Peshawar (the capital of the province Khyber Pakhtunkhwa province of) Pakistan. The nature of attack included hostage taking, suicide bombing, spree killing and

shooting, as per inter services public relations (ISPR) report seven terrorists entered the school around 10am, reached to the auditorium where school children were gathered for a ceremony and opened fire on them, after fifteen minutes SSG (special services group) team entered the school to start the rescue operation, 7 terrorists were killed by them and they managed to rescue many hostages. A total of around 150 people lost their lives in the attack including 132 children (Qureshi, Gulraiz & Shahzad, 2016).

The militants were recognized as, all of whom were foreign nationals, one Chechen, three Arabs and two Afghans. A rescue operation was launched by the Army's Special (SSG) Special Forces, who killed all seven terrorists and rescued 960 people (Qayyum, 2015).

Tehrik-i-Taliban Pakistan (TTP) released a video claiming the responsibility of this attack, in giving clarifications to the attack, TTP's leader, Maulana Fazlullah told that "Our men

attacked the school and killed children of army personnel - not civilians. They asked about their identity before killing them. These people will always be our target and we will kill them in the streets, markets, everywhere, it was their revenge against Operation Zarb e Azb; in which hundreds of Taliban fighters are thought to have died in North Waziristan and the nearby Khyber area (Qureshi, Gulraiz & Shahzad, 2016).

The Tehreek-e-Taliban Pakistan, also known as the Pakistani Taliban (TTP) is an extremist organization operating within the Federally Administered Tribal Areas (FATA) of northern Pakistan. TTP is an organization that poses a significant threat to Pakistani sovereignty and to the broader international community, and so far Pakistani military efforts to contain the TTP have been largely unsuccessful (Ernst, 2015).

This horrifying attack generated a gigantic reaction in all walks of life in Pakistan. The entire nation united together to express grief and solidarity over attack. From public to political figures, religious parties to defence analysts, media to government everyone condemned the attack. Moreover, many countries and international organizations condemned the attack and expressed their condolences. Aljazeera News reported on 17th December 2015, "according to the South Asia Terrorism Portal, December 16 attack on the school in Peshawar wasn't the first to target school children, more than 20,000 civilians have been killed in attacks by armed groups in Pakistan between 2003 and 2015. According to a report from the Global Coalition to Protect Education from Attack, at least 838 schools in Pakistan were targeted between 2009 and 2012 (Briggs, B.2015).

Most of the extremist groups in Pakistan have particular goals aimed against other countries or other sects but some extremists groups like TTP is most interested in fighting against the Pakistani state. Considering the TTP's primary goal is to destabilize the Pakistani state and implement nationwide Sharia law, it is in the

government's interest to address the expanding TTP threat (Ernst 2015).

Within this context, the study is extremely significant as it will prove as one step ahead not only to further highlight and condemn but to investigate the Peshawar attack even more; as the wounds of the effected families still needs to be filled. Moreover, the study might explore new arena to examine such incidents and to lessen violent extremism while spreading the wave of peace and harmony to have a balanced society through communication strategies. The study will try to argue that such incidents might happen due to the gap or lack of proper Communication between army personal & government with the extremist groups. So if appropriate communication strategies are implemented Pakistani society might get success in minimizing violent extremism.

Pakistan one of the worse victim states:

In war against terrorism Pakistan has reached to an alarming stage. Pakistan has lost more men in war against terrorism than any other country in the world, and not just men, we have lost our women and kids as well; and it's not easy at all to see the blood sheds of kids, the blood sheds of innocent school going children; as we unfortunately witnessed in Army Public School (APS) attack. Violent extremism and sectarian issue in Pakistan is becoming a major destabilizing factor in the country's political, social, and religious and security order. While causing unrest, disorder and violence in society, the sectarian conflict in Pakistan for the last many years resulted into thousands of deaths from suicide attacks, bomb blasts, assassinations and other terrorist acts.

Pakistan's role in the War on Terror as a front line Ally is a widely discussed topic among policy-makers of various countries, political analysts and international delegates around the world. Pakistan has simultaneously received allegations of harbouring and aiding terrorists and commendation for its antiterrorism efforts.

APS Attack was the deadliest terrorist attack ever to occur in Pakistan, surpassing the 2007 Karachi bombing. According to various news agencies and commentators, the nature and preparation of the attack was very similar to that of the Beslan school hostage crisis that occurred in the North Ossetia–Alania region of the Russian Federation in 2004 (Qayyum, 2015).

The researcher was constantly taking the numerous terrorist attacks on her nerves but ASP Attack pushed her to work on violent extremism. The researcher started thinking a lot of questions; why do terrorist attacks keep on happening? Who is responsible for them? How does the notion of extremism help on understanding these attacks? Could someone counter the rise of violent extremism and manage to prevent violent attacks. So, this is how the idea of reviewing violent extremism with the relatively new concept to deal this entire critical situation through communication strategies, (particularly human communication) arose in her mind. This study reflects not only the researcher's interest in saving Pakistan from extremism and sectarianism but also to find out the different academic interests in the same area as speculative.

METHODOLOGY:

This research attempts to analytically examine the important varying aspects of violent extremism and the causes of APS attack in Pakistan. The purpose of this study is to learn that how the reflection of communication strategies within Government & Army Leadership if practice will provide us a gateway towards better change by decreasing the chance of violent extremism. In order to answer the research questions, Methodology section works as back bone of the study to analyse the gist of the research properly. This study will try to explore and investigate this wide term of violent extremism from impact to consequences, causes to solutions and try to seek its possible solutions via Communication Strategies.

This research will base on in depth interviews from Pakistani informants and will try to explore their knowledge and understanding about tackling rather fighting war against extremism. Qualitative interview was an approach which facilitated to explore different nations, cultures, countries, societal problems and solutions. Moreover, it helped the researcher to analyse the similar or different viewpoints of the informants about concerning issue (Rubin & Rubin, 1995). It is important to consider the complexity of interviewing as a way of making your data (Richards, 2015). Interviews were just like directed conversation (Lofland & Lofland, 1995) where as a comprehensive interview gave detail information about the topic from the interviewee who had pertinent knowledge (Charmaz, 2006).

Informants:

The Pakistani informants were chosen mostly from Lahore, but few from the Capital city Islamabad as well. In-depth Interviews will be conducted to provide comprehensive perspectives from field experts and practitioners. Researcher will carefully select informants from different walk of life like defence analyst, religious scholars, political scientist, psychologists, political analysts and international delegates around the world, Media Analysts & Journalists affiliated with the same area.

Some of the Factors of choosing the above mentioned informants includes that they are having command in dealing with religious extremism in Pakistan and have been involved in different activities in talking extremism on different platforms. Some are working, some are studding and researching in the same area, and some are specializing and representing Pakistan on international platforms. The researcher will try to explore their perception of Pakistani society about extremism and analyse how people think about this phenomenon and what its effect on their life.

Data Analysis Method

Unstructured or Qualitative data can hold the key to affluent comprehensions and factual research discovery that can revolutionize your recommendations and set you ahead of the field. Methodologies routinely urge researchers to access the fit between purpose and method (Maxwell, 2005).

The researcher will use NVIVO method to analyze the data. NVivo is software that supports qualitative and mixed methods research. The needs of Qualitative researchers to pursue leads in their data required, however that a computer program be able not only to retrieve all the text on a particular topic, but also to find text related to a combination of topics through interrogative searcher. The Developers of NVivo, promise only to provide you with a set of tools that will assist you in undertaking an analysis of qualitative data. NVivo has been developed by researchers, with extensive researcher feedback, and is designed to support researchers in the varied ways they work with data (Bazeley, P, 2007).

CONCLUSION:

In conclusion, the thesis establishes a connection of some of the organizations that interact with society and studying how they have evolved and become connected to extremists' ideas. This thesis will then illustrate their social links that propagate extremism in society, as well as their influence in state activities. To sum up, the chapter had discussed the methodology for the research. It applied qualitative method of research for exploring the coverage of war on terror and subsequently, its impact on public opinion. The study included interviews from Pakistani informants. The chapter had provided the detail information about the research procedure, instruments of research and data analysis.

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Effects of Corporate Social Responsibility Dimensions on Customer Based Corporate Reputation in the Nigerian Insurance Industry

N.A. Yusuf

*School of Multimedia Technology, and Communication, Universiti Utara Malaysia
National Research Institute for Chemical Technology (NARICT) Zaria, Nigeria*

C.S. Mustafa & B. Mohamad

School of Multimedia Technology, and Communication, Universiti Utara Malaysia

ABSTRACT: The objective of this paper is to examine empirically the influence of corporate social responsibility on customer-based corporate reputation of the Nigerian insurance industry. The data for this study was collected from 327 customers of insurance companies in Nigeria. The study utilized PLS-SEM path modeling with the aid of Smart PLS 2.0 software to test the research hypotheses. The findings revealed that two CSR dimensions (Economic concern and social equity) have significant positive effects on the CBCR in the Nigerian insurance industry. However, the study failed to support the second hypotheses that predicted the positive relationship between environmental concern and CBCR. The study recommended the need for insurance companies to engage in aggressive CSR activities with a view to enhance awareness and increase their level of penetration within the teeming Nigerian populace that are yet to appreciate the benefits of insurance services in the country.

KEYWORDS: Corporate Social Responsibility, Customer Based Corporate Reputation, Insurance Industry

INTRODUCTION

Globalization and high competition among business firms have forced business entities to focus on building the intangible assets of corporate entities, usually called corporate reputation. Numerous business scandals around the world indicated the importance of building reputation, particularly in the 21st century. Similarly, the experience of the world largest insurance firm, the American Insurance Group (AIG) during the aftermath of the global financial crisis was a typical case in point. In fact, the adverse publicity generated by the AIG scandals undermined the entire reputations of US insurance sector (Awoyemi, 2010).

Researchers viewed corporate reputation as a mirror image of a firm's past behaviors which allows stakeholders to form an opinion about the "true" attributes of a firm (Clark & Montgomery, 1998; Shamma & Hassan, 2009).

Scholars have argued that the number of studies assessing corporate reputation from the perspective of customers as an important stakeholder group is rather scarce (Abratt & Kleyn, 2012; Gengathara & Hamzah, n.d.; Jinfeng, Runtian, & Qian, 2014; Walsh & Beatty, 2007; Walsh, Mitchell, Jackson, & Beatty, 2009). Consequently, corporate reputation construct had attracted considerable attention in both marketing and public relations literature with different scholars making efforts to develop a reputation scale with emphasis to a particular stakeholder group (Davies, Chun, & da Silva, 2001; Fombrun, Gardberg, & Sever, 2000). Most of the studies have ignored the attitude attribute of customers in the assessment of corporate reputation construct, particularly in the service industry. This present study assesses the reputation construct from the perspective of customer called customer-based corporate reputation.

Customer-based corporate reputation refers to the attitude-like evaluative judgment of a firm by customers (Walsh & Beatty, 2007). As such, business firms find it necessary to search for drivers that will lead to the formation of a positive reputation in the eyes of their major stakeholders (Balan, 2015; Iglesias, Singh, & Casabayo, 2011). This is because building and sustaining strong service reputation has become a primary challenge to service firms (Abd-El-Salam, Shawky, & El-Nahas, 2013; Sharma, Sharma, & Sharma, 2013).

Similarly, the Nigerian insurance sector is suffering from the reputational crisis because of a number of reasons. Yusof, Gbadamosi, and Hamadu (2009) attributed such concern to integrity crisis of insurance companies, low insurance awareness and poor CSR practices. According to Isimoya (2014), this has led to the loss of confidence, poor insurance patronage and stunted growth for the industry. Specifically, the assets of the insurance sector in Nigeria is less than two percent of the country's gross domestic product (GDP) (International Monetary Fund and World Bank, 2013). Furthermore, Onuoha (2014) declared that the total insurance asset to GDP is 2.32%, 1.98% and 1.65% from 2009 to 2011 respectively. As at 2012, the Nigerian insurance sector contributes only 0.72% to GDP, much lower than the African average of 3.3% and the global average of 7% (International Monetary Fund and World Bank, 2013). Although the size of the industry premium has increased by 92 percent from N14 billion (\$22.5 million) in 2009 to N28.68 billion (\$44.43 million) in 2012, the insurance penetration is still about 0.39% (International Monetary Fund, 2013).

Consequently, Isimoya (2014) advocated for an effective strategy that will create more awareness and improve the service reputation of insurance companies in Nigeria. Though it can be argued that companies can utilize several strategies to create awareness about their activities, there is seeming paucity of literature on how firms in the African continent (particularly insurance companies) embrace

CSR practices (Obalola, 2008) as a strategy for positive reputation formation.

Again, the relationship between CSR and firm's reputation has been difficult to examine particularly in developing economies (Rettab, Brik, & Mellahi, 2009). Rettab *et al.* (2009) argued further that developing economies lacked the competence and the traditions of communicating internal activities to outsiders. Rettab, Brik, and Mellahi (2009) argued that firms can build or destroy its reputation by either engaging or disengaging CSR initiatives. Schmeltz (2012) indicated that customers' awareness about CSR activities is under-explored due to the inability of service firms to communicate their CSR activities. Additionally, the linkage between CSR and corporate reputation have been mixed and inconsistent (Golob *et al.*, 2013; Perez, 2015), suggesting the need for researchers to examine the dimensionality of CSR and its effect on corporate reputation formation (Luis, Sanchez, Sotorrió, & Diez, 2015). Similarly, while several studies focused on examining reputation from the organisational perspectives (Pasadeos, Berger, & Renfro, 2010; Ponzi, Fombrun, & Gardberg, 2011; Toms, 2002), very few studies examined reputation from the perspective of customers (Shamma & Hassan, 2009; Walsh *et al.*, 2009). As such, this study intends to examine the effects of social equity, economic aspects and the environmental dimensions of corporate social responsibility on customer-based corporate reputation of insurance companies in Nigeria.

METHODOLOGY

Data for this study was collected from the customers of the major insurance companies base on sampling procedures adapted from Maiyaki (2012). Five hundred and fifty five questionnaires were distributed to customers of three major insurance companies located in three major commercial cities in Nigeria (Lagos, Abuja, and Kano). Out of the 555 distributed questionnaires, 327 were used in the final analysis representing a response rate of 59.45 percent. Partial Least Squares Structural Equation Modeling (PLS-SEM) was used with

the aid of SmartPLS 2.0 statistical software. Measures for CSR were adopted from Alvarado-Herrera (2015) while measures for CBCR were adopted from Walsh and Beatty (2007). The items were measured based on a five-point Likert scale (from strongly disagree to strongly agree). Below is the validated research framework.

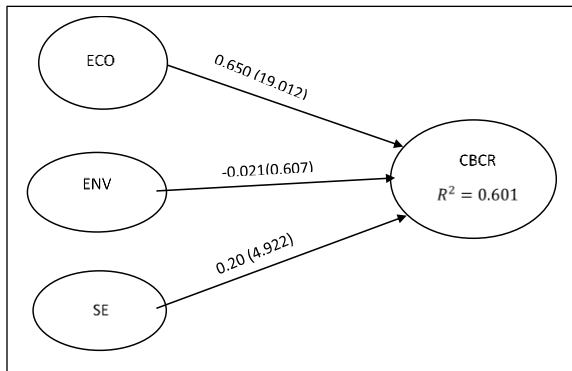


Figure 1: Validated Conceptual Framework

FINDINGS

Based on the result indicated in Table 1, the first hypothesis (H1) that predicted the relationship between ECO and CBCR is significant ($\beta=0.650$; $t=19.505$; $p<0.001$), hence the H3 was supported. However, the study failed to support the second hypothesis (H2), which predicted the relationship between ENV and CBCR ($\beta=-0.021$; $t=.034$; $p>0.1$). As such, the hypothesis was not supported. Again, contrary to the second hypothesis, the relationship between SE and CBCR is significant ($\beta=0.210$; $t=5.062$; $p<0.001$), hence the hypothesis (H3) was supported. Another parameter for assessing the structural model is the coefficient of determination (R^2). The R^2 value represents the proportion of variation in the dependent variable(s) that is explained by one or more predictor variable. According to Murphy, Myers, and Wolach (2014), R -square value of 0.01, 0.10 and 0.25 can be considered as small, medium and substantial. The R^2 value for this present study is 60.5%, as such, it falls under the substantial category.

Table 1. Hypothesis Testing

Hypotheses	Beta Value	SE	t-value	p
ECO -> CBCR	.650	.033	19.505***	.000
ENV -> CBCR	-.021	.034	.619	.536
SE -> CBCR	.210	.042	5.062***	.000

Note: CBCR= Customer Based Corporate Reputation, SE= Social Equity, EN=Environmental concern, ECO=Economic Concern, t -value>2.58 ($p<0.01$ ***).

DISCUSSION AND CONCLUSION

Findings from this study indicate that two CSR dimensions (Economic concern and social equity) have a significant positive effect on the CBCR of the insurance companies in Nigeria (H1 and H3). The results are consistent with previous studies that reported a positive relationship between CSR and Corporate reputation (Lai, Chiu, Yang, & Pai, 2010; Luis et al., 2015; Park, Lee, & Kim, 2014). However, the study failed to establish the effect of environmental concern on the CBCR of the Nigerian insurance companies. This is consistent with some previous studies that reported the insignificant relationship between CSR practices and firm corporate reputation (Heidarzadeh & Sadeghian, 2014; Worcester, 2009). While some of these studies examine CSR as a uni-dimensional construct, this present study had treated CSR as a compound variable and had disentangled the individual effect of each of the three dimensions on the outcome variable CBCR in the context of Nigerian insurance companies. In particular, the results indicated that CSR is an important strategy that can drive the reputation of service organizations. Though the study has not been able to establish the influence of CSR activities relating to environmental concern, the result is not surprising. This is based on the fact that insurance companies are not directly involved in business activities that have serious environmental hazards hence customers do not seem to pay attention to CSR activities relating the environment.

The study recommended the need for insurance companies to engage in aggressive CSR activities with a view to enhance awareness and increase their level of penetration within the teaming Nigerian populace that are yet to appreciate the benefits of insurance services in

Nigeria. However, the study is not without some limitations. The study used self-reported measures hence raising the possibility of common method bias. Future study should consider the opinion of multiple stakeholders in examining the role of CSR dimensions on CBCR in Nigeria. Also, the future study may consider a larger unit of analysis by considering the entire Nigerian financial industry.

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A Study of Mobile Augmented Reality Advertising app

H. Idris

School of Multimedia Technology and Communication, Universiti Utara Malaysia

A. N. Zulkifli & M. F. Yusoff

School of Creative Industry Management & Performing Arts (SCIMPA), Universiti Utara Malaysia, Malaysia

ABSTRACT: There are several typical marketing and promotional tools that have been used by most printed media Microenterprises in Malaysia to spread their services and information about their products such as brochures and banners. However, there are some weaknesses of these approaches that include; the product information consisting only text and images, and also non-interactive. The aim of this paper is to provide interactive information beyond that of conventional advertising approaches. This paper introduces the mobile Augmented Reality Advertising (MARA) app for the printed media Microenterprises. A study was carried out among a sample of 60 mobile users. Descriptive statistical analysis was employed to determine the perceptions of users towards the use of the MARA app in terms of Perceived Ease of Use, Perceived Usefulness, Attitude toward Use, Informativeness and Advertising Value. The results indicated that the users highly agreed on all the measurements.

INTRODUCTION

The role of microenterprise in developing countries is now undeniable. Microenterprise contributes a lot to the national economy especially in providing the employment opportunities to the community (Rogerson 2004; Servon 1999), economic development, income generation and poverty alleviation (ILO, 2007, Wasihun and Paul, 2010). Microenterprise is an organization that employs between 1 to 5 workers, has small amount of capital and provides goods and services in their local areas (Adeya, 2003). Meanwhile in Malaysia, according to Bank Negara Malaysia (2005), the microenterprise is a company with annual sales turnover of less than RM250,000 or full-time employees of less than 5 for manufacturing or agro-based industry or annual sales turnover of less than RM200,000 or full-time employees of less than 5 for others. However, microenterprise faces problems in terms of financing mainly and the lack of skills (Jakic, 2011; Pharr & Weinrauch, 2007) that cause marketing and promotion activities cannot be executed (Roberts & Wood, 2005). It is costly to advertise through

the traditional advertising channels such as television and magazines (Downing, Mohammadi, & Sreberny, 1995). Meanwhile the use of banners and streamers for advertising is also less effective since they only attract attention of those passersby only. Thus an alternative approach of advertising which is affordable, effective and trendy is required for the microenterprise.

Nowadays, the use of mobile technology has becoming more important in our daily lives. Furthermore, the utilization of mobile devices has been more popular and among the most widely advertising medium is the smartphone. Mobile advertising continues to expand while paper advertising is declining. With that in mind, this paper introduces Mobile Augmented Reality (MAR) as an alternative technology to achieve the objectives of advertising. Many companies have implemented AR in their business for advertising such as Coca Cola, McDonald, Kellogg and others (Siltanen, Aikala, Järvinen, & Valjus, 2017). A Mobile Augmented Reality Advertising (MARA) app

for printed media microenterprise has been designed and developed for this purpose.

UNDERPINNING THEORIES

A. Technology Acceptance Model (TAM)

TAM is one of the most widely used models in the evaluation process developed by Davis (1989). According to Lee et al. (2003), TAM is a model that has a great success in evaluating applications related to information technology. The model is simple and easy to be applied in an evaluation phase (Nasution, 2004). It is a theory that models, explains and predicts users' behaviour of information technology (Park, 2009). Besides, TAM is considered an influential extension from the theory of reasoned action.

B. Theory of Reasoned Action (TRA)

TRA is derived from the social psychology area, which asserts the study of behavior and attitudes of human. It suggests that a person's behavioral intention relies on the person's attitude about the behavior. If a person intends to do behavior, then it is likely that the person will do it. By adapting TRA, TAM provides the basis of predicting the behavior or attitudes towards the information technology. Figure X shows the original TAM model. It shows how the external variables influence belief, attitude and intention to use of a user to a system. As stated by Lee et al. (2003) and Park (2009), referring to TAM, one's actual use of information technology is affected directly or indirectly by the user's behavioral intentions, attitude, perceived usefulness and perceived ease of the system.

The following sections elaborate on a study that was carried out among a sample of mobile users. Descriptive statistics analysis was employed to determine the users' perceptions when using the MARA app in terms of perceived ease of use, perceived usefulness, and attitude toward use, informativeness, advertising value and intention to use.

METHOD

A. Participants

The participants for this evaluation were mobile users who were categorized as youngsters

between the ages of 19 to 39 years old based on Erikson's stages of psychosocial development. Convenience sampling technique was applied in the selection of the samples. According to Coakes and Steed (2003), the minimum number for sample size must be at least 30 whereby 30 is an ideal number of respondents in order to avoid any shortage of information.

B. Instrument

The instrument that was used in the evaluation consists of a set of questionnaires which includes measurements that were taken from previously validated instruments and modified based on the context of this study. The instrument includes measurements such as Perceived Ease of Use, Perceived Usefulness, Attitude toward Use, Informativeness, Advertising Value and Intention to Use. The questionnaires adapted all of the measurements and items from several previous studies. Perceived ease of use is the degree to which a person believes that using a system would be free of effort (Davis, 1989). Meanwhile, according to Nasution (2004), perceived ease of use refers to the system whether it is easier to be used, save energy and has the intention to be used repeatedly. Perceived usefulness is the degree to which the user believes that using the technology will improve his/her performance (Davis, 1989) and it measures whether the system increase the work performance or not. Attitude toward use is an individual's positive or negative feelings about performing the targeted behavior (Davis, 1989; Fishbein & Ajzen, 1975; Taylor & Todd, 1995a, 1995b). Attitude toward using the technology determines the behavioral intention to use that technology. Intention to use is the degree to which a person has formulated conscious plans to perform or not to perform some specified future behaviors (Davis, 1989; Chatzoglou et al., 2009). The four measurements mentioned above namely; perceived ease of use, perceived usefulness, attitude toward use and intention to use are from the same theory which is the Technology Acceptance Model. Meanwhile informativeness is the ability of business to inform consumers about products and services to achieve greatest possible

satisfaction. (Gao & Koufaris, 2006; Wong & Tang, 2008). Lastly, advertising value is a subjective evaluation of the relative worth or utility advertising to consumers (Ducoffe,1995). For both measurements, informativeness and advertising value are from the same theory which is the Advertising Value Model by Ducoffe (1995).

The instrument that was used in the evaluation consists of two sections namely; User’s demographic data and Users’s Perception towards the use of the mobile Augmented Reality Advertising (MARA) app. A 5- point likert scale anchored by “Strongly Disagree” (1) and Strongly Agree (5) was used.

C. Procedure

Prior to the evaluation, a brief explanation regarding the functions and the user interfaces of the MARA app was given to the respondents. They were given ample time to use and be familiar with the functions and interfaces of the app. A set of questionnaire was handed to each of the respondents for them to evaluate the MARA app.

RESULTS

A. Demographic characteristic

The user evaluation was conducted among 60 respondents of both genders whereby 30 of the respondents were male and 30 were female. This satisfies the minimum number for sample size as suggested by Coakes and Steed (2003). The range of the respondents’ ages was 19 to 39 years old and they are categorized as youngsters based on Erikson’s stages of psychosocial development.

B. Reliability Analysis

In assessing the degree of error presents in the user evaluation questionnaires, reliability analysis was conducted. The reliability of a questionnaire is the ability of the questionnaire to give the same results when filled out by like-minded people in similar circumstances (Kirakowski, 2000). Cronbach alpha scores for all the measurements were calculated using the SPSS version 22.0 software in order to establish the data inter-item reliability which assesses the

degree of internal consistency between multiple measurements of a measurement. Table 1 shows the Cronbach alpha value for all the measurements. The results indicated that Intention to use has a Cronbach alpha of 0.789, Perceived ease of use has a score of 0.716, Perceived usefulness has a score 0.713, Attitude toward use has Cronbach alpha of 0.718, Informativeness has a Cronbach alpha of 0.714 and lastly Advertising value has a Cronbach alpha of 0.711. Since all the measurements have Cronbach alpha values of greater than 0.7, then all the measurements are reliable (Van Raaij & Schepers, 2008).

Table 1. Cronbach Alpha Values for All Measurements

Measurement	Number Of Items	Cronbach Alpha α
Intention to use	4	0.789
Perceived ease of use	4	0.716
Perceived usefulness	3	0.713
Attitude toward use	3	0.718
Informativeness	5	0.714
Advertising value	3	0.711

C. Descriptive Statistics Analysis

Evaluation from users’ perspective is important in obtaining the users’ perception towards the use of the the mobile Augmented Reality Advertising (MARA). The descriptive statistics for all the measurements are presented in Table 2.

Table 2. Descriptive Statistics

Measurements and Items	Mean	SD
Intention to use	4.62	
I intend to use MARA when it is implemented.	4.72	0.454
I intend to use MARA on a regular basis.	4.52	0.567
Given the circumstances, in would use MARA.	4.60	0.527
I would strongly recommend my friend to use MARA.	4.65	0.515

Perceived ease of use	4.71	
MARA is easy to use.	4.67	0.510
MARA is suitable to use in advertising.	4.68	0.537
Augmented Reality is easy to use even you are alone.	4.72	0.490
Step in using MARA is easy to remember.	4.77	0.500
Perceived usefulness	4.83	
Using MARA can save my time.	4.83	0.376
Overall, I find MARA is useful in my job.	4.80	0.480
Using MARA makes it easier to do my job.	4.87	0.343
Attitude toward use	4.70	
I like to use MARA.	4.67	0.510
I intend to use MARA.	4.68	0.537
Using MARA is a good idea of advertising.	4.75	0.474
Informativeness	4.71	
MARA provides useful information and service on product.	4.67	0.510
MARA provides timely information on product.	4.72	0.454
MARA supply information and service.	4.68	0.469
MARA supply relevant information and service on products.	4.73	0.446
MARA provides complete information on products.	4.75	0.474
Advertising value	4.70	
MARA is valuable.	4.68	0.504
MARA is useful.	4.70	0.530
MARA is important.	4.73	0.482

The results of the descriptive statistics analysis indicated that the mean scores for Intention to Use is 4.62, Perceived ease of use is 4.71, Perceived usefulness is 4.83, Attitude toward use is 4.70, Informativeness is 4.71 and lastly Advertising value is 4.70. All the measurements have mean scores of greater than 4.5 which show that the respondents highly agreed on all the items. Perceived usefulness has the highest mean score of 4.83 while Intention to use has the lowest mean score of 4.62.

CONCLUSION

This paper has looked into the possibility of introducing the mobile Augmented Reality Advertising (MARA) app to be used as a marketing and promotional tool for the printed media microenterprises in Malaysia. Nowadays, smartphone users requires app that is straight forward, easy to use, interactive, trendy and easily available anywhere and anytime. The MARA app is able to provide the users with comprehensive information about the product and services which is not available via conventional advertising. This paper started with brief explanations on the issues faced by the microenterprises pertaining to the marketing and promotion of their products and services, the importance of mobile advertising and the underpinning theories of this study that include; the Technology Acceptance Model and the Theory of Reasoned Action. Then it elaborates on the user evaluation that was carried out among a sample of mobile users by explaining about the participants, instrument and procedures. The main purpose of the user evaluation is to determine the users' perceptions towards the use of the MARA app as a marketing and promotional tool for the printed media microenterprises. The results of the user evaluation indicated that the users highly agreed on all the measurements which include perceived ease of use, perceived usefulness, and attitude toward use, informativeness and advertising value. From the results, the following key strengths are apparent. The users think that the step in using MARA is easy to remember, MARA makes it easier to do their job, MARA is a good idea for advertising, MARA provides complete information on products and MARA is important. Finally, they also intend to use MARA when it is implemented.

It is hoped that the findings of this study will encourage the printed media microenterprises in Malaysia to utilize the Mobile Augmented Reality app in promoting and marketing of their products and services.

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The Impact of Video Viewing A Non-Native English Version Cartoon of UPIN & IPIN, on Rural Pre Schoolers, in Cultivating the Interest to Speak English as Second Language

Y.M. Yusof

School of Multimedia Technology and Communication, Universiti Utara Malaysia

N. Aripin

School of Multimedia Technology and Communication, Universiti Utara Malaysia

ABSTRACT: For many years Native English Television Cartoon has successfully nurtured second language acquisition (SLA) among young urban school children with encouraging future progression. However, young rural school children may not obtain similar benefits due to cultural differences between urban and rural, in terms of frequent usage of the language, unawareness of the opportunities that the language can contribute, as well as financial limitations to invest on SLA. This study is to investigate the possibilities of non-native English version of a locally produced animation cartoon series, impacted the interest among rural pre schoolers in speaking English. Can the results from learning concept of similar sound of the mother tongue pronunciation, surrounding, environment and culture portrayed in non-native English version animation cartoon television series of Upin & Ipin shown in selected rural preschools, cultivate the interest to pick up English as their second language and apply the language in their daily activities confidently to propel future progression.

KEYWORDS: Non-Native English Animation Cartoon, Rural Pre Schoolers, Second Language Acquisition

BACKGROUND

Bilingual or multilingual can be an added value for anyone who is aware of the advantages they may possess from it. The ability to speak English language as a second language (ESL) apart from mother tongue languages are considered the best oral acquisition in our society as the great potential of opportunity to accumulate social capital as well as to be equal and aligned within the success community and cultural group.

According to Crystal (1997), written in Kerry H.R. (2006), the English language became powerful, not due to the number of people using it or its inherent linguistic or grammatical features, but by virtue of the political, economic and military might of its people. As English is an internationally used language, most countries in the world such as Sweden, China, Japan, Russia, Germany, Spain, Egypt, and Brazil had taken steps in initiating

programmes of teaching English as a second language (ESL) starting at preschool level (Crystal, 1997).

To teach second language (L2) at preschool level is pertinent as researchers found that children at the age of six will enter the phases of refinement as their coordination improves, motor skills are sharpened, changes in social and thinking skills towards greater independence, shifting from learning through observation and experiences to learning via language and logic. (Destefanis, Firchow, 2004).

There are many successful approaches of teaching L2 for young children that have been accomplished including classroom teaching (Nunan, David, 1999) as well as communication technologies, for instance, internet, radio and television programmes that are also being placed as important tools for the same aim.

Many parents, especially in the urban areas of the middle- and upper-class are emphasizing English communication and literacy for their children at a very young age to cater for the more competitive and challenging future. Numerous private kindergartens and early childhood learning centers are moving at a fast pace developing ultimate teaching methods to cater for the high demand by parents who are willing to invest for their children good future. Moreover, there are also children among the said social classes by natural successfully acquire ESL through gadgets such as from playing internet video games, listening to radio songs, watching television and movies as well as daily exposures to a group of peers and parents who communicate the language with them.

On the contrary, not all the children may have similar opportunities, as parents or guardians especially from the rural areas are being unaware of the benefits that ESL can develop for their children and do not possess adequate avenues to keep abreast with the prevalent circumstances. This may leave the children far behind in acquiring the L2 and may deter the same progression as the children of the urban areas.

The goal of this study is to find out a possible method to cultivate the interest among rural pre-schoolers to speak English (L2) to bridge the gap between the said urban and rural pre-schoolers' ability by incorporating elements of culture, ethnicity and language close to the rural culture.

In the study, a selected rural pre-schoolers of age six will be exposed to watch a video of Malay animation cartoon series of UPIN & IPIN with the portrayal of familiar village surroundings and activities, along with the non-native spoken English version which has similar sound to their mother tongue language. It is hoped that the pre-schoolers may conform to the animation cartoon, thus, cultivate the interest to speak English (L2) and with some foundation of the language in preparatory phase before registering for a formal primary education.

LITERATURE REVIEW

There were diversity of researches on pre-schoolers learning English as a second language (ESL) in helping young children future progression. Most were based on comprehensive language curriculum namely, teacher use of language stimulation techniques (LSTs; e.g., open questions, recasts, models). The continuous studies around the globe on second language acquisition has pointed one of the possible techniques to inculcate the second language among pre schoolers that have been explored by scholars is via Television Cartoon.

Scholars have noticed cartoons as potential educational tools, a technique to increase and induce students' interest in any academic subjects (Cleaver, 2008), as well as to improve students' academic literacy (Tilley, 2008) and do have particular attraction among school-age children (Wright & Sherman, 2006). Many suggestions arise and were made on how to use cartoons as a technique for creating interest as well as for developing critical thinking and reflective teaching skills in economics education.

As a result, cartoons have been widely used among educators, particularly to enhance learning in the fields of Science (Ross, 2009), Mathematics (Toh, 2012; Cho, 2012; Tim, 2010; Sexton, 2006), Economics (VanWyk, 2011), Science and technology (Balim et al, 2008), Children psychology development (Valdivieso & Lopez, 2012), and English (Arikan & Taraf, 2010; Tanner & Green, 2002; Bishop & Cates, 2001). Various studies are being conducted using television cartoon for SLA, such as Barney and Sesame Street with positive outcome that the children acquire the ability to emulate the pronunciation through watching those native English cartoons (Lovelace, 1990).

Even the low-level language learners can achieve a significant language proficiency improvement through exposure on cartoons as the dialogue used in the cartoons is characterized by sentences that are simple, complete, and repetition is used frequently (Bahrani and Sim 2012).

Similarly to discourses of successful SLA via watching cartoon in western countries and far eastern countries, a research conducted in Bandar Aceh for local students watching English cartoon has also indicated primary school children in Indonesia of South East Asia region accomplish positive results by learning English (L2) via children television cartoon as well (Zulfadli, Rina, 2016). While another study on locally produced animation cartoon video being shown among Korean University students, they have also successfully managed to acquire L2(Malay language) through watching Malay Animation cartoon series UPIN and IPIN (Normaliza, Hazlina & Roslina, 2014).

The Malay local animation cartoon series Upin & Ipin has successfully engaged the interest of its foreign viewers to acquire L2 (Malay), and become a teaching tool for second language learners, and very much favoured among children, teenagers and adults (Normaliza, Hazlina & Roslina 2014). Thus, instead of the mostly studied native English cartoon being successfully establishing SLA, to experiment on a different approach on the usage of a Non Native English version of animation cartoon series Upin & Ipin for rural pre schoolers to inculcate their interest to speak English(L2), is appropriate to explore. Moreover, the chance of children reaching a near-native pronunciation of English is highest until the age of six (Asher & Garcia 1969, Singleton 1989).

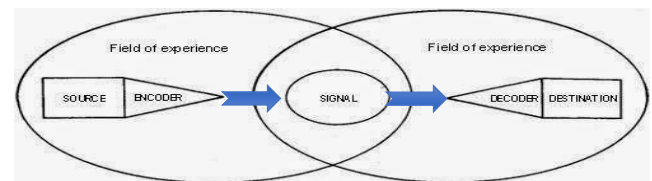
Non-native pronunciations of English is defined as the intonation, phonological processes and pronunciation rule the speakers carry from their first language or mother tongue language into their English speech (MacDonald, Marguerite, 1989).

The content of the animation cartoon of which featuring home ground situation, local culture, proximity, familiar surroundings, the similar intonation of speaking as the mother tongue, whether or not, are able to cultivate the interest to speak English and relate to their daily activity. According to James (2014), it is important to shape the culture of learning among rural pre schoolers without affecting their culture heritage

by incorporating elements of culture, ethnicity and language in the teaching and Harmer (1992) agrees that it is essential to create a stimulating and realistic environment when learning a foreign language, with a pleasant atmosphere should be established in learning (Rahim et al., 2011). While Nunan (1999) stated that materials are essential for enhancing second language learning, Rahim & Roslan (2012) asserted that the materials presented must be varied and become something to which students can readily identify.

Learning should come with motivation (Rahim & Harun, 2011) and it should be fun and entertaining (Rahim, 2011; Rahim & Roslan, 2012).

A simplified way of looking at the above processes, Wilbur Schramm's model of communication has introduced the notion that only what is shared in the fields of experience of both source and destination is actually communicated, because only that proportion of the signal is common to both of them (Suchitra Patnaik, 2008).



Wilbur Schramm Model of Communication 1954

According to Schramm in his proposed model 1954, people from different cultures, religion or background tend to interpret the message in dissimilar ways. Meanings from messages can be denotative or connotative, and with external or hidden meanings. In this model, Schramm believed that an individual's knowledge, experience and cultural upbringing also play an important role in communication and other features of messages that impact communication between sender and receiver are the intonation and pitch patterns, accents, facial expressions, quality of voice, and gestures. The successful communication of a message depends on whether this message will be accepted over all the competing messages.

Theoretically, this research is extended to the Social Learning Theory (SLT), being one of the Communication Uses and Effect Theories, propounded by Albert Bandura since 1960, to be aligned with the study involving selected group of rural pre schoolers' learning interest to speak English (L2), through a repeating video watching of a non native English animation cartoon with familiar culture.

Bandura in his theory postulated that people learn from one another, via observation, imitation, and modelling. The theory has often been called a bridge between behaviourist and cognitive learning theories because it encompasses attention, memory, and motivation. He also promulgated that learning is a cognitive process that takes place in a social context and can occur purely through observation or direct instruction, even in the absence of motor reproduction or direct reinforcement (David, 2015).

PROBLEM STATEMENT

Malaysian students have continuously been unable to achieve a reasonable competency level in English despite learning the language for six years at elementary and five years at secondary levels. It has always been the obstacle in securing success at university level as well as in job opportunities as they could not orally speak the language with confidence, although some of them scored very well in the written exams (Naginder, 2006; Jalaludin, Awal & Bakar, 2008).

As reported in *The Edge Newspaper dated November 13, 2017*, Nor Zahidi Alias, the chief economist at Malaysian Rating Corp. Bhd. stated that the number of unemployed graduates in Malaysia has increased over the past years and fresh graduates would find it even harder to secure jobs in 2018. He added that poor English proficiency as well as the lack of experience and exposure to real-world situations as the two leading factors behind increasing unemployment among graduates in the country.

Researchers found the possible reasons for the poor performances that some of the students in school felt self-conscious with those proficient English speakers may prejudice them as being slow learners, incompetent and dull, has further hindered them to speak ESL (Hiew, 2017). While Krashen, in his interview by Young (1992), stated that usually, beginners had speaking anxiety when teachers expect them to perform beyond their acquired competence that can cause detrimental effects on learners' motivation and confidence (Hiew, 2017).

Comfort zone such as non-pressure surrounding peers, families, and neighbours who are very contented uttering their mother tongue language among themselves (Coetzee & Taylor, 2013). The lack of practices beyond school hours has resulted in the school children to be unable to express their thoughts fluently and thus, discourage to speak the language (Hiew, 2017).

However, for most parents of the middle- and upper class who are aware of the potential that their children may gain for mastering more than one language, are seen taking ultimate measures and investments to inculcate the language at the very young age to build up the confidence in ESL. Some of their children even naturally acquire ESL through gadgets such from playing internet video games, listening to radio songs, watching television and movies as well as daily exposures to a group of peers and parents who communicate the language with them (Yamat, Fisher & Rich, 2014).

But for young children living in rural areas, may not possibly acquire similar benefits from their parents as there are cultural differences between urban and rural, in terms of the frequent usage of the language, the unawareness of opportunities the language can contribute, as well as financial limitation to invest on second language acquisition, may lead the children to shy away, not interested to utter ESL and consequently, leaving them behind in acquiring the L2 which may hinder the same progression as the children of the urban areas. To bridge the gap between urban and rural pre-schoolers' ability in speaking English, watching cartoon a

potential technique of educational tool to increase and induce the children's interest can be placed on (Cleaver, 2008).

As people living in rural and remote areas require intelligent commitment and more motivated managers (teachers and teaching materials) to eliminate rural-urban students' gap (Haznurah Zainon & Mohd Zuri Ghani, 2012; Syed Ismail & Ahmad Subki, 2010) and as pre-schoolers can easily feel marginalised (SUHAKAM, 2010), it is important to shape the culture of learning among rural pre-schoolers without affecting their culture heritage by incorporating elements of culture, ethnicity and language in the teaching (James, 2014).

RESEARCH QUESTIONS

1. How does the Non-Native English Version Malay animation cartoon series Upin & Ipin may impact on the interest among rural pre-schoolers to speak some basic English vocabulary as their second language.
2. Why does the Non-Native English Version Malay animation cartoon series Upin & Ipin portraying similar surrounding rural environment and culture may accelerate the interest among the rural pre-schoolers to comfortably practice English as their second language.
3. What is the level of ability among the pre-schoolers may relate and apply the language they acquire from viewing the Non-Native English Version Malay animation cartoon series Upin & Ipin in their daily activities within the certain stipulated time frame.

RESEARCH OBJECTIVES/AIMS

1. To assess the impact of the Non-Native English Version Malay animation cartoon series Upin & Ipin on the interest among rural pre-schoolers to speak some basic English vocabulary as their second language.
2. To identify the Non-Native English Version Malay animation cartoon series Upin & Ipin of similar surrounding rural environment and culture can accelerate the interest among the rural pre-schoolers to comfortably practice English as their second language.

3. To analyze the level of ability among the pre-schoolers may relate and apply the language they acquire from viewing the Non-Native English Version Malay animation cartoon series Upin & Ipin in their daily activities within the certain stipulated time frame.

RESEARCH METHODS

The study employs a qualitative in nature and the research design will be an ethnographic approach to a qualitative research, as the research questions related to How and What (Creswell, 1998). According to Yin (2003), a multiple case design with two experiments may give a more substantial analytical benefit. Hence, two classes of pre-schoolers aged 6 years of Tadika Kemas in a selected rural area of Kuala Selangor, with no basic English knowledge will be taken as the purposive sample. One class as a control group (CG) will be watching Native English Version animation cartoon of Upin & Ipin while the other group of the experimental group (EG) will be watching Non-Native English version of the same animation cartoon.

The experiment will be conducted for a period of 12 consecutive weeks whereby both groups with assisting teachers will be watching the animation cartoon during school hours from Monday till Friday for a duration of 45 minutes per day as repetition is crucial in the learning process (Bahrani and Sim 2012). The qualitative data will be collected from the teachers, parents and guardians of the selected pre schoolers through the questionnaires and observation results used to identify the responses of the CG and EG students to the use of both approaches of native English version and non native English of a Malay animation cartoon series of Upin & Ipin in cultivating the interest to speak ESL.

CONCLUSION

In conclusion, this study is to investigate the possibilities of non-native English version locally produced animation cartoon, impacted the interest among rural preschoolers in speaking English. Can the results from the learning concept of similar surrounding, environment, and culture portrayed in the non-

native English animation cartoon television series of Upin & Ipin in school be likewise applied to young children to acquire ESL. As children in this country should be given plausible opportunity to acquire spoken English language ability to develop their inner potential and be able to compete with the rest of the society.

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Adaptive Augmented Reality Model: Local Context with Storytelling Adaptation in Heritage

Tenh Hock Kuan,

School of Multimedia Technology and Communication, UUM

Norshuhada Shiratuddin & Syamsul Bahrin Zaibon

School of Multimedia Technology and Communication, Universiti Utara Malaysia.

ABSTRACT: Adaptive Augmented Reality responds to the user's characteristics, interests and context with useful and effective real-time information. Users' needs are crucial in enhancing their interaction experience. Currently the emerging technology allows such better support. However, one of the problems identified is the lack of a formal definition of a model required by such technology to adapt to local context and environment. Furthermore, storytelling as a mechanism to enhance users' experience while interacting in such augmented reality space is rarely included. Therefore, the main aim of this research is to propose a formal definition of such model in the forms of user, context, interaction and environment models. These models will then be implemented in an archaeology field as a proof of concept. The main aim of this research is to propose a formal definition of AAR model in the forms of user, context, interaction and environment models.

INTRODUCTION

Heritage is an identity and history of a nation that have to be preserved so that it can be a lesson learned to the future generation. Technology have been mediator in museum and cultural heritage site for quite some time. Ranging from website, multimedia presentation and the emerging technology that had been applied for this field is Augmented Reality and it has been showing positive result (Pendit, Zaibon, & Bakar, 2014).

BACKGROUND

Augmented Reality (AR) has recently been applied in many fields and context (Keil et al., 2013; Kipper & Rampolla, 2013). It allow user to see the real world while interacting with computer-generated content (Haller, Billingham, & Thomas, 2007; Lee, 2012) through device such as smart phone, Head Mounted Display unit, or see through glass devices. Nowadays, the advancement of the AR technology has also expanded to mobile and wearable Internet applications.

Usually, signage is used in providing information and story. However, with AR it is possible now to allow more effective ways to experience the stories by "living through" the story digitally (Bimber, Encarnação, & Schmalstieg, 2003). In AR, the information is provided to the user through interaction tracking and sensor on the wearable device. This technology is still in its infancy, therefore, a study to explore positive ways of providing relevant information that can enhance user experiences is urgently required (Hervás, Bravo, García-Lillo, Fontecha, & Villarreal, 2011; Keil et al., 2013).

Adaptive augmented reality (AAR) is the latest concept of the augmented reality that responds and adapts to a real-time context and the characteristics of the user (Damala et al., 2012; Tenemaza, de Antonio, & Ramirez, 2015). AAR concept is said to provide adaptation of 3D augmented reality and a better engagement to the users (Damala & Stojanovic, 2012). These could help for instance, the museum visitors, to be more immersed to the exhibition or artifact based on their emotional experience. Personalization and emotion are also among of

the important elements in storytelling. The use of emotion in the digital story is to engage and draw audiences more into the digital storytelling (Lambert, 2006; Ohler, 2008; Tenh Hock Kuan, 2013). AR technology with the inclusion of digital storytelling elements is seen as a helpful combination in cultural heritage information presentation to increase user experience.

PREVIOUS STUDY

There had been a few research recently that relate to AAR in various fields including cultural heritage, disabilities and elderly.

The latest a study of AAR in helping people with mild intellectual disability in Ecuador (Tenemaza, De Antonio, Ramírez, Vela, & Rosero, 2016). The newly explored concept has been use to locate the patient when they are lost and help them return home. The app developed benefit both patient and the caretaker, because it also acknowledge the caretaker when patient is lost. This noble application is an expansion of the researcher previous work (Tenemaza et al., 2015).

Another study that elderly related is on application of AAR in helping old people living alone in doing daily chore (Hervás, Bravo, Fontecha, & Villarreal, 2013). An evaluation on user experience in done with 20 respondents that difference knowledge level in technology. The result turn out that the average rate are high in most items except for item related to user interface.

Lastly, AAR is apply in context of AR guide for museum visiting (Damala et al., 2012). This research was aimed at enhancing information presented to visitors based on their psychological state. ARtSENSE is a prototype system that measure the a visitor level of interest toward the artworks sensing through the visitor's gaze, auditory, and bio signal (heart rate, skin conductance and brainwave activity) in realtime. The information is process by the system to produce a suitable information related to the artwork.

These study done in AAR and been beneficial to the related field. However, formal definition in the form of local user, context, interaction and environment models to assist the creation of such assisted technology has yet to be proposed (Tenemaza et al., 2015).

RESEARCH OBJECTIVIES

The main aim of this research is to propose a formal definition of AAR model in the forms of user, context, interaction and environment models. Therefore, the following objectives are formed:

- i. to identify the components of the formal model definition.
- ii. to suggest the relevant adaptive augmented reality model with respect to local context.
- iii. to examine the effects of storytelling elements on the proposed adaptive augmented reality model.

METHODOLOGY

This study adapts the design science research methodology as the generally accepted methodology. The methodology from Vaishnavi and Kuechler (2007) is adapted to achieve the proposed objectives. There are 4 main stages to accomplish the goal of the study, (i) awareness of problem, (ii) suggestion, (iii) evaluation, and (iv) conclusion. The followings are details of explanation:

Phase 1: Awareness of Problem

The problem statement of this study is extracted from the literature review and comparative study on adaptive augmented reality components. Next, the preliminary study will be conducted to determine the user, context, interaction and environment models in adaptive augmented reality. The data will be gathered as the first phase of data collection to build the background strength of this work.

Phase 2: Suggestion

Suggestion on the components will be defined as a formal model of adaptive augmented reality in a local context. The expert consultation is conducted to support the idea for constructing the model. This model will provide details

elements of Adaptive Augmented Reality. In addition, the aspects of user, local context, interaction and environment models will be taken into considerations. Focus group discussion and meetings will be the important activities at this stage. In addition, data verification with the cultural heritage authorities will be also conducted for further clarification.

Phase 3: Evaluation

The evaluation phase will be conducted to examine the effects of storytelling elements on the proposed adaptive augmented reality model. This study uses the user experience evaluation. It involves tourists for measuring the influence of the Adaptive Augmented Reality model.

Phase 4: Conclusion

The final phase is conclusion where the results of evaluation will be analysed and explained. The iteration of the proposed model will be performed for the last time to visualize the final form of the model in accordance to user and expert feedback. Once the last iteration is done, finally, as the proposed model will be completed, the direction and future research to promote improvement on the study will be elaborated as part of the conclusion phase.

CONCLUSION

AAR is a relatively new concept that been shifting from the previous use of AR. AAR is providing a suitable information based on context and the characteristics of the user. There are a few study in AAR for disability, elderly and cultural heritage. However, there is no model of AAR is proposed. A study on this particular direction will be planned. The study will be focus on providing a model to assist the development of AAR application bring together storytelling specifically in cultural heritage.

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Factors Affecting Teachers Attitude towards Implementing E-Learning in Jordan

Q. M. Al-Zoubi

School of Multimedia Technology and Communication, Universiti Utara Malaysia.

Subashini Annamalai & Sobihatun Nur Abdul Salam

School of Multimedia Technology and Communication, Universiti Utara Malaysia.

ABSTRACT: This study examines to find out the factors that affect the attitude of teachers in the implementation of E-Learning in Jordanian secondary schools and also to find out the level of deployment of E-Learning facilities and resources in Jordanian secondary schools. As a preliminary study, literature was reviewed and the finding showed that even though several attempts were made to the deployment of E-Learning into the Jordanian secondary schools, it has met resistance from the teachers whose attitude were hindering the success of implementing E-Learning in Jordanian schools. Among the factors responsible for the teachers' attitude was lack of competence with use of the E-Learning platform which in turn stabbed their confidence in using the E-Learning and also cultural influences as Muslim women are not allowed to have a one on one interaction with the male lecturers as modesty is enjoyed upon each other by Muslims. The capital expenditure by the Jordanian Government in incorporating Information and Communication Technology (ICT) in secondary school education has not started to yield positive results.

INTRODUCTION

E-Learning has to turn out to be an important topic that teachers, curricula planners, and teams of preparation teachers' programs are deeply concerned with, in terms of the teacher benefit of the new technology in the class to transfer the knowledge to learners effectively. E-Learning accomplishes an interaction among teachers and learners inside and outside classrooms and increases the possibility to practice self-learning (AlKhawaldah, 2013). In a study conducted by Qazaq (2014), he indicated that many educational studies emphasized that education development hinge on the level of professional development of the teacher, and his/her technical-educational proficiencies. He also focused on the importance of existing proficiencies to apply E-Learning in the educational development. For the teacher who desires to use the E-Learning efficiently, he has to get the technical and educational competencies besides the general knowledge, in order to run with the speed development in the E-Learning and interact with educational electronic sites and tools and his/her students

(Li, 2016). This study is to find out the factors affecting teachers' attitude towards implementation of E-Learning in Jordan. Despite the capital outlay by the Jordanian government and other educational donor agencies, the anticipated result is still yet to be appreciated (Lakbala, 2016).

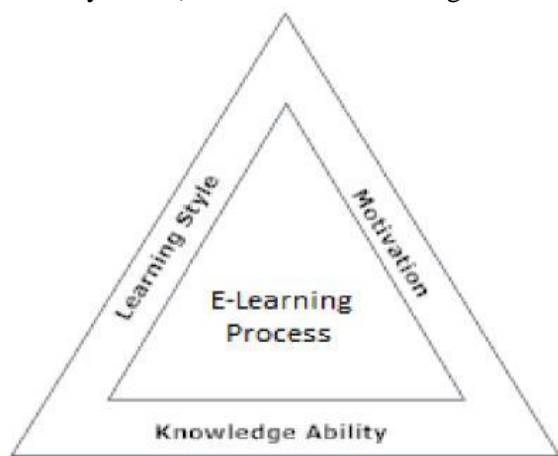
BACKGROUND OF THE STUDY

The developed world has always set the pace in terms of learning and incorporating technology in all facets of their teaching and learning processes. Now, most countries in the Middle East are getting more aware of the need to improve their existing educational system (Almarabeh, Mohammad, Yousef, & Majdalawi, 2014) to meet up with the pace of their developed counterparts. Unlike the traditional mode of teaching, E-Learning is the use of internet-based courses or programs that deliver instruction using pedagogical tools as part of a formal educational program (Qteishat, Alshibly, & Al-Ma'aitah, 2013). The teachers' attitude towards implementing E-Learning in the developed countries are at odds with their

counterparts in the Middle East countries. E-Learning is beginning to spread widely all over the Middle East region, as access to different technology forms improves (Al-adwan & Smedley, 2012), but the attitude of the teachers towards implementing E-Learning in the Middle East and Jordan, in particular, is challenging (Sleihat & Attiat, 2013). As users' attitudes toward E-Learning have been universally recognized as an important factor for the success of technology integration in education (Hamadin, 2017), this would be greatly damaging if the teachers have a negative attitude (Alassaf, 2014).

LITERATURE REVIEW

Technology has rapidly changed and opened more opportunities for teaching and learning. E-Learning is an interactive or two-way process between teachers and students supported by digital technology; emphasis is on the learning process while the technology is only a tool that complements the process (Zuvic, 2017). The role of the teacher in delivering knowledge to the teeming youth has also been changed due to the incorporation of E-Learning into education (Kudryashova, Gorbatova, Rybushkina & Ivanova, 2016). Traditionally, teaching and learning are in the structure such that the teacher is the link to the sources of knowledge from which the student would tap from to form his/her own learning outcomes (Al-Adwan & Smedley, 2012). But with E-Learning, the role



of the teacher changed as vast amount of information that was initially privy, mostly only

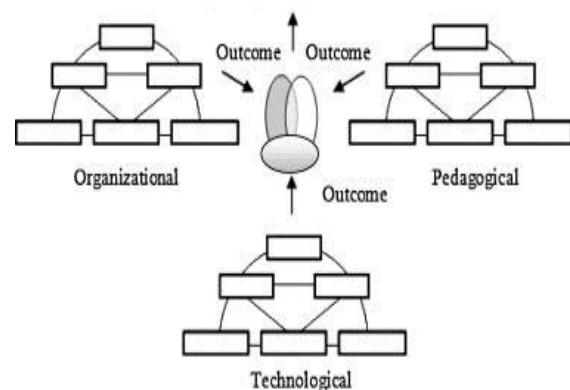
to the teacher are now available to the student with just a click.

Figure 1. E-Learning Process Diagram
Source: Hasibuan & Suhartanto, 2013.

E-Learning has also changed the role of the traditional teacher to a somewhat facilitator and a guide comparable to a shepherd tending to his folks (Kudryashova *et. al*, 2016). The teacher now guides the student to enable him/her acquire knowledge in such a way that the student comprehends the knowledge in the correct context. In the traditional or conventional form of teaching, the teacher and student are in a face-to-face manner in the classroom. The teacher discusses from materials already prepared from textbooks and notes for the students in the classroom (Al-Omari & Salameh, 2012). The students receive information passively from the teacher and copies notes based on what the teacher prepares for them and replicates the information memorized from copied notes during exams (Li, 2016). In the traditional form of teaching, the teacher is the focus while the student is a passive follower. Only on few occasions are the teachers paused for explanations in the course of the lesson.

TEACHERS' ROLE IN E-LEARNING

Today, not only that students are able to make use of knowledge obtained but they can also demonstrate leadership, make decisions in unusual circumstances, analysis and process



information on their own (Chodasovaa & Tekulova, 2015). In the traditional form of teaching, the major role of the teacher is to

transmit and assess knowledge, this strategy provides incentives to learn only at the surface (passive) level rather than at the deep (active) level which does not fit our contemporary educational environment and goals (Kudryashova *et. al.*, 2016). In E-Learning, the role of the teacher changes from being the repository of knowledge as it is in the traditional style to that of a facilitator. In the report of Deborah Nolan (2010) about the Active Learning Classrooms says, the main point in learning in contrast to teaching is to instructing is to move the concentration from the teacher and the delivery the course content to the students and their dynamic engagement with the course material. With the vast amount of information available to the student, the teacher in E-Learning will always be able to guide the student to capture knowledge and skills and use them in a meaningful way not without restrictions to time and the walls of the classroom (Lakbala, 2015). The teacher should be able to assist the learner to build on already known or existing knowledge as propounded by the constructivist theory (Brainerd & Piaget, 2003). Based on the constructivist theory, the teacher does not remain at the center of the student learning but rather create an environment that the student will be engaged in a form of learning partnership with their teachers (Kudryashova *et. al.*, 2016).

Figure 2. E-Learning Structure

Source: Peña, Sossa, & Méndez, 2014.

From the above Fig. 1 and Fig. 2, we see that the role of the teacher has changed in that the teachers' role has moved from being the only conduit to becoming of a supervisory agent to the student to actually guide them on how to sieve out the required information from the sources of knowledge available to make an improved learning outcome. Now, contrary to most thought, the three top countries that have been using E-Learning are India, China, and Malaysia (Pappas, 2015). India is most interesting due to the sheer size of her population. With a population of 1.35 billion (worldpopdata.org, 2017), E-Learning has been used extensively to educate this vast amount of people in India. Learning moved out of the regular classrooms to an online space with an

Internet-enabled mobile phone. That initially is threatening to the teacher but as the role of the teacher is redefined to being a facilitator, his position is actually enhanced more in E-Learning.

E-LEARNING IN JORDAN

From the quote of Dr. Debasish Mridha, an American physician, philosopher and poet, "most suffering comes from the failure to adapt and a resistance to change" (Goodreads, 2018), this epitomizes the setbacks most developing countries and the Middle East face and Jordan in particular in the adoption of E-Learning in their education sector. E-Learning is beginning to spread widely all over the Middle East region, as access to different technology forms improves. But, E-Learning is not actually a new concept in the Jordanian Education Sector (Al-Shboul, 2012), but there are some problems responsible for the teachers' attitude towards the implementation of E-Learning in Jordanian secondary schools (Al-Adwan & Smedley, 2012).

FACTORS AFFECTING TEACHERS' ATTITUDE TOWARDS IMPLEMENTING E-LEARNING IN JORDAN LACK OF EFFECTIVE TRAINING:

The human capacity building is very necessary for the effective use of the E-Learning platform. The deployment of computers and other ICT related technology to support E-Learning would not be worth it if the teachers that are supposed to use them, have no knowledge of their usage. This creates lack of accessibility of the teacher to the resources for E-Learning teaching, creates a disparity to the effective use of the E-Learning platform (Sleihat & Attiat, 2013). When the teachers cannot make use of or access the E-Learning platform to better their teaching, they become withdrawn to it (Khasawneh, 2015). This is also highlighted by the research conducted by Lakbala (2015), as results from his studies showed that there was lack of proper training in E-Learning courses in Jordan. Despite the heavy resources, the government invested in education, it still lacked in localizing the E-Learning needs of the Jordanian teachers

(Khasawneh, 2015). They there by feel disconnected and alienated with the E-Learning platform (Sleihat & Attiat, 2013). The basic needs of training and retraining on how to use the E-Learning platform are not consistent as it ought to be (Lakbala, 2015). Therefore, making the teacher withdrawn and repel the use of the E-Learning platform. This is further compounded because when he/she is compelled to use it, His/her lack of competence (UNESCO, 2013) in its usage will greatly affect his confidence in teaching so the only remedy will be to create a barrier that will hinder the use of the E-Learning platform.

LACK OF TECHNICAL SUPPORT:

As the saying goes, 'Old habits don't die easily', most traditional teachers find it too challenging to adopt the E-Learning platform. They feel a natural resistance to the E-Learning as they do not want to disrupt the status quo (Khasawneh, 2015). Others just have some preconceived notion that their traditional teaching method is best and any other method will have some flaw (Qazaq, 2014). Hence, they oppose it. We hardly can have a perfect system that wouldn't need some form of tweaking here and there at some time (Li, 2016). And for a new system that is struggling to gain grounds among orthodox Jordanian teachers, the lack of technical support to the Jordanian teachers, in terms of troubleshooting, repairs, and maintenance of the E-Learning facilities (Zuvic, 2017) would go a long way to ameliorate the already negative perceptions about the E-Learning platform. Technical support in localizing cultural custom have great influence on how the Jordanian people study (Kattoua, Al-Lozi & Alrowwad, 2016) as well as the style of interaction and communication, constituting the core basis of E-Learning. Specific styles of E-Learning could be very fruitful in certain cultures but totally rejected by others. It is a known fact that eye-to-eye contact, especially between males and females in many different Arab countries, is deemed to be contrary due to their Islamic teachings which encourages humility (Al-adwan & Smedley, 2012).

STRESS ASSOCIATED WITH THE EDUCATIONAL DELIVERY

The Jordanian teachers see the development and updating of learning materials for their students on the E-Learning platform as additional stress as compared to their traditional methods, where they only refer to their already prepared lecture notes (Al-Shboul, 2012). Teaching, couple up with other job schedules and a shortage of time is already a turn off for them to still create and update regularly on the E-Learning platform the materials needed to keep track of students and their performances. This will obviously add extra pressure unto them (Alzyoud, Al-Ali & Tareef, 2016) which causes a strain on the teacher-student relation. Thus, insults; threats; aggression against teachers and the administrative staff by pupils, parents, and friends of pupils; fistfights among youth; throwing stones and even bombs are perpetuated by the aforementioned to the Jordanian teacher. Coupled up with the fact that most teachers in Jordan are female because of the low salary (UNICEF, 2018). The Jordanian teacher is threatened and not too interested in the E-Learning delivery. (Alzyoud, Al-Ali & Tareef, 2016).

HAS E-LEARNING BEEN INCORPORATED INTO JORDANIAN SECONDARY SCHOOLS?

Few kinds of literature exist on the incorporation of E-Learning into Jordanian secondary schools, and available literature all refer to the 'EduWave', a Web-based K-12 E-Learning system. The E-Learning system was entirely designed and developed by Jordanian company called Integrated Technology Group (ITG); and was deployed in the Hashemite Kingdom of Jordan in March 2003 as part of the Kingdom's educational reforms drive (NeSHE, 2009). EduWave is a complete E-Learning system executed by the Ministry of Education (MoE) of Jordan to meet the exclusive requirements of educators and learners in a K-12 public schools' environment in Jordan (Sleihat and Attiat, 2013). It offers access to the right content from any place, at any time. EduWave encompasses three main components, an E-Learning Management System (ELMS), an Authoring

Tool, and a Portal. Currently, 1.78 million Jordanian users, including students, teachers, and parents, are using EduWave E-Learning system in K-12 schools across Jordan (Al-Shboul, 2012).

CONCLUSIONS

The benefits of E-Learning are enormous and can be enjoyed by the developing countries most especially Jordan. The findings obtained from the research will be made available to other middle east countries to serve as a model that can be tweaked to meet up each middle east country and also show the viability of implementing E-Learning with a correct attitude from the teachers and also provide a basis for Jordan to be the educational hub used in the middle east (Al-Zoubi, Abdul Salam & Annamalai, 2016). However, the Eduwave is not properly implemented because of teachers' attitude (Sleihat & Attiat, 2013).

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Understanding Workplace Relationships - LMX quality, Turnover intention and employee job satisfaction, Mediating role of Superior Subordinate Communication

Sanan Waheed Khan

School of Multimedia Technology and Communication, Universiti Utara Malaysia

Nuredayu Omar

School of Multimedia Technology and Communication, Universiti Utara Malaysia

ABSTRACT: Workplace relationship is a very vital phenomenon at the workplace. The relationship between a leader & his subordinates can have a major impact on the performance of the employees. The focus of this research is on the relationship between leader-member exchange (LMX), superior subordinate communication (SSC), Turnover intention with employee job satisfaction. This study explores Leader Member Exchange Theory (LMX Theory), which theorizes when leaders and followers have good exchanges or high quality effective LMX relationships, they share mutual trust, feel better, accomplish more, and the overall unit performance within organization is enhanced. It was hypothesized that LMX would directly influence SSC, and SSC would directly influence employee job satisfaction. It was also hypothesized that turnover intention would directly influence employee job satisfaction. Data derived from a self-administered questionnaire, and this will be distributed to employees working in fast food industry of Kedah Malaysia.

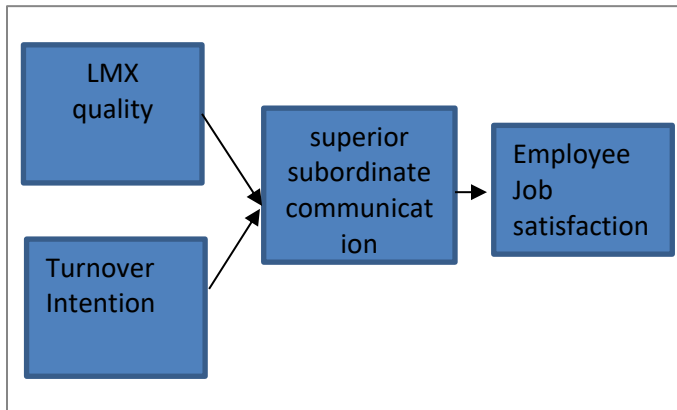
INTRODUCTION AND THEORETICAL FRAMEWORK

One of the most critical organizational relationships is that of superior subordinate, chiefly, because superiors and subordinates continuously interact with one another and engage in behaviors that can impact respect, power, and attitudes towards the organization. The success of the organization primarily depends on employee job satisfaction. A high level of employee job satisfaction, LMX quality, superior subordinate communication and low employee turnover intention play a dynamic role in the prosperity of the organization.

There is a strong relationship between leader/superior subordinate communication, employee turnover intention and employee job satisfaction. Satisfied employees are more likely to stay with the company and become committed and motivated to provide good performance. Enhanced employee satisfaction leads to improved employee retention; and employee stability ensures the successful implementation

of innovative schemes.

Numerous researchers have established the significance of superior subordinate communication as a crucial element in an organization's continuing success (Daniels, Spiker, & Papa, 1997; Kassing, 2008). This is relevant because effective, superior subordinate communication has been linked to a number of positive outcomes, including higher levels of cooperation and employee job satisfaction (Madlock, 2008). The fast food industry is enormous and the bringing economic prosperity which cannot be doubted. They are contributing a lot to the country's GDP. The Malaysian fast food industry has grown rapidly since the 1960's and there are now more than 1000 fast food outlets working in Malaysia. But on the other hand, this industry is facing high turnover rate, which is very alarming for the prosperity and growth of fast food industry.



STATEMENT OF PROBLEM

Superior subordinate communication plays an important role in employee job satisfaction and reducing turnover intention (Hwang & Kuo, 2006). The fast food industry plays a vital role in contributing to Malaysia’s economy. Moreover, human capital problems have consistently occurred in this industry but has often been neglected by researchers. As the industry has more than 100,000 employees, retention of employees is among the most important challenges it faces (Jekanowski, Binkley & Eales, 1997). Therefore, by understanding and improving LMX quality and superior subordinate communication among employees, organizations can control possible causes of labor turnover intention. In addition, many turnover studies which deal with other industries may not be of relevance due to unique features specific to the Malaysian fast food industry. Even though labor turnover can be expected, the fast food industry has rates considerably above average. This turnover phenomenon is epidemic in the industry and this study is designed to fill a gap in the hospitality and fast food literature. Additionally, this study in Malaysian fast food context will significantly contribute to the literature on the importance of intention to leave determinants to predict turnover.

RESEARCH QUESTIONS

- i. Does LMX quality influence job satisfaction of employee in fast food

- ii. Does turnover intention influence job satisfaction of employee in the fast food industry?
- iii. Does superior subordinate communication mediate between LMX quality, turnover intention and job satisfaction of employee in the fast food industry?

RESEARCH OBJECTIVE

- i. To examine the relationship between LMX quality and job satisfaction of employee in the fast food industry.
- ii. To examine the relationship between communication satisfaction and job satisfaction of employee in the fast food industry.
- iii. To investigate the mediating factor of superior subordinate communication between LMX quality, communication satisfaction and job satisfaction of employee in the fast food industry.

PURPOSE OF STUDY

The scope of this study is to explore the extent to which superior subordinate communication and quality in the leader- member exchange influences the member towards employee job satisfaction and help in reducing employee turnover. Despite of the popularity of the topic of organizational communication, there appears to be limited research on, superior subordinate communication, LMX quality, and turnover intention and job satisfaction among fast food industry in Malaysia. The results of this study will help fill in the gaps in understanding what contributes superior subordinate communication, LMX quality, and turnover intention and job satisfaction among employees.

This would help in developing a better communication process in the fast food industry and may indirectly contribute to helping organizations function more effectively. Among the fast food industry, this current research will focus on the front line and back stage workers.

To gain a better understanding of how front line and back stage workers in these organizations perceives their level of satisfaction, it is necessary to measure their level of satisfaction. How the leader interacts with their subordinate, and how they fulfill the desires of subordinates, in strengthening the strong barrier of communication. This is a quantitative study conducted in the fast food industry in Kedah Malaysia.

SIGNIFICANCE OF THE STUDY

The exorbitant turnover rates that exist in the hospitality industry warrant that research should be conducted, prompting this study. Observing the Malaysian fast food industry and its critical problems with regard to employee turnover thus led the researcher to develop this specific study. There exist typical statements when dealing with the employee turnover problem in the hospitality industry (Carbery, Garavan, O'Brien & McDonnel, 2003). As commented by Zeffane (1994), "despite significant research progress there still remains a great deal of confusion as to what might actually cause employees to leave or to remain in their organizations" (p.23). Lee and Mitchell's (1994) study, there is no standard account for why people choose to leave an organization. This turnover phenomenon is epidemic in the industry and this study is designed to fill a gap in the hospitality and fast food literature. Additionally, this is the first such study of the Malaysian fast food context and will significantly contribute to the literature on the importance of intention to leave determinants to predict turnover.

REVIEW OF THE LITERATURE

Superior subordinate communication behaviors are usually referred to as a process and interaction that have been practiced by a superior towards his/her subordinates with an objective to achieve task objectives and to maintain their relationship (Miles, Patrick, & King, 1996). Miles et al. (1996) employ four separate dimensions of superior-subordinate communication behaviors. These dimensions are positive relationship communication, upward

openness communication, negative relationship communication and job-relevant communication. (Bakr & Rowe 2015).

LMX focuses on the quality of the supervisor-subordinate relationship, and the reciprocal social exchanges that build, cultivate, and maintain that relationship. According to LMX theory and research, supervisors may have high-quality relationships with some subordinates (the in-group), characterized by the exchange of quality resources such as information, support, trust, rewards, and effort (Liden, Sparrowe, & Wayne, 1997), or may have low-quality relationships with other subordinates (the out-group), characterized by the absence of quality resource exchanges (Dienesch & Liden, 1986). In low-quality LMXs, employee performance tends to reflect the formal role requirements as specified in the job description (Liden & Maslyn, 1998). However, in high-quality LMX relationships, supervisors get subordinates to help them with various tasks by offering them desirable inducements such as influence and support (Graen & Scandura, 1987). High-quality LMXs can be considered established partnerships, and are characterized by behavioral and emotional exchanges of loyalty and support (Graen & Uhl-Bien, 1995).

Job satisfaction is the collection of feeling and beliefs that people have about their current job. People's levels of degrees of job satisfaction can range from extreme satisfaction to extreme dissatisfaction. In addition to having attitudes about their jobs as a whole. People also can have attitudes about various aspects of their jobs such as the kind of work they do, their coworkers, supervisors or subordinates and their pay (George, Louw, & Badenhorst, 2008).

Turnover is very difficult to predict and questions remain unanswered as to why actually the employees left. Turnover intention refers to an individual's estimated probability to leave his or her current organization at some point in the near future (Brough & Frame, 2004). It is argued that intention to quit is a strong surrogate indicator for actual quitting behaviour (Firth, Mellor, Moore, & Loquet, 2004). Price and Muller (1981) recommended the use of turnover intention over actual turnover because the latter

is more difficult to predict as there are many external factors that affect turnover behaviour.

METHODS AND PROCEDURES

Quantitative approach has been used for this research. A structured questionnaire will be used as an instrument in gathering the required

CONCLUSION

The main objective of this study will to identify determinants of employees' turnover intentions in the fast food industry of Malaysia. Despite an increasing amount of research on labor turnover and employee's intentions to quit their jobs in the hospitality literature, very few have clearly highlighted potential determinants on intent to leave a job in the fast food industry of Malaysia. So, this research will provide a details discussion that how better superior subordinate communication and LMX quality help to increase employee job satisfaction and reduce employee turnover.

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Evaluation method of experiential learning on MGBL

A. Gloria C. Putri

School of Multimedia Technology and Communication, Universiti Utara Malaysia, Sintok, Malaysia

B. Syamsul B. Zaibon

School of Multimedia Technology and Communication, Universiti Utara Malaysia, Sintok, Malaysia

ABSTRACT: The use of smartphones and tablets among early childhood is increasing rapidly. Various types of applications are developed and designed specifically for early childhood. While most of them are built related to educational purposes. However, it is believed that a comprehensive evaluation method is needed to ensure that the educational game (MGBL) can give contribution, not only to user's enjoyment, but also to the learning process. By adopting Design Science Research approach, this research can provide a suitable evaluation method as the outcome to give solution for the current problem. Five phases will be carried out in this research, such as (i) awareness of problem, (ii) suggestion, (iii) development, (iv) evaluation, and (v) conclusion. Later, this evaluation method can be defined as a guideline to evaluate experiential learning on MGBL.

KEYWORDS: learning experience, evaluation, educational game, MGBL

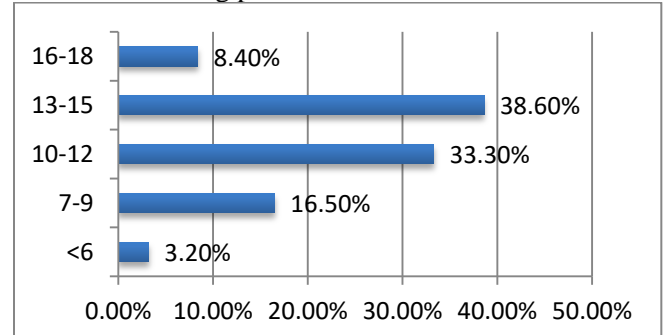
INTRODUCTION

The use of smartphones and tablets among early childhood is increasing rapidly. Various types of applications are developed and published to present entertainment as well as education, designed specifically for early childhood users. Parent endorsement of these technologies has created a multimillion-dollar industry, however, the claims of their educational value have not been supported and proven.

Based on a survey conducted by Malaysian Communication and Multimedia Commission (MCMC, 2015), 33.9% of the respondents' children (0-18 years old) own a hand phone. Then, 57.6% of them own a smartphone. Figure 1 illustrates the percentage distribution of age on children's hand phone ownership.

A study conducted by Courage and Troseth (2016) indicates that parent scaffolding plays important rule to help children understand the connection between information on screen media and real life. It determines the effectiveness of children interaction with the screen media. As infants and toddlers interact with screen media alone, they may be entertained but may not learn. Thus, parents

assistance and accompany will optimize children's learning potential.



Reference: MCMC, 2015

Figure 1. Percentage Distribution of Age on Children's Hand Phone Ownership

Mobile game based learning (MGBL) has been introduced to the children at home and in school environment. This technology is surely changing the way children learn and have fun. MGBL aims to enhance learning motivation, involve in knowledge acceptance, and improve effectiveness of learning activities through mobile environment (Zaibon & Shiratuddin, 2009).

To ensure that MGBL can enhance the quality of learning, a study on the suitable method of

evaluation is needed. Omar and Jaafar (2011) agree that it is essential to develop a comprehensive evaluation method, to ensure the game's contribution to the learning process and user's enjoyment.

Research Problem

Various evaluation methods of MGBL have been suggested by many researchers. Most of those methods are related to the usability and playability of the game (Mohamed & Jaafar, 2011; Zaibon & Shiratuddin, 2010; Korhonen & Koivisto, 2006; Desurvire et al., 2004). The experts inspect and examine the game usability and playability by using a list of heuristics to identify problems.

However, there are limited studies that focus on evaluating the game playability as well as the learning process. Contribution of MGBL to the learning process can be measured by evaluating the learning experience of the users. Therefore, experiential learning of the users needs to be examined in order to find that whether the MGBL is successfully give positive contribution to the learning process.

Research Objectives

The main aim of this research is to develop an evaluation method that can be used as a guideline to assess experiential learning of MGBL. There are three objectives of this study, such as: to identify the factors of successful experiential learning on MGBL, to develop the proposed evaluation method, and lastly to validate the proposed evaluation method.

LITERATURE REVIEW

Game Usability Heuristics

Game usability evaluation focuses on assessing user interface of a game. This evaluation is conducted to ensure that the game can be played by users to achieve goals with effectiveness, efficiency, and satisfaction in a specified context of use. By performing usability evaluation, Ferrer et al. (2013) proved that their proposed AR serious game can give positive impact to learning effectiveness and enhance user's motivation to learn.

Many other studies have been done in developing and conducting game usability

evaluation. Game usability evaluation method is usually conducted by some experts to identify problems through some usability heuristics. According to Mei, Ku, and Chen (2015), experts and users perceive the interface of game-based learning system differently. It concludes that both expert inspection and user assesment are complementary to each other.

Mohamed and Jaafar (2011) proposed a tool in form of an online system, called AHP_HeGES. This online evaluation tool can be used by various background of experts to conduct evaluation process. This tool covers five heuristics, such as interface, educational element, content, playability, and multimedia.

Similarly, Eagle (2009) developed *Level Up*, a framework used to design and evaluate game-based education learning environment. This framework provides both guidelines in developing effective educational games, and evaluation system that can be run to assess the games that has been produced.

Game Playability Heuristics

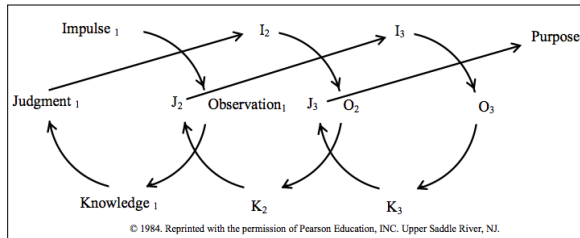
Even though many studies have approved that usability heuristics provides various benefits in game design process, some researchers argued that it is important to assess the game more than the basic interface game usability evaluation (Desurvire, Caplan, & Toth, 2004; Korhonen & Koivisto, 2006). Some other additional elements are needed to be evaluated, such as game play, game story, and game mechanics.

Heuristics Evaluation for Playability (HEP) proposed a total of 43 heuristics that divided into four game heuristics categories, such as game play, game story, game mechanics, and game usability. On the other hand, Playability Heuristic Model, introduced by Korhonen and Koivisto (2007), contains 29 heuristics. This Playability Heuristic Model consists of three modules, such as gameplay, game usability, and mobility. These playability heuristics sets are proved effective in finding game playability issues.

Experiential Learning

Experiential learning involves learners' performing an activity and then processing that activity to make personal and global connection

to the learning. John Dewey (1938, as cited in Yonghui & Hui, 2009) believed that learners gather information from observing their surroundings, reflecting on past experience to acquire knowledge, and then present judgment based on the combination of knowledge and observation. Kolb illustrated this learning concept into Figure 2 below.



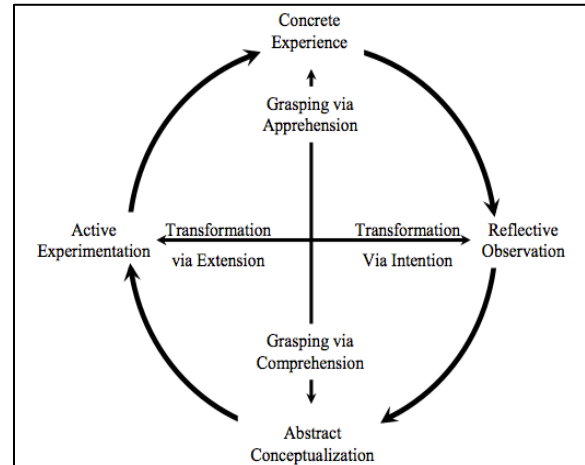
Reference: Kolb, 1984

Figure 2. Dewey's Model of Experiential Learning as Conceptualized by Kolb

David Kolb (1984) extended the research of Dewey and others by introducing the Lewinian Learning Model that consists of four-stage continuous cycle. It includes concrete experience, observations and reflections, formation of abstract concepts and generalizations, and testing implications of concepts in new situations. Kolb believed that these stages are an ongoing cycle of learning, integrating, knowing, and doing. Figure 3 illustrates Kolb's cycle.

Generally, experiential learning models have similar chronological cycles, such as (i) doing learning participation, (ii) sharing experience, (iii) processing experience, (iv) making generalization, and (v) applying what has been learned to new situation (Yonghui & Hui, 2009). This chronological cycle is illustrated in Figure 4.

Fitchat and Jordaan (2016) introduced ten heuristics that can be used to evaluate user experience of serious games. These heuristics can also be used by game developer during the design process to develop a learning environment that is both effective and fun.



Reference: Roberts, 2006

Figure 3. Model of Experiential Learning Process

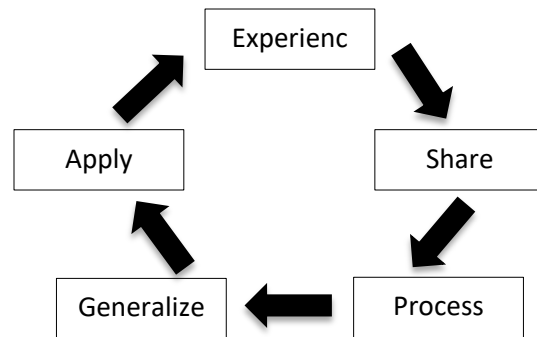
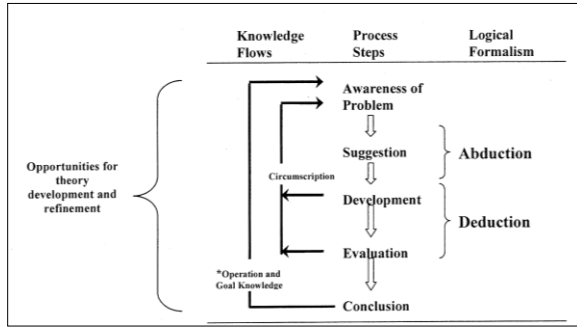


Figure 4. Experiential Learning Model

PROPOSED METHODOLOGY

Design Science Research (DSR) is chosen to assist this research in producing a method as the expected outcome of this study. This methodology suggested by Kuechler and Vaishnavi (2008) is adopted to carrying out the research steps and achieving the research objectives. Five phases will be performed, such as (i) awareness of problem, (ii) suggestion, (iii) development, (iv) evaluation, and (v) conclusion. Those phases are illustrated in Figure 5 below.



Reference: Vaishnavi & Kuechler, 2008
 Figure 5. Design Research Cycle

Phase 1: Awareness of Problem

The first phase of the research starts with initial study on the current trends and technology, which leads to the recent problems occurred in the field. Literature review, content analysis, as well as comparative studies on the existing evaluation method of educational games and experiential learning area are done to obtain a prospect gap for the study. By the end of this phase, the proposal of this study is suggested.

Phase 2: Suggestion

For suggestion phase, the outcome from the previous phase will be used to compare and document the components and characteristics of proposed evaluation method. Comparison on evaluation methods of experiential learning, as well as MGBL evaluation methods will be conducted to offer contribution to the principles of the proposed evaluation method. Furthermore, studies on the flow of MGBL evaluation method, characteristics of MGBL and characteristics of NUI are also taken into account to determine the appropriate solution for the proposed evaluation method.

Phase 3: Development

Finally, after all data are gathered, the production of the proposed evaluation method can be conducted in development phase. Some phases of MGBL evaluation method will be incorporated with the component of experiential learning. Later, this combination will be converted into the first version of proposed method of evaluating experiential learning for MGBL. Expert review will be conducted to determine the reliability of the proposed

evaluation method regarding its components, phases, and concept.

Phase 4: Evaluation

Then, the evaluation of completed final version of the proposed evaluation method will be conducted through experimentation. The proposed evaluation method will be performed on a selected MGBL application. The experiment will involve a group of participants (4-6 years old children) to validate the performance of the proposed evaluation method.

Phase 5: Conclusion

For the last phase, all result will be justified through analysis of findings. Report writing and publication will be carried out.

CONCLUSIONS

From the literature review, it was found that there are a few game evaluations that involve experiential learning process as well as the game playability itself. However, experiential learning of the users needs to be examined in order to find that whether the MGBL is successfully give positive contribution to the learning process.

A conceptualization and construction of a suitable evaluation method is currently underway. By adopting Design Science Research method, this research is expected to develop an evaluation method to assess experiential learning on MGBL. Later, this successful evaluation method can be defined as a guideline that can be used by other game designers in the development process. It includes designing process and evaluation process. This research also compared several experiential learning theories and evaluation methods. The results generated hopefully will provide significant analysis and new knowledge to other researchers or future studies.

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The Mediating Role of Trust, Attitude, Satisfaction in Influencing Social Commerce Intention among University Students in Saudi Arabia: A Proposed Framework

A.M. Amro, A.M. Ariffin, & A.H. Norsiah.

School of Multimedia Technology and Communication, Universiti Utara Malaysia

ABSTRACT: There is no doubt that the topic of social commerce intention has become increasingly attractiveness in the social media area in recent years. This study is designed to test the effect of social support (emotional and informational support), trust, attitude, satisfaction on social commerce intention among university students in Saudi Arabia. There is no doubt that the role of social support (emotional and informational support), trust, attitude, is not in any doubt. Equally when complimented by robust social network sites, the issue of trust, attitude and satisfaction concerns are amicably resolved. This paper proposes a model that links the mediating roles of trust, attitude and satisfaction between social support and social commerce intention. It includes supporting literatures for the proposed model in other to contextualize the study.

KEYWORDS: Trust, Attitude, Satisfaction, Social commerce Intention, Saudia Arabia

INTRODUCTION

The ubiquitous nature of social media in this contemporary time cannot be denied. In the recent time global village, internet has afforded many consumers opportunity to use social media such as Twitter, Facebook, Instagram, and etc, without necessarily interact with one another physically (Lu & Yang 2011; Tiwari, Lane, & Alam, 2016). This milestone is achieved through Web 2.0 applications that have helped to transfer the internet to a social environment through the introduction of social media which makes it possible for individuals to interact and generate content online (Lai & Turban 2008). As at 2013, Facebook was hosting 1 billion monthly active users while Twitter users have reached 340 million per day in the same year (Cheston, Flickinger, & Chisolm, 2013). In 2018, the number of social media users is 2.62 billion (Statista, 2018a), and it is expected to reach 3.02 billion in 2021 (Statista, 2018a). Social Networking Sites (SNSs) a representative use of Web 2.0 is the most discussed topic today and the center-nerve of e-commerce in today's technology driven environment, as they allow consumers to participate in social activities and connect on the cyberspace (Lu & Hsiao 2010;

Chinomona, 2013; Hu, Kettinger & Poston, 2015). In Saudi Arabia, the number of transactions through online have increased by 100 per cent, from \$278 million in 2002 to \$556 million in 2005 (Al Riyadh, 2006). Currently, the transaction value per user has reached \$977.46, while the number of transaction values in saudia arabia has increased \$13,704 million in 2018 (Statista, 2018b). Previously, social media tools have gained ground rapidly and have been used widely in online business by Saudi Arabia. For instance, in the Middle East, Saudi Arabia occupies second position with 13 million users of the Internet and the highest Facebook users (5.9 million). However, although Saudi Arabia occupies the largest position in the retail market of the Middle East, online sales comprise only a small percentage of total retail sales (Khalidi et al., 2014). Thus, the use of social media to transact e-commerce is still low. To discover the reasons causing the slow rate of growth of e-commerce in Arab world and Saudi Arabia, many studies have been conducted. The main reasons often cited for the slow growth include poor ICT infrastructure, cultural issues, trust and privacy issue, absence of clear legislation, rules and procedures and legislation on how to protect the rights of all parties that are involved (Agamdi, 2008; Alrawi & Sabry, 2009).

However, the amount of studies concentrating on social commerce in Saudi Arabia is inadequate (AlGhamdi, Nguyen, Nguyen, & Drew, 2012). Therefore, few studies used Technology Acceptance Model (TAM) or extend it to cover social support variables by integrating the TAM with a customer experience model (e.g. Hajli 2016). Hajli and Lin (2016) is amongst the pioneer studies that extend TAM to explain the role of social media. Their study is an attempt to cover this issue by developing a model that is comprehensive and can explain the factors influencing consumers' acceptance of and participation in social commerce within the Saudi Arabian context. Based on the previous arguments, this study proposes a conceptual model to understand the phenomenon of social commerce within the Saudi Arabian context. On another side, despite that social commerce has been widely discussed among many researchers, the studies that describe social commerce in terms of characteristics that stimulate its usage intention are limited (Stephen & Toubia, 2010; Weijun & Lin, 2011; Hajli & Lin, 2016). Additionally, many of the existing studies only focused on the analysis of the social commerce market (Kim, 2011), as well as the disparities that exist between social commerce and other forms of e-commerce, and the adoption of s-commerce (Hsiao, Chuan-Chuan Lin, Wang, Lu, & Yu, 2010; Lin & Lu, 2011; Bansal & Chen, 2011). Therefore, empirical evidence has revealed that only a limited amount of previous studies has examined trust within the social commerce context with special reference to important features of social commerce that can bring about trust performance, towards purchase intentions (Kim & Pak, 2013). Importantly, Gefen (2002) has argued that paucity of trust is one of the main issues inhibiting or making the customers to be reticent about the adoption of online purchases. This fact has been also reiterated by Jones and Leonard (2008). Since social commerce is a new form of IS and a growing set of activities, understanding those factors that can influence consumers' trust in this important platform is very essential (Kim & Pak, 2013). On another side, according to Friedrich (2015), of special interest to e-commerce companies today is determining

which factors influence consumers' participation in social commerce. Because of lack of knowledge and dearth of studies that can aid the understanding of these emerging commerce technologies in social media, additional research efforts are urgently required to analyze and assess social commerce theoretically with the purpose of advancing the general comprehension of this expanding and important medium for both companies and individuals. The aim of this study is to identify the relevance of these factors in an online emerging market of Saudi Arabia. This study provide understanding in the phenomenon of social commerce in Saudi Arabia context by proposing conceptual framework of customers' intention to use social commerce, in trust, attitude, and satisfaction as mediating variables.

LITERATURE REVIEW

Social Commerce Intention:

With the global acceptance and recognition of SNSs and social media, social commerce is a new advancement in e-commerce which empowers consumers to generate content energetically on the Internet (Liang and Turban, 2011). Social commerce permits merchants to access various markets by taking advantage of social communication among customers (Hajli & Lin, 2016; Hajli et al. 2017). Social media is an influential tool for content generation which distinguishes social commerce from e-commerce, and it introduces new business models in the electronic commerce area because of its extreme popularity (Liang & Turban, 2011). The attraction of SNS applications is a key factor in the advancement of social media (Liang & Turban, 2011; Hajli & Lin, 2016). Effective social commerce aims to orchestrate a convincing customer experience where social communication are fully entrenched at every phase of the customer decision-making process, as argued by scholars (Huang & Benyoucef, 2013; Kim & Park, 2013). Since products have become technical in nature and increasingly complex, consumers are keen to gain recommendations (e.g., comments, ratings, and suggestions) and appropriate product information from others' experience and capability (Hajli & Sims, 2015). This kind of

information is called user-generated content and is professed to be a more trustworthy source of information than conventional media (Hajli & Sims, 2015). To facilitate the consumer's timely and perfect buying decisions, user generated content can be produced and disseminated rapidly using several social interaction activities (Hajli & Sims; Hajli, Sims, Zadeh, & Richard, 2017). Consequently, the research of social commerce seems a significant frontier for consumer research.

Linkages Between Informational Support, Emotional Support and Trust: The informational support is one of the dimensions of social support which at large could bring in warmth and understanding to the members of the community since such support is channeled towards satisfying the psychological needs of the members (Maslow, 1954). Informational support is regarded as the provision of messages in terms of advice, recommendations or knowledge that could assist the members of social community in solving their problems (Liang et al, 2011). When such support is received, it does generate enthusiastic feedback and can assist individuals to feel relaxed by trusting other members and which could lead to continuous intention of using the social commercial media. Furthermore, when members of the community feel the socially supported, they reciprocate by sharing their own commercial information and recommendations as well (Crocker & Canevello, 2008). Consequently, the frequency of information sharing has been found to enhance trust, (Liang et al, 2011). On another side, emotional support is regarded as the provision of messages that involve emotional concerns such as empathy, caring, or understanding (House, 1981; Taylor, et al, 2004). It is one of the dimensions of social support, which shows that members of the community are emotionally attached to one another by sharing their concerns and empathize with one another in certain situations and can solve the problems of members indirectly. As argued by Social exchange theory; when individuals perceived emotionally supported, they would reciprocate by developing some levels of trust, which could also lead to

satisfaction and attitude (Blau, 1964; Kim, 2012). Therefore, if a user is supported by other users in this platform, the recipient of such support may feel obligated to reciprocate (Cheshire, 2007; Crocker & Cranevello, 2008). The reciprocating motivation resulting from the perception of emotional support encourages users to share their product knowledge, concerns and empathy in a social networking site (Liang et al., 2011). Based on the above arguments, the hypotheses are hereby formulated as follows:

H1: Informational support positively relates to trust

H2: Emotional support positively relates to trust

Linkages between Trust, Satisfaction and Attitude

In consumer behavior studies, a lot of discussion has ensued about the causal-relationship of trust and satisfaction. Many authors believe trust is the precursor of satisfaction in an exchange relationship (e.g. Armstrong & Yee 2001; Flaherty & Pappas 2000). For instance, Ratnasingham (1998) and Kim (2012) opined that trust determines satisfaction and which eventually leads to loyalty in electronic commerce. The trust has direct and indirect effects on a consumer's purchase decision and has a long-term impact on consumer e-loyalty through satisfaction (Kim, Kim, Kandampully 2009). It has also been empirically proved to impact on attitude towards behavior in ecommerce and this is likely impact in social commerce like SNSs. Moreover, several studies have proved that trust from online social activities can be transferred to attitude in terms of transactions on social networking sites (Han & Windsor, 2011; Leonard, 2012). Consequently, the hypotheses are hereby formulated as follows:

H3: Trust mediates the relationship between emotional support and attitude.

H4: Trust mediates the relationship between emotional support and satisfaction.

Linkages between Satisfaction and Attitude:

Satisfaction must do with the ability of service provider to meet expectation of the customers in terms of product or service performance. When the expectation is met, the customer is satisfied,

and versa. (Zeithaml, Berry & Parasuraman, 1996). In an online context, Eid (2011) proved that e-satisfaction is an antecedent of loyalty, and it is confirmed by several researchers (Chen et al, 2010). In social commerce, the studies of Carlson and O’Cass (2010) and Yusliza and Ramayah (2012) found that consumers' evaluations of satisfaction with a web site have a significant positive influence on attitudes towards the site. Consequently, the hypothesis is hereby formulated as follows:

H5: Satisfaction positively relates to attitude

Linkages between satisfaction, attitude and social commerce intention: A large amount of literature has explained that satisfaction which may come in different forms such as recommendation may amplify intention to continue to use the sites (Chevalier & Mayzlin, 2006; Watts & Dodds, 2007). In fact, comprehending the intentions and the purpose why the consumers use the service or network on sites has become an important assignment for marketers since the attitude of consumers are linked with these perceptions (Gursoy, Spangenberg, & Rutherford, 2006). In a traditional platform, behavioral intention is regarded as the likelihood that an individual will engage in certain behavior, and it has been proved to be influenced by the level of satisfaction both in traditional and online settings (Ajzen & Fishbein, 1980). Hereby, it is logical to assume that when a person is satisfied with services rendered and formulate positive attitude towards social commerce, the possibly of developing intention to use the site will increase (Kim, 2013). Consequently, the hypothesis is hereby formulated as follows:

H6: Attitude mediates the relationship between trust and social commerce intention

H7: Satisfaction mediates the relationship between trust and social commerce intention.

Figure 1 illustrates the proposed framework of this study.

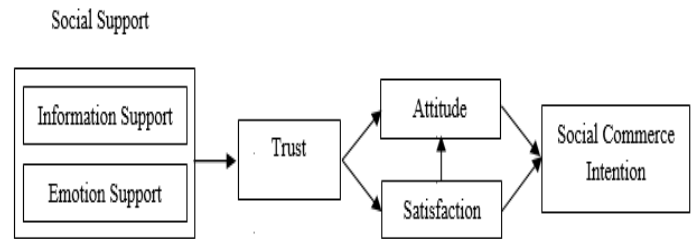


Figure 1. The Proposed Framework

METHODOLOGY

This is a conceptual paper which is carried out based on extensive review of literatures, articles, thesis and books. The proposed research will be a cross sectional study in which data will be collected through questioners. The respondent of the study will constitute the university's students from four universities in Saudia Arabia.

CONCLUSIONS

In the past, literatures reviewed has shown that both information support and emotional support have been instrumental in enhancing a robust social network sites especially among non-educational institutions. The proposed framework further shows that university student in Saudi Arabia will be among the greatest beneficiaries of a robust and efficient social network sites. This hypothesize that trust, attitude and satisfaction mediate the relationship between social support and social commerce intention. Further, data will be collected to examine the hypothesized relationships. In ensuring systematic and scientific value of this research, the brief procedures and sampling techniques as discussed in the Methodology section are followed.

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Role of Consumer Motivation Factors in Online Newspaper Consumption: A Conceptual Framework

Muhammad Ramzan Pahore

University of Sindh, Jamshoro, Pakistan

Norsiah Abdul Hamid & Awan Ismail

School of Multimedia Technology and Communication, Universiti Utara Malaysia.

ABSTRACT: The role of consumer motivation factors in online newspaper consumption cannot be ignored. Since the emergence of online newspapers two decades ago, the academia have not really delved into the factors that contribute to improved access and use of online newspapers in developing countries. Hence, this study proposes a conceptual framework which highlights the influence of consumer motivation factors on online newspaper consumption in the current ambiance of digital technology. Furthermore, the study aims to propose factors that contribute to increasing online newspaper consumption. This study will contribute to the body of knowledge as well as the practical field in guiding policy makers and media organizations as to the type of content people are willing to consume. This will help to retain extant consumers and attract new consumers on the basis of content provided to the audience.

KEYWORDS: Consumer Motivation Factors, Online Newspaper Consumption, Conceptual Framework, Digital Technology

INTRODUCTION

Digital technology has brought many constructive changes into the process of communication and production. It helps to transfer and transmit information in a very easy and fast manner to the consumers. The Internet has made it possible for news media to directly contact users via the media (Pew Research Centre, 2013). Due to the influence of the Internet, online newspapers experience monumental growth globally. As a result, it is reported that the world now has 4200 online newspapers (Editors and Publishers, 2006). Very quickly after the advent of the internet, most conventional American newspapers moved to the Internet. Furthermore, Chyi and Lewis (2009) reported that in 2009, the media market featured not less than 1422 online newspapers for consumption by news readers.

In line with global digital trends, Pakistan, which is a developing country according to

researchers, has reportedly succeeded in migrating all its major conventional newspapers to the internet, thereby boosting the pace of their adoption of digital technology (Memon & Pahore, 2015; Yusuf et al, 2013). This development has affected global newspaper circulation and consumption trends. Scholars have affirmed that conventional media - especially newspapers - are declining continuously (Ahlers, 2006; Project for Excellence in Journalism, 2007). As a result, people prefer to consume news from online newspapers, and it is reported that youth are inclined more towards online newspapers because they are the tech-savvy generation. Therefore, print newspapers are facing many challenges such as readership, circulation and market access, as news consumers now prefer to go online to source news from news websites. Additionally, prominent scholars of online media have affirmed that news consumers have alternative sources; conventional media and online newspapers (Chyi & Lee, 2013; Lee & Chyi 2014). These scholars emphasize that some

motivating factors influence online newspaper consumption. These include information motivation, entertainment motivation. Furthermore, O'Brien, Freund, and Westman's (2014) qualitative study insists that there are certain factors that motivate consumers to browse for news of interest. Meanwhile, some studies have been carried out in Western contexts on news consumption (Boczkowski & Peer, 2011; Hermansson 2013; Mitchelstein & Boczkowski, 2010). Previous studies are related to format, home page, content, usability (Zhou & He, 2002) and other studies focused on news seeking behaviour (Qayyum, Williamson, Liu, & Hider, 2010).

However, previous literature has not focused much on online newspaper consumption from the audience perspective. This indicates a gap in the literature, and this new trend in news consumption from online newspapers needs to be addressed in the context of developing countries (Shim, Golan, Day, & Yang, 2015). However, most studies focus on a plethora of media genres such as television, radio, newspapers, the Internet, blogs, online newspapers (Lee, 2013, Lee & Chyi, 2014, Memon & Pahore, 2014, 2015). Despite the exponential increase in news consumption studies around the world, only little research is carried out on motivating factors for online newspaper consumption. Thus, this study will focus on consumer motivation factors for online newspaper consumption in Pakistan. In contrast, previous studies indicate that online newspaper consumption is a new field of research which enjoys less attention by academicians and researchers under the Uses and Gratifications Theory (Borah, Thorson & Hwang 2015; Lee & Chyi, 2014; Wei & Lo, 2015; Xin, 2010).

LITERATURE REVIEW

Information Motivation and Online Newspaper Consumption

Basically, people consume media for the purpose of sourcing information (Hastall, 2009; Shoemaker, 1996). In this regard, prominent scholars have pointed out that news consumers

usually consume media for current information and current affairs (Diddi & LaRose, 2006; McQuail, Blumler, & Brown, 1972). According to the Uses and Gratification Theory, information-motivated news consumption deals with surveillance and fulfilling the need to know, while also highlighting what is happening contemporary times (Diddi & LaRose, 2006; Lee & Chyi, 2014). Nam (2014) also asserted that news consumers get information to feel empowered, knowledgeable and confident before others.

Moreover, media consumption is based on certain factors that are motivated by specific reasons (Levy & Windahl, 1985; Rubin, 2008). For example, studies on digital media confirmed that information motivation and entertainment motivation influence the use of the Internet (Papacharissi & Rubin, 2000). In addition, previous U&G research has broadly examined online news consumption with regards to the effect of consumer motivation on online newspaper consumption and online activities. Therefore, Chung and Yoo (2008) described consumer motivations for online news consumption as a multidimensional concept. Similarly, news consumers prefer to get information about politics, current affairs and global affairs through online newspapers (Memon and Pahore, 2014; Shaheen, 2008). Furthermore, current studies have demonstrated that information motivation is a powerful predictor of online news consumption (Lee & Chyi 2014; Chung & Yoo, 2008; Lee, 2015). As such, following the literature review, the hypothesis below was developed.

H1: Information motivation has a positive influence on online newspaper consumption. Entertainment Motivation and Online Newspaper Consumption

Just as some people are motivated to use the news for information, others are drawn to the entertainment aspect of news media. The proponent of the Uses and Gratification theory explained entertainment motivation as aesthetic pleasure, enjoyment and emotional comfort (Katz et al., 1973). Therefore, entertainment

motivation implies that news consumers seek for news media that satisfy their enjoyment and pleasure needs. Chyi and Lee (2015) defined entertainment as an activity designed to give pleasure or relaxation to the audience, and it has been considered a significant motivation for online news consumption.

While people use news media for entertainment, Bandura, Bryant and Zillmann, (1994) and Nam (2014) also contend that consumers use media to purposely change and control mood and excitatory states. Some previous studies on the conventional media found that the main reason for the use of the media after information is entertainment. Therefore, they pointed out that entertainment motivation enhances the use of the media (Hmielowski, Holbert, & Lee, 2011; Katz, Haas, & Gurevitch, 1973; Lin, Salwen, & Abdulla, 2005; Rubin, 1984). Similarly some current studies on online news media also confirm the findings that support the notion that entertainment motivation is a key factor behind online newspaper consumption (Chyi & Lee, 2013; Lee, 2013; Lee & Chyi, 2015, Lee & Chyi, 2014), and further insisted that entertainment motivation can contribute to increased usage of news media. As a result, following hypothesis was developed;

H2: Entertainment motivation has a positive influence on online newspaper consumption.
Conceptual Framework

The conceptual framework is based on the following studies (Lee, 2013; You, Lee, & Kang, 2013; Kats et al, 1973) on online news consumption. The framework shows that consumer motivations influence online newspaper consumption. This study proposed that information motivation, entertainment motivation and social motivation have positive influence on online newspaper consumption. The proposed framework explains how information motivation, entertainment motivation and social motivation influence online newspaper consumption. It relies on the theoretical perspective of Uses and Gratification Theory (U&G). The U&G Theory proposed that consumers are active and individually make

choices of media consumption on the basis of their psychological and social motivations to gratify different needs (Jamal & Melkote, 2008; Meyrowitz, 2002; Rubin, 1994). Therefore, the hypotheses proposed within this framework are based on the theoretical argument of the U&G theory.

METHODOLOGY

Based on the proposed conceptual framework presented in Figure 1, this study suggests the quantitative survey approach. For this study, measurement scales are adopted from previous literature mainly used in Western contexts. As such, the measurement scale was modified for the Asian context, especially for Pakistan (Pahore, Norsiah, Awan, 2017). Meanwhile, a survey questionnaire will be distributed to the respondents. After data collection, data will be screened and then finally analyzed using PLS-SEM version 3 for measurement and structuring model for the currently proposed model.

CONCLUSION

This paper proposed a framework to decipher the effects of consumer motivations (information motivation, and entertainment motivation) on online newspaper consumption. Quantitative survey data will be collected to authenticate the framework proposed in this study. If validated, this model will be of great significance to the body of knowledge on online newspaper consumption. Also, the resultant analysis will provide empirical evidence for the U&G theory. The results of the study will give a big picture of consumer motivation, which contributes to an increase in online newspaper consumption among users. Therefore, media organizations should carefully present news stories in their online newspapers to attract new consumers and retain existing consumers. Specifically, this will also guide policy makers and internet providers in consumer strategy. Most importantly, this study will help discover which motivation factors contribute more to enhancing consumption of online newspapers in Pakistan.
Corresponding Author: Muhammad Ramzan Pahore is PHD scholar in Communication,

SMMTC, CAS, UUM, Malaysia, & Faculty @ Dept: of Media and Communication Studies, University of Sindh, Jamshoro, Pakistan, Email: mramzan@usindh.edu.pk

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Historical Development and Models of Intercultural Communication Competence (ICC)

M. U. Nadeem

School of Multimedia Technology & Communication, Universiti Utara Malaysia

R. Mohammed & S. Dalib

School of Multimedia Technology & Communication, Universiti Utara Malaysia

ABSTRACT: The aim of this paper is to provide an overview of the literature regarding the intercultural communication competence (ICC) into two distinctive aspects: historical development of ICC from 1960 till now and the differences in nature of ICC models. The first portion discusses briefly about the remarkable contributions by the intercultural researchers in different eras in the literature of ICC. On the other side, the second portion comprehends that how the existing models of intercultural competence are different from each other. The second portion is further categorized into five exclusive types of the models of ICC; Compositional, Co-orientational, Developmental, Adaptational and Causal Process Models. These causal process models are claimed to be culture general models of ICC and can translate well among multiple cultural perspectives. Due to the dominance of Western context in these models, it is an upsurge need to relook at the recent model of ICC from the Non-western context.

KEYWORDS: ICC, Causal Models, Culture General Models, Non-Western Context

HISTORICAL DEVELOPMENT OF ICC

Literature indicates that some of the initial researches about intercultural competence have been started during the era of 1960 (Arasaratnam, 2016). After that, the interest of the researchers tilted towards the area of intercultural competence and that area has gained the attention. Some of the remarkable contributions and the nature of research practice in the field of intercultural competence by the researchers from the era of 1960 till now are mentioned in the subsequent paragraphs.

During the era of 1960, the researchers pointed out the crucial features of intercultural communication. The nature of those researches focused on Americans who move to other countries for work and the individuals who were doing jobs (Gardner, 1962; Guthrie & Zektick, 1967; Smith, 1966). These researchers recognize and examine the features of intercultural competence in the context of adaptation of new

culture and the features include sensitivity, stability, openness, flexibility, etc.

The research practice about the intercultural competence boosts up in late 1970. During this era, the researchers pointed out the crucial variables in cross-cultural competency or intercultural effectiveness. Hammer, Gudykunst, and Wiseman (1978) identified interpersonal relationships, psychological stress and communication effectiveness as the dimensions of intercultural effectiveness. Ruben and Kealey (1979) identified social and interpersonal behaviors (e.g. empathy, interaction management, display of respect etc.) that leads to the cross-cultural adaptation. These researchers have not preliminary focused on pointing the variables but also evaluated these variables in their studies and adopted quantitative research approach initially (Hammer et al., 1978; Ruben & Kealey, 1979). A study by Ruben (1977) discussed in detail about the elements of cross-cultural

effectiveness which have been pointed by several scholars.

During 1980, research in this discipline got more attention when the *International Journal of Intercultural Relations* specified its special issue for ICC. Researchers come up to ICC with the approach when two cultures interact with each other and this approach was alike to the approach of previous era (an adaptation of new culture). Interpersonal communication competence was the prime source of researchers to conceptualize ICC and extend it to the intercultural situations (Parks, 1994). For instance, an effort concerning the conceptualization of ICC by Spitzberg and Cupach (1984) indicated competence as appropriate and effective interaction has been a building block to investigate ICC.

In the era of 1990, the researchers further extended the efforts of past researchers. For example, Dinges (1983) identified six techniques to examine appropriate and effective interaction during the intercultural communication, based on this approach (Chen, 1990) proposed fifteen theorems and eleven propositions concerning the components of ICC. Further mentioned that competence can be learned and characteristic. Some of the dominant theories of intercultural competence research have become the part of 1993 volume of *International and Intercultural Communication Annual*. These theories include Identity Negotiation Theory (Ting-Toomey, 1993), Identity Management Theory (Cupach & Imahori, 1993) and Anxiety Uncertainty Management Theory (Gudykunst, 1993). The contributions in the terms of intercultural competence theory were not only confined to the communication discipline but also other disciplines contributed well like an instructional model of intercultural strategic competence (Milhouse, 1996) and learning model for becoming interculturally competent (Taylor, 1994). In intercultural research, a stunning effort for the interdisciplinary collaboration has been done in 1997 by *International Academy for*

Intercultural Research. All the attainments in 2000 era were the fruit of attempts done in 1990.

In 2000, it is witnessed that intercultural effectiveness and ICC has been conceptually treated as the interchangeable terms in the research (Bradford, Allen, & Beisser, 2000). Regardless of various terms by which this area has been considered, there are several researchers who have done the remarkable contributions in the field of ICC. Deardorff (2006) documented a consensus about the definition of ICC from the most cited and well-known scholars of intercultural competence and Arasaratnam and Banerjee (2011) demonstrated a culture-general model of intercultural competence. Spitzberg and Changnon (2009) and Deardorff (2009) wrote an inclusive chapter of introduction about the conceptualization of ICC in SAGE Handbook of Intercultural Competence.

These above-mentioned eras have pointed the noteworthy contributions in investigating intercultural competence till now. It is a pivotal need to discuss the various models that have been adopted by the intercultural researchers throughout the globe. The next section contains the brief overview regarding the existing models of ICC.

MODELS OF INTERCULTURAL COMMUNICATION COMPETENCE

Over the years, several models of intercultural competence have been providing the platform for the researchers to explore this area by more sound and noteworthy contributions to the literature of ICC. It is also witnessed that these models are categorized into five main types based on the similarities among these models (Deardorff, 2009). These types are compositional, co-orientational, developmental, adaptational and causal process models of ICC.

COMPOSITIONAL MODELS

These models have pointed out the assumed elements of competence despite addressing the relationship between these elements. They are identical to the effort of (Turner, 1985) could

denote to the typology or analytic scheme. These models contain the lists of skills, traits, and characteristics which are assumed to be helpful for the individual to be competent in intercultural interaction. Howard Hamilton, Richardson, and Shuford (1998) identified several components of competence in their model of ICC. In the same manner, Hunter, White, and Godbey (2006) identified the cultural differences to compete universally and derived that an individual must have an understanding about his/her culture before getting into the other culture. Deardorff (2009) mentioned that compositional models are very helpful in defining the core elements of intercultural competence phenomena. However, the weakness lies in these models is about the theoretical perspective for defining ICC and they are not clear in representing the competence of the individual.

CO-ORIENTATIONAL MODELS

The prime concern of such models is to conceptualize the understanding of intercultural interaction its achievement or any of its variations like clarity, empathy, and accuracy etc. These models are more concentrated on the specific principles of shared meanings and similarities in the communication patterns. There is also a possibility that these models may represent the attributes of other models. Some of the efforts done by Fantini (1995) in which he sketched some of the components which are inevitably involved in the process of linguistics to attain the co-orientation. Additionally, he also anticipated the development by which the mindset of the communicators gradually demonstrates co-orientation. Byram (1997); Byram, Gribkova, and Starkey (2002); Byram and Zarate (1996) focused on the identity of the individual within and diverse cultures and developed the influencing model which is having various similarities with the with the co-orientational models. Their model differentiates the understanding of intercultural and bicultural (Deardorff, 2009). If the competency in intercultural communication is perceived from the irregular interaction or the continuous relationship, then the key feature of time is still neglected from the co-orientational and

compositional models. To cope with the factor of time, the models of ICC must appraise the developmental approach.

DEVELOPMENTAL MODELS

These models are divided into specific portions by which the advancement of the competence is progressed according to the assumed predictions. The factor of time of intercultural communication remains the supreme concern of these models. They may share the features of other models, but they focused on the developmental process of competence within the assumed duration. The process escalating competence in the intercultural encounter have been witnessed in various models. For example, King and Baxter Magolda (2005) establish the model of intercultural maturity in which they pointed three levels: initial, intermediate and mature levels through that competence could be advanced. Bennett (1986) developed the intercultural sensitivity model in which six stages of one's cultural differences have been considered. The conception of cultural shock into the model of intercultural adjustment has been introduced by Gullahorn and Gullahorn (1963) in their U-curve model. This model has been considered as the most dominant developmental model of that time (Deardorff, 2009). It is encountered that developmental model has got the recognition about the progression of relationships and interactions and considerable stronger in orderly steps. But, they tend to be weak in the development of intercultural or interpersonal competence (Deardorff, 2009).

ADAPTATIONAL MODELS

Two exclusive features that are commonly witnessed in these models: Firstly, they generally focus on the several individuals who are involved in the communication process. Secondly, they highlight the relationship of several communicators by modeling the process of collective adjustment. The several communicators might be placed as reflecting each other conceptually, and the progress regarding their adjustment might be predicted to show several results, but the ultimate agenda is that competence is apparent to be in a shared

variation of understandings, attitudes and the actions grounded on the communication with the individuals of diverse cultures. Therefore, intercultural adaptation itself is a core element of intercultural competence. Kim (1988) have segmented the complicated model regarding intercultural adaptation in which mindset of the one person develops a communicator to experience the intercultural interaction to apprise the competence about communication with the member of different cultural background. To attain competence, the concentration of adaptational models is about the adaptation of the cultures by the individuals (Spitzberg & Cupach, 1989). Theoretical issues are commonly encountered by the adaptational models besides that adaptation itself is an arguable indicator of intercultural competence (Spitzberg, 1993). Adaptation is apparent to be progressive until now it has to be explored the different sorts of shared adaptation obligatory in the several phases of the progress of competence in the adaptational models.

CAUSAL PROCESS MODELS

These models comprise of the specific relationships between the elements and are easier to describe or test. They reflect identical to a path model, with the proper set of several concepts approaching to the main effect that is usually the indicator of competence. Griffith and Harvey (2001) proposed a relationship of communication competence with the relationship quality directly and in the presence of other influencing variables. These factors have been identified by the past researchers of intercultural competence and these factors are further explored empirically in the causal path models of ICC. Arasaratnam and Banerjee (2011) addressed the causal process/culture general model of ICC. They proposed that sensation seeking leads to ICC and found that sensation seeking contributes to ICC in the presence of motivation and positive attitude towards culturally different ones. While, expanding this model with religiosity Nadeem, Mohammed, and Dalib (2017a) proposed a causal model of intercultural competence regarding the Non-Western context of Malaysia. Because, religion is considered as the vital force

behind every interaction in the Non-Western context (Nadeem, Mohammed, & Dalib, 2017b).

CONCLUSION

According to the literature of intercultural competence, it is evident that causal process models of Arasaratnam are recognized as the culture general models of ICC and have been developed and addressed in the Western context. However, the Non-Western context is overlooked in the main stream discourses of intercultural competence models. Therefore, it would be noteworthy for the upcoming researchers to investigate the causal process/culture general model of ICC in a Non-Western context.

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Brand Image of Higher Education in Pakistan

S. Shehzadi

School of Multimedia Technology, and Communication, Universiti Utara Malaysia

B. Mohamad & J.C. Lynn-Sze

School of Multimedia Technology, and Communication, Universiti Utara Malaysia

ABSTRACT: The objective of this research is to investigate the influence of different dimensions i.e. awareness, acceptance and quality on brand image of higher education. These three components are used by Prasad and Dev (2000) as identified by Aaker, (1991). Lamb & Low Jr. (2000) used the same mentioned three components of Aaker (1991). Therefore, for this study, the researcher intends to practice the similar three above mentioned attributes; brand awareness, brand acceptance and brand quality to determine the brand image of higher education (university level).

KEYWORDS: Brand awareness, Brand acceptance, Brand quality, Brand Image, HEIs

INTRODUCTION

Brand image has nothing to deal with product or services features/technology or definite service itself. In fact, it develops through provided knowledge to the customer about the service or product. Image of the institution has great importance for external customers especially in the case of higher education sector i.e. friends, parents, industry etc. these external customers are influential in decision making choice of the students. Therefore, a good image is considered as an uppermost branding tool in case of the higher education industry. According to Engel and Miniard, (1993) the image of a brand is developed due to the collective impact of brand association and consumer's perception. Beckwith & Leman, (1975); Hill & Neeley, (1988); Levitt, (1986); Nicholls et al., (1995) nominated the reputation of the university as the most important factor in taking selection decision while discussing the image of the higher education institute. Especially when there is an absence of experience as it reduces the perceived risk. For good image, quality and recognition are the best sources of competitive advantage (Aaker, 1989; Fombrun, 1996. Pitta and Katsanis, 1995). Therefore, as proposed by Cubillo, Sanchez & Cervino (2006) the researcher will employ quality and acceptance as the constructs of the image for present study.

The above-mentioned literature directs in establishing the fact that awareness creates acceptance, and acceptance of any brand in combination with quality develops a powerful brand image in the service industry. likewise, Yoo, B., Donthu, N. and Lee, S. (2000) & (2001), Lin and Chang, (2003) has noticed that awareness, acceptance, and quality played a key role in developing the image of the product. Therefore, the main objective of this research is also to check the influence of mentioned dimensions i.e. brand awareness, brand acceptance, and brand quality on brand image.

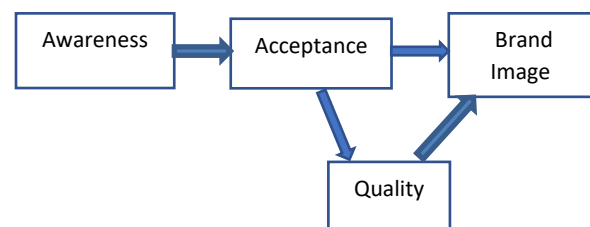


Figure 1: Model for University Branding

Quality is found to be the strongest construct followed by prestige, acceptance and incentives during the previous studies conducted by Chen

(2006), Litten and Hall (1989), Mazzarol and Soutar (2002) and Bone (2009). Cronin and Taylor (1992) investigated that quality in education and other related services provided by the university develop satisfaction which resultantly enhance the image of the university. Muller and woods (1994) underlined the importance of brand image formation and the reliability of brand name in the service industry. Moreover, they suggested that collection of quality, service delivery and image help in developing brand's trustworthiness.

EVOLUTION AND BACKGROUND OF BRAND IMAGE

Over the last decades, a large body of research has focused on brand image. (Gardner & Levy, 1955) introduced the construct "brand image" and described its social and psychological nature in 1950s. Furthermore, brand image is based on different psychological variants which has been described the consumer behavior. So, brand image has its roots in the discipline of psychology that is why it has captured its place in the consumer behavior research. Therefore, brand image has been an important concept in consumer behavior research.

With the development in the concept in its era of 1960s and early 1970s, it was researched and conceptualized on the basis of social psychological construct "attitude". Bird, Channon, and Ehrenberg 1970 defined it as "an attitude about a given brand". Later it played a vital role in marketing management and captured the attention of marketing managers and empirical research supported its importance during purchase decisions (Dolich 1969). For instance, Gensch (1978) in his research on brand image, found a significant relationship between brand image and brand preference. Then in 1980s, attitude-based image research dominated in the research, and created more hype in linking the brand image with the consumer behavior and marketing management (Zinkhan & Hirschheim 1992).

In the studies conducted after 1990, multidimensional perspective of brand image prevailed. Empirical evidences were generated confirming the multidimensionality of the construct. Such as, Aaker's (1991) and Keller's

(1993) have proposed a similar definition of brand image, but differed regarding its components. they both have defined brand image as a set of associations that are usually organized in a meaningful way and can be linked to the memory of a brand. Aaker has defined product attributes, customer benefits, or relative price as brand components. On the other hand, Keller has defined attributes, benefits, or attitudes. So, consumers form an image of the brand based on the associations that they have remembered with respect to that brand.

FROM IDENTITY TO IMAGE

One of the most notable features of this area of marketing is the confusion in terminology employed. At the corporate level, image and identity are often used to mean the same thing (Ind, 1990) while "marketers often use the terms brand equity, brand image and brand personality interchangeably" (Tauber, 1988, p. 26). Essentially "identity means the sum of all the ways a company chooses to identify itself to all its publics...image on the other hand, is the perception of the company by these publics" (Marguiles, 1977, p. 66). In seeking to manage the image development process, a company will focus on that element which it can control, its identity. Ultimately image is formed in the mind of the receiver. In short, identity is sent, while image is received/perceived.

CONCLUSION

Every university wants a brand and an image that can be trusted and believed and that will distinguish it from others. University brand, actually, is the perception and reputation advanced in the minds of the people about the university or institution. It is the response appears in the minds of the publics when they hear or see a name or symbol of some university or institution. This research aims to identify key factors that are required to be taken care of while developing university brand image.

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Penglibatan dan Peranan Penduduk Terhadap Penjenamaan Tempat di Pulau Langkawi, Kedah

Nor Hidayah Kamarudin

Pusat Pengajian Teknologi Multimedia dan Komunikasi (SMMTC), Universiti Utara Malaysia.

Sabrina Mohd Rashid

Pusat Pengajian Teknologi Multimedia dan Komunikasi (SMMTC), Universiti Utara Malaysia.

ABSTRAK: Penjenamaan tempat digunakan sejak beberapa dekad yang lalu sebagai pemasaran, untuk menggalakkan pembangunan ekonomi. Malaysia mempromosikan penjenamaan tempat dengan slogan “*Malaysia Truly Asia*” untuk menarik minat pelancong asing. Malaysia mengetengahkan rakyat yang berbilang kaum untuk mempromosikan negara di seluruh dunia. Begitu juga, Pulau Langkawi turut menjenamakan bandar sebagai salah satu teknik pemasaran dengan jenama “*Naturally Langkawi*”. Kajian ini dibuat di Pulau Langkawi melibatkan penduduk tempatan terhadap penjenamaan tempat di Pulau Langkawi. Memandangkan hakikat penduduk penting sebagai sasaran dalam usaha untuk pemasaran tempat Penglibatan penduduk dilihat daripada peranan penduduk dan penggunaan saluran media sosial. Proses penjenamaan tempat adalah mustahil tanpa penglibatan penduduk dalam semua peringkat. Justeru, usaha pemasaran tempat perlu mengintegrasikan penduduk tempatan. Kajian ini merupakan penyelidikan kualitatif melibatkan temu bual semi berstruktur bersama dengan organisasi dan penduduk tempatan.

KATA KUNCI: Penjenamaan tempat, penglibatan penduduk, peranan penduduk, saluran media.

PENDAHULUAN

Sejak dua dekad yang lalu, setiap bandar telah menyedari bahawa pentingnya untuk menjenamakan dan mempromosikan bandar agar dapat terus berkembang maju dalam perubahan global (Warren dan Dinnie, 2017). Walaupun bagaimanapun, pada abad ke dua puluh satu, pembinaan jenama terhadap sesebuah tempat telah menarik minat golongan professional dalam sektor pelancongan tetapi hanya sedikit sahaja yang berjaya (Richard, 2017). Hal ini kerana, penjenamaan tidak memberi kesan kepada imej bandar, penduduk tempatan dan pelawat walaupun bandar tersebut mempunyai sejarah dan menawarkan percutian yang selesa serta kemudahan yang mencukupi namun masih lagi perlu berjuang untuk mencari penyatuan masyarakat dan pembentukan identiti (Richard, 2017).

Penjenamaan Tempat

Jika kurangnya pengenalan jenama kepada penduduk tempatan boleh menimbulkan permasalahan antara penduduk dan pelawat luar

(Insch dan Stuart, 2015). Hal ini secara tidak langsung akan menjejaskan penjenamaan tempat terhadap bandar tersebut. Oleh itu, identiti diperlukan oleh sesebuah tempat agar dapat dibezakan dengan penjenamaan tempat yang lain. Langkah pertama dalam penjenamaan tempat setelah bandar mendapat identiti tersendiri, tempat tersebut perlu menyampaikan mesej kepada masyarakat (Pinar, Igneci dan Tutuncuoglu, 2017). Oleh itu, kajian ini bertujuan untuk mengenalpasti jenama Pulau Langkawi dalam kalangan penduduk tempatan. Hal ini kerana penjenamaan Pulau Langkawi telah mengalami beberapa fasa perubahan dalam pemilihan jenama. Pulau Langkawi perlu mengenalpasti nilai-nilai tersendiri dan mempunyai jenama khusus (Mohd Fadil Mohd Yusuf et al, 2014). Selanjutnya, kurang kesedaran dan pengetahuan berkaitan jenama dalam kalangan penduduk (Insch dan Stuart, 2015). Walau bagaimanapun jenama, slogan atau tagline yang mewakili Pulau Langkawi perlu mendapat sokongan daripada pihak berkepentingan dalaman seperti penduduk dan

pihak pelacangan (Mohd Fadil Mohd Yusuf et al, 2014).

Kini, negara dan bandar mula menjenamakan negara mereka untuk menjadi lebih terkenal dan mewujudkan imej positif serta dihormati (Arazadeh dan Aghaeian, 2015). Namun demikian, penjenamaan tempat memerlukan tempat tersebut sentiasa berkomunikasi dan menyebarkan mesejnya melalui komunikasi dan kempen penjenamaan (Sevin dan Bjoner, 2015). Seterusnya, penjenamaan memainkan peranan utama dalam pembangunan destinasi, namun hubungan antara tempat dan penjenamaan bukan sesuatu yang mudah dan sukar difahami. Satu jenama yang diiktiraf adalah pengguna mempercayai jaminan jenama tersebut dan meletakkan harapan mereka terhadap sesuatu jenama tersebut (Blain, Levy dan Ritche, 2005).

Penglibatan Penduduk

Walaupun bagaimanapun perancangan kerajaan ingin membangunkan pelan pembangunan perancangan tetapi kerajaan perlu memahami bahawa sokongan dan sikap penduduk terhadap pembangunan pelancongan merupakan faktor pengaruh keberkesanan kejayaan perancangan penjenamaan (Ali Hasani, dan et al, 2016). Oleh itu, kajian ini untuk mengenalpasti penglibatan penduduk dalam penjenamaan tempat. Hal ini kerana, penduduk tidak menglibatkan diri dalam proses penjenamaan tempat (Insch dan Stuart, 2015). Selanjutnya kajian yang telah dibuat di Pulau Langkawi mendapati bahawa walaupun pelancongan di Pulau Langkawi memberi kesan yang positif kepada penduduk tempatan namun, terdapat segelintir penduduk yang menolak untuk menglibatkan diri dalam penjenamaan tempat (Mastura Jaafar, dan et al 2015) bahkan juga penglibatan penduduk masih lagi pada tahap minimum (Sharina Abdul Halim, dan et al, 2011). Selanjutnya, kurangnya penggunaan saluran digital dalam industri pelancongan (Iacovou, 2016) begitu juga dengan pemasaran di Pulau Langkawi lebih cenderung kepada saluran tradisional berbanding dengan saluran digital (Pelan Tindakan Pelancongan Langkawi, 2011).

Kebelakangan ini, kerajaan tempatan mengambil inisiatif untuk mewujudkan jenama sesebuah bandar. Maka, kerajaan bertanggungjawab dalam proses pembentukan dan pembangunan jenama bandar (Monteiro, 2016). Walau bagaimanapun penglibatan penduduk tempatan juga penting dalam proses pembentukan dan pembangunan bandar (Braun et al, 2013). Namun begitu, penjenamaan tempat masih sukar untuk menarik kumpulan sasaran seperti penduduk tempatan, pemilik perniagaan dan pelancong antarabangsa (Insch dan Bowden, 2016). Bahkan juga organisasi pelancongan perlu menyedari tentang peranan penduduk dalam proses penjenamaan tempat, kerana organisasi pelancongan tidak mempunyai kuasa mutlak dalam proses penjenamaan tempat (Iacovou, 2015). Lebih-lebih lagi, penduduk bukan sahaja penting kepada bandar bahkan mereka juga duta kepada sesebuah bandar (Zakarevicius dan Lionikaite, 2013). Misalnya penduduk menjadi duta kepada bandar apabila mereka menglibatkan diri secara sukarela dalam projek-projek dan aktiviti bandar (Heriksen, 2014). Lantaran itu, kerajaan perlu menglibatkan penduduk tempatan dalam pemasaran untuk keberkesanan penjenamaan tempat (Jeuring dan Haarsten, 2016). Oleh yang demikian, kerajaan perlu mensasarkan penduduk tempatan sebagai komunikasi dalaman dalam proses penjenamaan tempat (Rivas, 2015). Sehubungan dengan itu, kemunculan saluran digital dapat memberi pengaruh yang besar kepada penduduk dalam penjenamaan tempat (Iacovou, 2015; Chen dan Segota, 2015). Hal ini demikian kerana hebahan melalui saluran media sosial lebih cepat untuk menyebarkan maklumat positif dan mengalakkan pengguna (Ramsaran-Fowdar dan Fowdar, 2013).

KAEDAH KAJIAN

Kajian ini merupakan penyelidikan kualitatif untuk mengkaji penglibatan penduduk dalam penjenamaan tempat di Pulau Langkawi, Kedah. Penyelidikan kualitatif memerlukan penyelidik untuk mengumpul data tentang permasalahan kajian di tempat kajian (Cresswell, 2014). Populasi dalam kajian ini, merujuk kepada penduduk tempatan di Pulau Langkawi, Kedah. Kategori populasi ini telah ditentukan oleh

persoalan kajian. Semua penduduk yang dikaji seharusnya menjadi target populasi. Oleh itu, penyelidik akan memilih beberapa informan untuk melibatkan diri dalam kajian yang dijalankan (Waller, Farquharson, Dempsey, 2016). Oleh itu pemilihan informan dalam kajian ini akan menggunakan persampelan bola salji (snowball). Pemilihan persampelan bola salji kerana penduduk memainkan peranan informan dalam kajian ini, mereka yang akan memberi petunjuk untuk memilih informan yang seterusnya (Waller, Farquharson, Dempsey, 2016; Othman Lebar, 2014; Goodman, 1961). Seterusnya, kajian ini, menggunakan keadah temu bual semi berstruktur yang dijalankan melibatkan pihak organisasi dan penduduk tempatan. Temu bual organisasi dibuat bersama dua orang pegawai LADA dan bersama Pengurus Koperasi Kilim. Seterusnya temu bual bersama 10 orang penduduk tempatan.

HASIL KAJIAN

Pendedahan Penjenamaan Pulau Langkawi

Pulau Langkawi, telah dijenamakan semula, dengan jenama "*Naturally Langkawi*" pada tahun 2007. Konsep penjenamaan yang dibuat setelah menyertai Global Geopark dibawah UNESCO. Konsep Geopark diketengahkan di Pulau Langkawi setelah mendapat pengiktirafan daripada UNESCO. Penggunaan slogan "*Naturally Langkawi*" merupakan satu penjenamaan semula ke atas Pulau Langkawi dan penjenamaan itu dibuat kerana khazanah dari segi ekosistem yang terdapat di Pulau Langkawi. Seterusnya, organisasi 1, 2 dan 3 menyatakan bahawa dalam proses penjenamaan tempat penduduk tempatan dan pelancong merupakan sasaran utama organisasi. Pendedahan diberikan kepada penduduk tempatan agar penduduk dapat menyampaikan penjenamaan baru kepada pelancong yang datang ke Pulau Langkawi. Hal ini kerana, penduduk tempatan yang lebih banyak berkomunikasi dengan pelancong (Monteiro, 2016). Walau bagaimanapun organisasi 1, 2 dan 3 menyatakan bahawa, penjenamaan tempat di Pulau Langkawi berdepan dengan beberapa kekangan dalam memperkasakan penjenamaan

tempat. Kekangan yang dihadapi oleh organisasi berpunca daripada sikap penduduk tempatan yang tidak memahami, menolak, tidak terbuka bahkan tidak mahu berubah. Begitu juga dengan dapatan tentang pendedahan jenama yang diperolehi daripada informan 2, 3, 4 dan 8 menyatakan bahawa mereka tidak tahu tentang pendedahan penjenamaan tempat dan bersikap tidak ambil peduli.

Oleh yang demikian, pihak organisasi menyediakan pelbagai aktiviti untuk mendedahkan penduduk tempatan tentang pengetahuan berkaitan penjenamaan baru yang dibuat. Organisasi 1, 2 dan 3 menyatakan bahawa antara aktiviti yang sering dianjurkan oleh pihak organisasi dalam memperkasakan penjenamaan tempat adalah dengan menganjurkan beberapa aktiviti berkonsepkan "*Naturally Langkawi*". Pihak organisasi mengadakan aktiviti seperti mengutip sampah, gotong-royong pantai, aktiviti ini turut melibatkan penduduk, pelancong dan badan-badan berkepentingan lain seperti NGO, badan-badan kerajaan dan swasta. Pendedahan ini dibuat agar dapat menanam rasa kekitaan dan sayangkan tempat. Selain itu, pihak organisasi turut memberikan pendidikan kepada penduduk berkaitan dengan ilmu, tentang peranan mereka sebagai penduduk sejak dari bangku sekolah lagi agar dapat memberi kesedaran kepada penduduk. Hal ini kerana, pengenalan penduduk dengan jenama akan dapat mempengaruhi penglibatan mereka dalam penyertaan aktiviti yang dianjurkan (Inch dan Stuart, 2015). Penyelidik mendapati bahawa informan 1, 2, 5, 7, 9 dan 10 jenama "*Naturally Langkawi*" yang digunakan oleh pihak organisasi, dapat disampaikan kepada penduduk tempatan, mereka menerima dan memahami slogan tersebut walaupun pendedahan terhadap penjenamaan tempat kurang mendapat perhatian.

Peranan dan Penglibatan

Penglibatan penduduk turut dilihat dari segi peranan penduduk. Peranan penduduk dan organisasi juga menjadi salah satu saluran untuk menyampaikan mesej jenama. Organisasi 1, 2 dan 3 menyatakan bahawa sebagai penduduk mereka berperanan dalam menyokong setiap

aktiviti yang dijalankan oleh organisasi, dalam masa yang sama penduduk seharusnya memberikan contoh tauladan yang baik kepada pelancong yang datang. Penduduk juga, seharusnya mempromosikan penjenamaan tempat di Pulau Langkawi dan aktiviti mereka sendiri serta menjadi duta sukarela. Begitu juga dengan hasil dapatan kajian mendapati bahawa informan 1, 3, 4, 6, 8, 9 dan 10 menyatakan bahawa peranan mereka sebagai penduduk tempatan adalah dengan memberi hebahan positif berkaitan tempat mereka dan mengalakkan destinasi mereka kepada pelancong. Dapatan kajian didapati sama dengan Jeuring dan Haarsten (2016) dan Taveres (2011), iaitu penduduk lebih cenderung untuk menyebarkan hebahan yang positif berkaitan tempat mereka berbanding hebahan yang negatif dan mengalakkan destinasi mereka kepada pelancong dengan menggambarkan imej destinasi tempat. Seterusnya penduduk juga berperanan sebagai duta sukarela di tempat mereka. Namun demikian, dapatan kajian mendapati bahawa informan 2, 4, 6, 8 dan 10 menyatakan bahawa mereka tidak menganggap diri mereka sebagai duta penjenamaan tempat di Pulau Langkawi. Justeru, pihak organisasi 1 dan 2 menyatakan bahawa organisasi telah melantik 25 orang duta Geopark. Duta Geopark yang dilantik berperanan sebagai perantaraan untuk menyampaikan mesej penjenamaan tempat kepada pelancong dan penduduk. Hal ini kerana, mereka yang lebih banyak memainkan peranan dalam menceritakan tentang kelebihan penjenamaan tempat yang dibuat. Perlantikan duta ini bertujuan untuk menonjolkan imej penduduk di Pulau Langkawi serta menyakinkan lagi penduduk tempatan dan pelancong.

Seterusnya, penglibatan dan sokongan penduduk tempatan di Pulau Langkawi masih lagi kurang. Dapatan kajian yang diperolehi informan 2, 6, 7, 8 dan 10 menyatakan bahawa mereka tidak terlibat dengan penjenamaan tempat di Pulau Langkawi dan tidak menyertai aktiviti yang dianjurkan oleh pihak organisasi. Selain itu, penduduk yang terlibat lebih kepada pihak-pihak berkepentingan seperti ahli jawatankuasa kampung. Dapatan kajian yang diperolehi penyelidik mendapati bahawa hasil kajian

diperolehi sama dengan kajian lepas yang dibuat oleh Sharina Abdul Halim et, al. (2011); Tindakan Pelancongan Langkawi (2011), iaitu penglibatan penduduk di Pulau Langkawi masih lagi pada tahap minimum. Malahan, penglibatan penduduk dalam penjenamaan tempat masih lagi kurang jika dibandingkan dengan penglibatan pihak berkepentingan yang lain (Eshuis dan et al. 2014).

Saluran Media Sosial

Selanjutnya, penggunaan saluran media sosial digunakan oleh pihak organisasi dan penduduk tempatan untuk menyampaikan penjenamaan tempat di Pulau Langkawi. Informan 1 dan 2 menyatakan bahawa pihak organisasi telah menggunakan media sosial laman web, *Facebook*, *Instagram* dan *Whatapps* manakala informan 3 pula menyatakan bahawa, pihak organisasi masih lagi pada peringkat permulaan dan hanya menggunakan laman web, *Facebook* dan *Whatapps*. Seterusnya informan 2 dan 3 menyatakan bahawa penglibatan penduduk menerusi media sosial masih lagi rendah dan kurang mendapat sambutan. Hal ini kerana, penglibatan penduduk menerusi media sosial bergantung kepada komuniti penduduk itu sendiri. Pihak organisasi menyatakan bahawa, kesedaran penduduk menerusi media sosial jika, platform tersebut dapat memberi manfaat kepada mereka. Begitu juga dengan dapatan yang diperolehi daripada informan 1, 4, 5, 7 dan 8 penduduk tempatan menyatakan bahawa penduduk terlibat dalam mempromosikan penjenamaan tempat kebanyakannya kerana ingin mempromosikan perniagaan mereka. Selain daripada itu, dapatan kajian yang diperolehi daripada penduduk tempatan menyatakan bahawa informan 2, 3 dan 10 penglibatan menerusi media sosial dengan memuat naik gambar dan video berkaitan Pulau Langkawi ke dalam media sosial.

Seterusnya, pihak organisasi 2 dan 3 menyatakan bahawa, penggunaan media sosial memberi impak yang positif kepada sektor pelancongan Pulau Langkawi. Pemasaran yang dibuat menerusi media sosial dapat meningkatkan kehadiran pelancong. Hal ini kerana penggunaan media sosial cepat dan dapat

galakkan pengguna lain. Penyelidik mendapati bahawa, kenyataan informan bersamaan dengan Ramsaran-Fowdar dan Fowdar (2013), iaitu maklum balas yang diperolehi menerusi media sosial cepat serta dapat menggalakkan pengguna yang lain. Begitu juga dapatan kajian yang diperolehi daripada penduduk tempatan. Informan 2, 3, 4, 5, 7, 8 dan 10 menyatakan bahawa maklum balas yang diperolehi daripada media sosial cepat dan dapat galakkan pengguna yang lain. Bahkan juga informan menggunakan media sosial untuk mempromosikan perniagaan mereka.

KESIMPULAN

Kesimpulannya, walaupun penjenamaan yang dibuat ke atas Pulau Langkawi mendapat sambutan daripada pelancongan namun demikian, masih ada segelintir penduduk tempatan yang tidak terlibat dengan proses penjenamaan tempat dan tidak ambil peduli. Walaupun jenama yang disampaikan dapat diterima oleh penduduk, namun penglibatan penduduk dalam proses penjenamaan masih lagi kurang terutamanya dalam penggunaan media sosial. Pihak organisasi memainkan peranan dalam menyampaikan mesej jenama kepada penduduk dengan menganjurkan aktiviti kesedaran dan pendidikan kepada penduduk tempatan. Seterusnya, kajian ini akan memberi sumbangan terutama kepada organisasi untuk meningkatkan kesedaran terutama dalam kalangan penduduk agar penduduk lebih berdaya saing. Selain itu, kajian mendalam terhadap isu penjenamaan tempat boleh dilakukan untuk lebih meneliti kepincangan di Pulau Langkawi. Kajian akan datang boleh dibuat secara terperinci terhadap penjenamaan tempat eko-pelancongan dan pelancongan pendidikan yang dibangunkan di Pulau Langkawi.

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Strategi Pengiklanan Hijau ke Arah Keterlihatan dalam Media Sosial

Noriza Ismail

Pusat Pengajian Teknologi Multimedia dan Komunikasi (SMMTC), Universiti Utara Malaysia,

Sabrina Mohd Rashid

Pusat Pengajian Teknologi Multimedia dan Komunikasi (SMMTC), Universiti Utara Malaysia.

ABSTRAK: Pengiklanan hijau di Malaysia semakin mendapat perhatian sejak kebelakangan ini. Pengiklanan hijau adalah sebahagian daripada pendekatan baru yang memberi tumpuan kepada pemasaran produk hijau kini. Objektif kajian adalah mengenal pasti strategi pengiklanan hijau yang digunakan oleh organisasi produk hijau dalam media sosial, mengenal pasti mesej pengiklanan hijau yang diusahakan oleh organisasi dalam media sosial dan mengenal pasti keterlihatan pengiklanan hijau kepada pengguna dalam media sosial. Kajian ini menggunakan pendekatan 4P dan Model Kemungkinan Penghuraian (*Elaboration Likelihood Model*) (Petty & Cacioppo, 1986) sebagai panduan penyelidikan. Kajian ini turut menggunakan pendekatan kualitatif. Temu bual semi struktur dijalankan bagi mendapatkan maklumat dan data kajian. Persampelan bertujuan sebagai panduan penentuan pemilihan sampel iaitu tiga buah organisasi dan tujuh orang informan. Strategi pengiklanan hijau ke arah keterlihatan dalam media sosial menunjukkan bahawa saling berkait antara satu sama lain dalam mencapai sasaran pengguna terhadap keputusan pembelian produk hijau.

KATA KUNCI: Strategi pengiklanan hijau, keterlihatan, media sosial, produk hijau.

PENGENALAN

Di Malaysia, kempen ke arah mendekati budaya “hijau” semakin mendapat sambutan oleh organisasi-organisasi yang prihatin terhadap alam sekitar. “Hijau” merupakan sebahagian daripada Dasar Teknologi Hijau Negara yang telah dilancarkan pada Julai 2009 dan menasaskan sekurang-kurangnya 20% perolehan hijau menjelang tahun 2020.

Lantaran itu, kewujudan produk hijau dalam pasaran telah memberi tumpuan kepada pengiklanan untuk mempromosikan produk tersebut. Pengiklanan mempunyai peranan penting dalam dunia pemasaran hari ini untuk menyampaikan mesej, nilai, harga dan produk dalam pemasaran hijau sebagai perantaraan kepada pengguna. Pengiklanan hijau yang dijalankan terhadap produk, perkhidmatan, amalan dan proses organisasi yang

berkomunikasi kehijauan merupakan satu aspek penting dalam pemasaran hijau (Kumar, 2017).

Media sosial di Malaysia telah menjadi arus perdana dalam menyebarkan maklumat sesuatu produk kepada pengguna. Contohnya, *Facebook, Blog, Instagram, Twitter* dan sebagainya. Kini, rangkaian media sosial muncul sebagai bentuk komunikasi digital melalui perkongsian ilmu, idea dan maklumat yang boleh dijana kepada pengguna (Biswas, 2016). Pengiklanan hijau dilihat sebagai satu bentuk strategi untuk setiap pemarkar ke arah berkomunikasi dan mempengaruhi pengguna dalam pasaran. Pengiklanan hijau juga berpotensi sebagai medium perantaraan untuk pemarkar memperkenalkan produk hijau mereka (Vasumathi, 2016).

Keterlihatan dianggap sebagai ciri-ciri dan satu isu di peringkat unit korporat dan operasi sesebuah organisasi. Strategi perniagaan yang

berkonsepkan hijau amat menitikberatkan penjagaan alam sekitar dengan merangkumi persekitaran perniagaan dalaman dan luaran operasi produk mereka (Bowen, 2000). Oleh itu, kajian ini bertujuan untuk mengenal pasti strategi pengiklanan hijau ke arah keterlihatan dalam media sosial.

Objektif Kajian

Objektif kajian adalah mengenal pasti strategi pengiklanan hijau yang digunakan oleh organisasi produk hijau dalam media sosial, mengenal pasti mesej pengiklanan hijau yang diusahakan oleh organisasi dalam media sosial dan mengenal pasti keterlihatan pengiklanan hijau kepada pengguna dalam media sosial.

Permasalahan Kajian

Kajian ini membuka dimensi baharu untuk memahami bidang pengiklanan hijau dalam media sosial. Menurut Sabre (2014), masalah lain telah memberi kebimbangan kepada syarikat-syarikat terhadap strategi pengiklanan produk hijau adalah terhad. Masalah kandungan maklumat produk adalah terhad dan tidak banyak dicanang dalam pasaran (Brahim, Syed Azizi Wafa, Oswald, Igau & Chekima, 2015; Ottman, 1991 & Kilbourne, 1995). Masalah ini telah memberi kesan kepada pengguna apabila maklumat yang hendak disampaikan adalah tidak jelas.

Menurut Terkan (2014) dan Wiley (2012), kebanyakan iklan yang dijalankan oleh sesebuah organisasi tidak sampai kepada sasaran yang betul. Pengiklanan yang dibuat hanya semata-mata di atas nama untuk mempromosikan produk tetapi tidak mensasarkan sasaran yang betul. Namun, dalam kajian Singh (2010) mendapati antara sebab organisasi kurang berminat untuk mengiklankan produk mereka kerana tidak menjalankan pengiklanan hijau yang boleh mendedahkan maklumat produk mereka.

Organisasi juga tidak percaya kepada industri pengiklanan dan menganggap bahawa pengiklanan hijau adalah tidak mampu menjelaskan objektif atau peranan produk hijau (Joshi & Rahman, 2015; Alniacik & Yilmaz,

2012; Bostrom & Klintman, 2008). Mereka juga berpendapat masalah iklan tidak jelas telah memberi kesan apabila pengguna tidak mempercayai maklumat yang diberikan itu. Bostrom dan Klintman (2008) juga berpendapat pengiklanan hijau ini terlalu bercita-cita tinggi. Masalah ini timbul apabila sesetengah organisasi tidak yakin dengan pengiklanan hijau. Kesannya, pengguna menjadi kurang jelas untuk menggunakan produk hijau ini serta menimbulkan keraguan kepada mereka (Ibanez & Hartmann, 2006).

SOROTAN KARYA

Campuran Pemasaran 4P

Campuran pemasaran 4P dipengaruhi oleh tindakan dan keputusan tertentu yang bertujuan untuk mencapai matlamat organisasi dan memenuhi keperluan pengguna (Isoraite, 2016). Oleh itu, organisasi yang ingin terus berjaya dan menguntungkan perlulah menyediakan perkhidmatan yang dapat memenuhi keperluan pengguna. Organisasi yang mengeluarkan sesuatu produk dalam pasaran adalah sangat penting untuk memenuhi keinginan pengguna. Sejurus dengan itu, elemen pemasaran 4P diintegrasikan dalam organisasi sebagai keputusan dan tindakan bagi mencapai sasaran pengguna yang betul (Pruskus, 2015).

Pengiklanan Hijau

Pengiklanan hijau hasil daripada pemujukan yang terkandung dalam mesej dalam pemilihan media sosial yang betul seperti Instagram, Facebook, Blog dan sebagainya akan mempengaruhi pengguna supaya beralih minat terhadap produk hijau ini. Mereka juga berpendapat masalah iklan tidak jelas telah memberi kesan apabila pengguna tidak mempercayai maklumat yang diberikan itu.

Keller (2002) berpendapat bahawa pengiklanan secara tidak langsung dapat mengukuhkan ekuiti jenama yang boleh menambah nilai wang dan meningkatkan kesetiaan pelanggan. Pengiklanan juga dapat meluaskan pasaran dan jangka hayat sesuatu produk. Malah, organisasi tersebut sanggup untuk melabur dalam pengiklanan supaya mencapai sasaran pengguna (Armitage & Conner, 2001).

Menurut Haytko dan Matulich (2008) dapatan kajian membuktikan bahawa pengguna sanggup untuk membayar lebih kepada produk hijau di pasaran. Selain itu, jenama hijau yang mempunyai kaitan dengan alam sekitar serta strategi perniagaan akan mempengaruhi tindak balas pengguna dalam pasaran. Ibanez dan Hartmann (2006) memaparkan bahawa jenama hijau dapat membangkitkan emosi yang positif apabila menggunakan maklumat bercirikan produk mesra alam. Ia dapat mendedahkan maklumat hijau kepada pengguna serta memberi keyakinan dalam menggunakan produk hijau.

Walau bagaimanapun, Bickart dan Ruth (2012) memperlihatkan bahawa pengguna yang berminat untuk mencari produk yang bercirikan hijau adalah tinggi apabila maklumat mengenai produk hijau didedahkan dengan jelas kepada mereka. Malah, dapatan kajian Kilbourne (1995) memerihalkan bahawa kandungan maklumat produk yang tidak cukup jelas akan menyebabkan kewibawaan pengiklanan hijau terjejas. Kandungan maklumat produk yang tidak jelas akan memberi kesan kepada permintaan pengguna dalam pasaran.

Media Sosial

Kini, media sosial merupakan media atas talian yang telah menjadi kepentingan kepada setiap pengguna untuk kegunaan harian mereka. Media sosial membolehkan pengguna memperoleh maklumat, idea, dan sebagainya tentang sesuatu produk. Malah, 74% organisasi telah merancang dan melabur untuk melaksanakan pengiklanan hijau mereka di Internet (Minton, Lee, Orth, Kim & Kahle, 2012). Kepelbagaian kaedah pengiklanan akan membawa kepada hasil keberkesanan maklumat yang disampaikan itu. Media sosial telah digunakan oleh organisasi sebagai saluran untuk mencapai bilangan pengguna yang ramai dalam pemasaran komunikasi mereka (Duffet & Wakeham, 2016). Pihak organisasi berpendapat bahawa usaha ini sangat berguna kepada mereka.

Produk Hijau

Produk hijau bercirikan bahan semula jadi, kitar semula, organik, bebas bahan kimia,

mengurangkan pembungkusan dan sebagainya yang tidak merosakkan alam sekitar (Durif, Boivin & Julien; Chen & Chai, 2010). Definisi produk hijau menurut Ottman (1998) adalah produk yang tahan lama, bebas toksik, diperbuat daripada bahan kitar semula dan kesan minimum ke atas alam sekitar.

METODOLOGI KAJIAN

Kajian ini dianalisis berasaskan tematik dan dilakukan secara manual. Penyelidik turut menggunakan persampelan bertujuan sebagai panduan penentuan pemilihan sampel organisasi yang menjalankan strategi pengiklanan hijau dan pengguna produk hijau. Kaedah penyelidikan kualitatif tiada piawaian yang selaras untuk menentukan saiz sampel (Malterud, Siersma & Guassora (2016); Creswell, 2014; Merriam, 2009 & Salmons, 2015) bahawa tidak ada piawaian yang ditentukan untuk pemilihan saiz sampel untuk kajian ini. Terdapat tiga organisasi produk hijau yang turut serta dalam kajian ini iaitu Ziboosa, The Green Hijab, dan Biji-biji. Seramai tujuh orang informan diambil sebagai sampel untuk mesej dan keterlihatan pengiklanan hijau dalam media sosial. Oleh itu, hasil penyelidikan ini dijadikan sebagai data utama yang diperlukan ialah strategi pengiklanan hijau ke arah keterlihatan dalam media sosial.

DAPATAN KAJIAN

Hasil daripada penyelidikan ini, temu bual yang dijalankan bersama organisasi melihat kepada strategi pengiklanan hijau dalam media sosial kepada pengguna. Elemen pemasaran 4P iaitu, produk, harga, promosi dan tempat sebagai usaha oleh organisasi produk hijau bagi meningkatkan jualan produk dalam pasaran. Organisasi produk hijau mencapai sasaran pengguna melalui promosi yang dijalankan. Hal ini dapat diperkukuhkan lagi melalui penyelidikan strategi pengiklanan hijau berdasarkan konsep 4P dalam pemasaran yang dilaksanakan oleh Mariam (2014).

Oleh itu, penemuan kajian penyelidikan ini telah menunjukkan bahawa strategi pengiklanan hijau dalam media sosial terbukti berkesan dengan mengintegrasikan elemen pemasaran 4P ke

dalam pengurusan operasi mereka. Hasil daripada penyelidikan ini membuktikan bahawa organisasi yang menggunakan produk yang bercirikan hijau sebagai objektif pengiklanan lebih mendapat permintaan pengguna. Hal ini kerana, ciri-ciri produk yang jelas ditekankan oleh organisasi akan lebih mendapat permintaan daripada pengguna (Segev, Fernandes & Hong, 2016). Harga adalah faktor kritikal yang penting kepada organisasi. Oleh itu, penentuan harga yang kompetitif amat dititikberatkan oleh organisasi kepada produk hijau supaya harga tidak terlalu mahal. Hasil dapatan penyelidikan ini menunjukkan bahawa, organisasi turut mengambil kira kos pengurusan, bahan, pengeluaran produk dan iklan. Ini kerana, Schaufele dan Hamm (2017) iaitu harga amat ditekankan oleh pelanggan sebelum mereka membuat keputusan pembelian ke atas sesuatu barangan.

Seterusnya, hasil daripada penyelidikan ini mendapati promosi menerusi media sosial paling berkesan dan mendapat sambutan daripada pengguna. Organisasi lebih menjurus kepada penggunaan media sosial seperti *Instagram* dan *Facebook* untuk mempromosikan produk hijau. Malah, media sosial adalah medium paling sesuai kepada organisasi pengiklanan hijau untuk memperkenalkan jenama dan identiti produk hijau mereka. Selain itu, menerusi media sosial juga membolehkan pengguna mendapatkan maklumat sesuatu acara yang dianjurkan oleh organisasi produk hijau. Perkara ini turut diperkatakan oleh Grothokhova (2017), bahawa acara merupakan salah satu cara berjaya untuk mempromosikan produk kepada pengguna. Kesimpulannya, ketiga-tiga organisasi telah mengintegrasikan elemen pemasaran 4P sebagai strategi untuk menyampaikan mesej kepada pengguna. Hal ini dapat dilihat apabila pembangunan strategi pemasaran adalah sangat penting bagi membantu produk hijau lebih dikenali supaya wujudnya kesedaran pengguna ke atas keputusan pembelian.

Selanjutnya, mesej yang jelas dan berkesan kepada sasaran pengguna didapati bahawa ianya bermula daripada strategi pemasaran organisasi

itu sendiri. Menurut Mohd Helmi (2004), kaedah pemujukan dalam pengiklanan bertujuan menasarkan atau menyampaikan mesej kepada pengguna. Ini adalah berpendapat bahawa kesemua informan mempunyai pandangan yang sama. Hasil daripada penyelidikan ini mendapati bahawa penyampaian mesej dari segi ciri-ciri, bahan, dan manfaat yang jelas membuktikan bahawa pengguna lebih berminat dan memberi kesedaran untuk membuat keputusan pembelian produk hijau. Ini jelas menunjukkan bahawa, sikap pengguna dipengaruhi oleh penyampaian mesej produk hijau yang berkesan (Teng, Khong & Goh, 2014).

Seterusnya, hasil daripada penyelidikan ini mendapati bahawa keterlihatan pengiklanan hijau dalam media sosial jelas membuktikan bahawa pengguna menggunakan media sosial untuk mendapatkan maklumat produk hijau. Hal ini kerana, keterlihatan iklan produk hijau dalam media sosial jelas membuktikan bahawa pengguna lebih tertarik dan yakin untuk membuat pembelian produk hijau setelah melihat iklan tersebut. Media sosial juga dapat meningkatkan motivasi pengguna serta keupayaan memproses maklumat produk hijau secara terperinci (Pee, 2012). Keupayaan pengiklanan produk hijau bergantung kepada media sosial. Contohnya, *Facebook* dan *Instagram* lebih mendapat perhatian kepada pengguna untuk membuat carian mengenai maklumat berkenaan produk hijau ini. Hal ini jelas membuktikan bahawa pengguna lebih berpengetahuan untuk mencari maklumat mengenai iklan hijau dengan mengakses dalam media sosial.

KESIMPULAN

Strategi pengiklanan hijau yang dilaksanakan oleh organisasi dapat menjelaskan penyampaian mesej yang berkesan. Namun begitu, media sosial sudah menjadi sebahagian daripada organisasi yang merancang strategi pemasaran sebagai jalan untuk memperkenalkan jenama dan promosi produk hijau mereka kepada pengguna. Keterlihatan mesej dalam media sosial adalah bergantung kepada organisasi yang mengintegrasikan elemen pemasaran 4P dalam pengurusan iklan mereka. Bagi mencapai

peningkatan permintaan terhadap produk hijau, organisasi perlulah merancang strategi pengiklanan hijau yang berkesan supaya jenama produk dikenali dan pengguna membuat keputusan pembelian produk hijau dalam pasaran sekaligus meningkatkan permintaan ke atas keluaran mereka.

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Hubungan Sokongan Sosial, Kompetensi Komunikasi dan Pengurusan Tanggapan Dengan Kesejahteraan Psikologi Mangsa Banjir

A. Nur Haffiza Rahaman

Pusat Pengajian Teknologi Multimedia dan Komunikasi (SMMTC), Universiti Utara Malaysia,

Che Su Mustaffa & Najib Ahmad Marzuki

Pusat Pengajian Teknologi Multimedia dan Komunikasi (SMMTC), Universiti Utara Malaysia.

ABSTRAK: Pautan mengenai pemboleh ubah sokongan sosial, kompetensi komunikasi, kesejahteraan psikologi dalam konteks banjir kurang dilakukan di Malaysia. Disebabkan itu, kajian ini bertujuan untuk mengisi kekosongan yang ada seterusnya menentukan model kesejahteraan psikologi yang sesuai digunakan dalam konteks banjir di Malaysia. Sebanyak 420 borang soal selidik diedarkan kepada mangsa banjir dan dapatan dianalisis menggunakan kaedah SEM untuk menguji hipotesis kajian. Dapatan kajian menunjukkan hanya pembolehubah kompetensi komunikasi sahaja yang memberi kesan secara signifikan terhadap kesejahteraan psikologi mangsa banjir, namun sokongan sosial dan pengurusan tanggapan adalah sebaliknya. Berdasarkan kajian ini, beberapa implikasi telah dikemukakan dalam usaha untuk meningkatkan kesejahteraan psikologi mangsa banjir di Malaysia.

KATA KUNCI: Sokongan sosial, Kompetensi komunikasi, Pengurusan tanggapan, Kesejahteraan psikologi .

PENDAHULUAN

MKN Terengganu telah mengeluarkan kenyataan mangsa banjir paling ramai berpindah adalah pada tahun 2014 di Daerah Kemaman, Terengganu. Kejadian banjir besar yang berlaku di Terengganu ini menyebabkan mangsa tidak dapat menjalankan aktiviti harian dan kegiatan ekonomi tergendala. Hal ini membawa kepada kesan kesejahteraan psikologi mangsa. Kesejahteraan psikologi terganggu kerana mangsa akan memikirkan kemusnahan harta benda, nyawa dan ekonomi yang berlaku melibatkan kos pemulihan yang tinggi (Sapora, 2007). Namun begitu, kesan kesejahteraan psikologi mangsa akibat daripada banjir seperti tidak diindahkan, sedangkan kesan ini perlu diberi perhatian yang sewajarnya melalui penelitian-penelitian secara empirik (Badi'ah, Sulaiman, Rohaya, Zaidi, & Rohailina, 2010).

Mangsa banjir memerlukan sokongan sosial dalam meningkatkan kesejahteraan psikologi

mereka kerana sokongan sosial merupakan faktor semula jadi yang paling konsisten dalam mempengaruhi aspek psikologi (Sarason, Sarason, & Pierce, 1995). Walau bagaimanapun, bukti-bukti empirik masih tidak mantap sama ada sokongan sosial boleh menghalang mangsa dari rasa tertekan pada saat getir (Hobfoll & Vaux, 1993; Ben-Ari & Gil, 2004). Sokongan sosial dalam kajian ini melibatkan sokongan dari keluarga, rakan-rakan serta pemberi bantuan iaitu pihak JKM sebagai orang yang dipercayai.

Faktor kedua yang mempengaruhi kesejahteraan psikologi mangsa banjir di Terengganu dalam kajian ini ialah kompetensi komunikasi. Di Malaysia, badan kerajaan yang bertanggung jawab dalam memberi sokongan sosial ketika berlakunya banjir adalah pihak JKM. Tidak dinafikan bahawa kompetensi komunikasi merupakan faktor penting dalam mencapai kualiti perkhidmatan awam (Malek Shah & Liang, 2002), namun kajian mengenai kompetensi dalam kalangan penjawat awam masih kurang mendapat perhatian para penyelidik dan memerlukan penelitian yang

lebih lanjut (Che Su & Hassan, 2011). Oleh itu, penelitian berkaitan persepsi terhadap perkhidmatan yang ditawarkan oleh pihak JKM sebagai salah sebuah sektor perkhidmatan awam perlu dilakukan bagi mengenal pasti kompetensi dalam kalangan penjawat awam (Seng, 2011) kerana kompetensi komunikasi akan memberi kesan terhadap kesejahteraan psikologi (Biggio dan Cortese, 2013; Aziyah, Aziz, Hasniza & Yahya, 2011).

Dalam membantu mangsa banjir, secara sedar atau tidak akan wujud interaksi sosial antara pemberi bantuan dengan mangsa banjir. Menurut Schlenker (1980) semasa berlakunya interaksi sosial, individu sentiasa cuba untuk mengawal imej. Kelakuan ini dirujuk sebagai pengurusan tanggapan. Tanggapan yang baik amat diperlukan oleh pemberi bantuan agar mangsa banjir percaya dan memberikan kerjasama yang sebaik mungkin dalam mengurangkan risiko kesejahteraan psikologi apabila menghadapi banjir. Walaubagaimapun, hanya beberapa kajian empirikal meneliti hubungan antara pengurusan tanggapan terhadap organisasi terutama dalam pengurusan bencana (Wayne & Kacmar, 1991), sedangkan tanggapan yang baik dari mangsa banjir akan mengurangkan isu kualiti perkhidmatan awam dan mengekalkan imej yang baik penjawat awam.

METODOLOGI KAJIAN

Prosedur

Kajian ini menggunakan kaedah kuantitatif dengan persampelan berstarata berkadaran dimana sebanyak 420 borang soal selidik diedarkan di Daerah Kemaman, Terengganu. Pemilihan sampel kajian adalah berdasarkan jadual Krejcie & Morgan (1970) dimana populasi mangsa ialah 32281 dan saiz sampel ialah 380 orang. Namun, dianggarkan dapatan soal selidik yang akan dikembalikan adalah sebanyak 90 peratus daripada jumlah saiz sampel yang ditetapkan. Oleh itu, soal selidik yang diedar ditambah sebanyak 10 peratus lagi daripada jumlah saiz sampel iaitu 380 soal selidik menjadikan keseluruhan soal selidik yang diedarkan sebanyak 420 setelah dibundarkan daripada 418.

Pengukuran

Instrumen kajian yang terlibat untuk mengukur sokongan sosial mangsa banjir ialah Multidimensional Scale Perceived Social Support (Zimet et al., 1988), kompetensi komunikasi dari Morreale, Spitberg dan Barge (2001), pengurusan tanggapan dari Bolino dan Turnley (1999) serta kesejahteraan psikologi dari Ryff (1989).

Analisis Kajian

Hasil dapatan kajian dianalisis menggunakan kaedah analisis Model Persamaan Struktur (Structural Equation Modeling – SEM) kerana ia mampu untuk mengukur dan memastikan model yang dibentuk mempunyai kesepadanan yang baik dengan data (model fit) sebelum analisis hubungan dilakukan di antara pemboleh ubah dilakukan (Zainudin, 2015). Analisis laluan (path analysis) dilakukan berdasarkan nilai pekali laluan (β), bagi memastikan samada nilai β yang diperolehi mampu menjelaskan pengaruh yang signifikan atau tidak di antara pemboleh ubah tidak bersandar terhadap pemboleh ubah bersandar.

Dapatan soal selidik

Keseluruhan soal selidik yang diedarkan kepada mangsa banjir adalah sebanyak 420. Walau bagaimanapun, soal selidik yang dikembalikan hanya 403 sahaja bersamaan dengan 95.95% kadar pulangan soal selidik. Analisis terhadap soal selidik menunjukkan terdapat sebanyak 20 soal selidik yang bermasalah dan terpaksa disingkirkan (outlier) menjadikan keseluruhan soal selidik yang boleh digunakan untuk analisis di dalam kajian ini adalah sebanyak 383 (bersamaan dengan 91.19% kadar pulangan yang sah). Jumlah 383 ini dilihat mencukupi iaitu melebihi daripada saiz sampel minima yang diperlukan berdasarkan jadual Krejcie dan Morgan (1970) iaitu sebanyak 380.

Jadual 1: Kadar pulangan soal selidik

Item	kekerapan/ peratus (%)
Soal selidik yang diedarkan	420

Soal selidik yang dikembalikan	403
Soal selidik yang tidak dikembalikan	17
Soal selidik yang dikembalikan dan boleh digunakan	383
Soal selidik yang dikembalikan dan tidak boleh digunakan	20
Kadar pulangan soal selidik	95.95%
Kadar pulangan yang sah	91.19%

HASIL KAJIAN

Analisis Model Persamaan Struktur (SEM) menggunakan aplikasi Analysis of Moment Structure (AMOS) dijalankan melalui dua peringkat iaitu peringkat analisis model pengukuran dan seterusnya analisis model struktural bagi menguji hubungan pemboleh ubah dan kesepadanan terhadap model (model fit).

Analisis model pengukuran dijalankan bagi memastikan konstruk pemboleh ubah yang digunakan di dalam kajian ini mempunyai kesahan dan kebolehpercayaan yang baik sebelum analisis hubungan antara konstruk pemboleh ubah dilaksanakan di peringkat model struktural. Analisis model pengukuran ini juga dikenali sebagai proses analisis faktor pengesahan (Confirmatory Factor Analysis – CFA). Di dalam kajian ini, pemboleh ubah yang digunakan adalah pemboleh ubah peringkat kedua (second order constructs) yang diukur melalui beberapa dimensi pemboleh ubah peringkat pertama (first order constructs). CFA peringkat kedua dalam kajian ini melibatkan empat pemboleh ubah utama iaitu ‘sokongan sosial’, ‘kompetensi komunikasi’, ‘pengurusan tanggapan’ dan juga ‘kesejahteraan psikologi’. Kesemua pemboleh ubah peringkat kedua ini dibangunkan dengan pengukuran reflektif dari pemboleh ubah peringkat pertama.

Jadual 2: Kebolehpercayaan dan kesahan model.

	CR	AVE	MSV	KK	SS	PT	KS
KK	0.751	0.502	0.500	0.709			

SS	0.819	0.819	0.527	-0.436	0.905		
PT	0.897	0.814	0.709	0.589	-0.583	0.902	
KS	0.830	0.710	0.709	0.707	-0.726	0.842	0.843

Nota: KK = Kompetensi komunikasi, SS = Sokongan sosial, PT = Pengurusan tanggapan, KS = Kesejahteraan Psikologi

Dari sudut aspek kebolehpercayaan komposit, nilai CR yang diperoleh adalah di atas aras 0.70 bagi kesemua pemboleh ubah utama. Nilai AVE juga menunjukkan nilai AVE yang diperoleh adalah 0.502 yang menunjukkan model yang dibina mempunyai kesahan memusat yang baik. Seterusnya bagi kesahan diskriminan, nilai MSV menunjukkan nilai yang lebih rendah dari nilai AVE, dan nilai punca kuasa dua AVE bagi konstruk juga adalah lebih besar daripada nilai korelasi antara konstruk. Justeru, membuktikan bahawa model mempunyai kesahan diskriminan yang baik.

Seterusnya ialah aspek kesepadanan model dimana bagi kesepadanan mutlak, dari sudut nilai indeks chi-square hasil analisis menunjukkan model masih belum mencapai tahap ketepatan kesepadanan yang baik apabila nilai (CMIN = 1692.383, DF = 923, p < 0.05), namun bagi dua indeks yang lain iaitu GFI dan RMSEA pula menunjukkan model yang dibina telah mencapai tahap ketepatan kesepadanan model yang baik iaitu (GFI = 0.866) dan (RMSEA = 0.047). Seterusnya bagi analisis kesepadanan incremental, nilai AGFI, CFI dan TLI menunjukkan nilai ketepatan kesepadanan yang baik iaitu (AGFI= 0.850), (CFI = 0.933) dan (TLI = 0.928). Bagi kesepadanan parsimonious pula, nilai indeks CMIN/DF bersamaan dengan 1.834, dan nilai indeks PNFI bersamaan dengan 0.805 menunjukkan bahawa model telah mencapai tahap ketepatan kesepadanan parsimonious yang baik.

Setelah dipastikan keseluruhan model pengukuran melalui proses pooled-CFA mencapai tahap unidimensionaliti, kebolehpercayaan dan kesahan yang baik serta mencapai tahap kesepadanan model. Seterusnya

pengujian hipotesis hubungan antara pemboleh ubah dilakukan menerusi analisis model struktural. Pada peringkat ini, analisis laluan dilakukan bagi menguji hipotesis hubungan antara pemboleh ubah tidak bersandar dan juga bersandar.

Sebelum melihat kepada pengujian hipotesis, model perlu dipastikan telah mencapai tahap ketepatan kesepadanan model yang baik terlebih dahulu. Justeru, aspek kesepadanan mutlak, kesepadanan incremental dan juga parsimonious dinilai terlebih dahulu.

Bagi kesepadanan mutlak melalui indeks chi-square menunjukkan bahawa model tidak mencapai tahap ketepatan kesepadanan model yang baik apabila (CMIN = 1170.836, DF = 919, $p < 0.05$), namun dua indeks yang lain iaitu GFI dan RMSEA menunjukkan nilai ketepatan kesepadanan model yang baik di mana nilai indeks GFI bersamaan 0.883 dan nilai indeks RMSEA bersamaan 0.027.

Seterusnya bagi aspek kesepadanan incremental pula yang diukur menerusi AGFI, CFI dan TLI dilihat turut menunjukkan tahap ketepatan kesepadanan model yang baik apabila (AGFI = 0.869), (CFI = 0.978) dan (TLI = 0.976). Bagi aspek kesepadanan parsimonious pula, nilai indeks CMIN/DF menunjukkan nilai di bawah 5.0 iaitu 1.274, dan nilai PNFI pula menunjukkan nilai di atas 5.0 iaitu bersamaan 0.841. Justeru, berasaskan nilai tersebut membuktikan bahawa model yang dibina telah mencapai tahap kesepadanan parsimonious yang baik.

Setelah dipastikan model yang dibentuk telah mencapai tahap kesepadanan model yang baik, peringkat seterusnya ialah pengujian terhadap hipotesis kajian. Hipotesis kajian adalah:

H1: Terdapat hubungan yang signifikan antara sokongan sosial dengan kesejahteraan psikologi mangsa banjir.

H2: Terdapat hubungan yang signifikan antara kompetensi komunikasi dengan kesejahteraan psikologi mangsa banjir.

H3: Terdapat hubungan yang signifikan antara pengurusan tanggapan dengan kesejahteraan psikologi mangsa banjir.

Bagi analisis hipotesis laluan antara sokongan sosial terhadap kesejahteraan psikologi (H1) menunjukkan keputusan yang tidak signifikan apabila ($\beta = -0.074$, C.R = -1.190 , $p > 0.05$). Hasil dapatan yang tidak signifikan ini berkemungkinan adalah disebabkan sokongan daripada keluarga dan rakan semasa bencana dilihat tidak terlalu memberi impak kepada peningkatan kesejahteraan psikologi mangsa banjir, berasaskan kepada nilai β yang kecil dan negatif iaitu -0.074 . Kurangnya impak sokongan sosial daripada keluarga dan rakan ini berkemungkinan disebabkan mereka juga adalah merupakan mangsa banjir yang turut tertekan dengan fenomena banjir yang berlaku. Sebagaimana kajian yang dilaksanakan oleh Fernandes, Boehs dan Heidemann (2013) yang menyatakan sokongan daripada keluarga terdekat semasa banjir kurang diperoleh disebabkan oleh mereka turut mengalami tekanan dan masalah yang sama semasa bencana.

Bagi analisis laluan hipotesis kompetensi komunikasi dalam mempengaruhi kesejahteraan psikologi mangsa banjir (H2) pula menunjukkan hubungan yang signifikan apabila ($\beta = -0.231$, C.R = 2.088 , $p < 0.05$). Justeru, pernyataan hipotesis ini diterima. Hubungan pengaruh ini juga terbentuk secara positif di mana nilai β bersamaan dengan 0.231 . Justeru, dapat dinyatakan bahawa semakin tinggi kompetensi komunikasi oleh pemberi bantuan maka akan turut meningkatkan tahap kesejahteraan psikologi mangsa banjir.

Manakala bagi hipotesis ketiga iaitu berkenaan pengurusan tanggapan mempengaruhi kesejahteraan psikologi mangsa banjir (H3) menunjukkan keputusan yang tidak signifikan apabila ($\beta = 0.033$, C.R = 0.487 , $p > 0.05$), maka hipotesis ini adalah ditolak. Hasil keputusan yang tidak signifikan berkemungkinan disebabkan mangsa banjir tidak terlalu fokus terhadap tanggapan mereka kepada pemberi bantuan. Sikap promosi diri atau merendah diri

pemberi bantuan tidak membantu meningkatkan kesejahteraan psikologi mangsa banjir.

Seterusnya, kajian ini juga melihat kepada nilai pekali penentuan (coefficient of determination – R^2) iaitu kekuatan perubahan varians pada pemboleh ubah bersandar berdasarkan kepada pemboleh ubah tidak bersandar. Hasil kajian menunjukkan nilai R^2 adalah bersamaan 0.123, atau 12.3 peratus perubahan varians pada pemboleh ubah bersandar (iaitu kesejahteraan psikologi).

Nilai pekali penentuan R^2 dianggap kecil namun ia mencukupi dalam menjelaskan pengaruh pemboleh ubah tidak bersandar kepada aspek kesejahteraan psikologi mangsa banjir. Sebagaimana yang dijelaskan oleh Hair et al. (2013), berasaskan kepada jumlah sampel saiz, tanda aras signifikan yang digunakan dan jumlah pemboleh ubah tidak bersandar akan menentukan kadar minimum nilai R^2 yang dianggap mencukupi bagi menjelaskan kekuatan perubahan varian sesuatu model. Justeru dapat disimpulkan bahawa semakin meningkat tahap kompetensi komunikasi dalam kalangan pemberi bantuan akan meningkatkan lagi tahap kesejahteraan psikologi mangsa banjir, sebaliknya jika menurun tahap kompetensi komunikasi akan turut menjejaskan kesejahteraan psikologi mangsa banjir.

KESIMPULAN

Kesimpulannya, kajian ini dilihat telah membuktikan secara empirik bahawa teori kompetensi komunikasi mampu memberi kesan kepada kesejahteraan psikologi mangsa banjir. Kajian berkenaan teori kompetensi komunikasi sebelum ini lebih banyak tertumpu dalam konteks kepimpinan di dalam organisasi, dan kajian ini dilihat telah mengembangkan teori kompetensi komunikasi dalam konteks komunikasi pengurusan banjir di Malaysia. Walaupun kesan perubahan kepada kesejahteraan psikologi disebabkan oleh faktor kompetensi komunikasi hanya menyumbang sebanyak 12.3 peratus sahaja ($R^2 = 0.123$), namun dari perspektif sumbangan peranan komunikasi dalam meningkatkan kesejahteraan psikologi mangsa banjir dilihat mencukupi.

Dari sudut implikasi pengurusan komunikasi semasa bencana banjir, hasil kajian ini dapat dijadikan asas dalam merangka idea-idea pengurusan bencana dalam konteks kompetensi komunikasi pemberi bantuan dimana pemberi bantuan perlulah mempunyai tahap kompetensi komunikasi yang baik. Hal ini kerana dengan komunikasi yang baik, pemberi bantuan dapat memastikan agar mangsa banjir kurang mengalami tekanan dan kebimbangan. Oleh itu, aspek kursus dan latihan dari sudut komunikasi seperti pengetahuan tentang cara untuk berkomunikasi ketika bencana, kemahiran dan motivasi dalam berkomunikasi pada kumpulan demografi yang berbeza, seperti perbezaan jantina dan tahap pendapatan dilihat perlu dititikberatkan untuk memastikan mangsa banjir dapat meningkatkan tahap kesejahteraan psikologi mereka.

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Peranan Pola Komunikasi Keluarga dalam Pembangunan Sahsiah Remaja di Bandar Kota Bharu, Kelantan

Nor Mukmin Mahmood

Pusat Pengajian Teknologi Multimedia dan Komunikasi (SMMTC), Universiti Utara Malaysia,

Rosli Mohammed

Pusat Pengajian Teknologi Multimedia dan Komunikasi (SMMTC), Universiti Utara Malaysia.

ABSTRAK: Perubahan sosial yang berlaku hari ini telah mengubah corak kehidupan keluarga dan masyarakat. Dalam konteks ini, keberkesanan komunikasi keluarga berperanan dalam usaha membantu mereka menghadapi arus perubahan ini. Tumpuan kajian ini diberikan kepada bentuk pola komunikasi, tahap orientasi, tipologi keluarga dan tahap sahsiah remaja. Kajian ini telah dijalankan ke atas pelajar sekolah di Kota Bharu Kelantan. Sampel kajian terdiri daripada 400 orang pelajar dari dua buah sekolah jenis SMK dan SYIK. Pengumpulan data dilakukan berdasarkan kepada set soal selidik yang dijawab sendiri oleh remaja, iaitu maklumat demografi, pola komunikasi keluarga dan kecerdasan kerohanian responden bagi mengukur tahap sahsiah mereka. Instrumen untuk mengukur pola komunikasi keluarga ialah *Revised Family Communication Pattern*. Manakala alat untuk mengukur sahsiah remaja menggunakan *Islamic Spiritual Intelligence*. Hasil kajian mendapati pola komunikasi keluarga berbentuk perbualan dan keakuran yang tinggi, dan tahap sahsiah remaja juga menunjukkan tahap yang tinggi.

KATA KUNCI: pola komunikasi keluarga, orientasi komunikasi, sahsiah remaja, kecerdasan kerohanian.

PENGENALAN

Komunikasi merupakan perkara asas kepada pembentukan hubungan dalam sesebuah keluarga (Koestan & Anderson, 2004). Hal ini demikian kerana, keluarga merupakan institusi paling asas dalam membentuk sikap dan tingkah laku individu (Azyiah, 2008). Keluarga juga dikatakan sebagai tempat pertama berlakunya proses pendidikan kepada anak-anak (Kendall, 2010). Sehubungan itu, kepentingan komunikasi kekeluargaan dalam membentuk sahsiah remaja tidak dapat dinafikan lagi kerana menurut Jusang (2006) komunikasi keluarga mempunyai peranan dalam membentuk sahsiah dan peribadi remaja.

Lantaran itu, menyedari kepentingan komunikasi keluarga dalam membangunkan sahsiah remaja, maka ibu bapa tidak boleh memandang enteng akan perkara ini. Hal ini demikian kerana, sahsiah remaja hari ini dilihat semakin membimbangkan. Keterlibatan remaja dalam masalah sosial bukan hanya melibatkan masalah

kecil seperti merokok dan ponteng sekolah. Malah termasuk jenayah yang membabitkan harta benda seperti mencuri atau jenayah yang melibatkan jiwa manusia seperti jenayah kekerasan termasuk membunuh, cubaan membunuh dan mencederakan orang lain (Azyati, Fariza & Salasiah, 2013).

Terdapat banyak kajian yang mengaitkan hubungan antara pola komunikasi keluarga dengan remaja iaitu kajian yang dilakukan oleh Azyiah, (2015); Azyiah, Saodah dan Che Hasniza, (2011); Nuredayu, Che Su dan Munif, (2007); Osredkar (2012); Marsh (2016); Schrod, Ledbetter, Jernberg, Larson, Brown dan Glonek, (2009). Hasil dapatan kajian mereka dapat dirumuskan bahawa situasi komunikasi keluarga yang harmoni dan bahagia semasa berinteraksi perlu diwujudkan agar hubungan dalam keluarga dapat dibina supaya remaja yang bersahsiah, optimis dan berkahlak dapat dibangunkan. Selain itu, kajian Arieff dan Wardah (2006); Asmak (2006); Fauziah Hanim

(2005); Nuredayu, Munif dan Che Su (2004); Ratus (2008) mengesahkan faktor keluarga dan komunikasi kekeluargaan juga turut dikaitkan dengan masalah devian dan delinkuen dalam kalangan remaja.

Sehubungan itu, komunikasi dalam keluarga merupakan satu perkara yang penting dan menjadi keperluan kepada ibu bapa untuk membentuk sahsiah remaja. Hal ini kerana, ibu bapa merupakan individu yang paling dekat dengan anak-anak (Fadilah & Hamidah, 2006). Proses komunikasi ini membolehkan ibu bapa mendidik anak-anak dengan didikan agama, norma dan budaya masyarakat (Zaridah, 2011).

Oleh hal yang demikian, dalam kajian ini penyelidik mengkaji bentuk pola komunikasi, tahap orientasi yang diamalkan, tipologi keluarga dan tahap sahsiah remaja.

Pola Komunikasi Keluarga dan Sahhsiah Remaja

Pola komunikasi keluarga telah dikembangkan oleh Ritchie dan Fitzpatrick (1990) dan menamakannya sebagai *Revised Family Communication Patterns (RFCP)*. Pola komunikasi keluarga mempunyai dua dimensi utama, iaitu orientasi perbualan dan orientasi keakuran. Orientasi komunikasi ini digambarkan sebagai satu strategi alternatif untuk sesebuah keluarga bersetuju dengan makna sesuatu konsep atau isu semasa berkongsi realiti sosial yang mereka minati (Koerner & Schrodt, 2014). Namun demikian, perlu diingatkan bahawa sesebuah keluarga menggunakan kedua-dua orientasi ini bergantung kepada sesuatu topik yang dibincangkan bukannya dengan kekerapan yang sama dan berkait antara satu sama lain (Marsh, 2016).

Lanjutan daripada itu, Koerner dan Fitzpatrick (2002c) menjelaskan bahawa dalam sesebuah keluarga terdapat “pola” iaitu kecenderungan keluarga membentuk corak komunikasi untuk berinteraksi antara satu sama lain. Impak daripada “pola” tersebut tingkah laku dan psikologi remaja yang terhasil adalah berbeza-beza. Hal ini kerana, pola komunikasi dalam

keluarga memainkan peranan yang berbeza-beza sebagaimana takrifan pola tersebut oleh Ritchie dan Fitzpatrick (1990). Mereka mendefinisikan orientasi perbualan sebagai keluarga yang menggalakkan semua ahli keluarga bebas untuk berinteraksi antara satu sama lain dalam pelbagai topik dan isu. Manakala, orientasi keakuran ditakrifkan sebagai keluarga yang menekankan keselarasan dalam perlakuan, nilai dan kepercayaan sesebuah keluarga.

Orientasi komunikasi dibahagikan kepada dua kategori, iaitu kategori tinggi dan rendah. Menurut Koerner dan Fitzpatrick (2002b), orientasi perbualan tinggi bermaksud setiap ahli keluarga kerap dan bebas untuk berinteraksi antara satu sama lain. Sebaliknya, orientasi perbualan rendah pula didefinisikan sebagai ahli keluarga yang kurang berinteraksi antara satu sama lain. Topik perbincangan terhad kepada perkara-perka penting sahaja. Manakala, orientasi keakuran tinggi ialah keluarga yang lebih menekankan keseragaman terhadap kepercayaan, nilai dan sikap. Namun, orientasi keakuran rendah mengamalkan interaksi yang memberi fokus kepada sikap dan nilai yang heterogen. Kesan daripada komunikasi yang berlaku secara konsisten ini akan menghasilkan empat tipologi keluarga yang berbeza iaitu keluarga protektif, konsensual, pluralistik dan *laissez-faire*.

Komunikasi merupakan satu alat yang penting dalam sesebuah keluarga. Hal ini kerana, apabila berlaku gangguan interaksi dan kekurangan komunikasi dalam sesebuah keluarga ia akan memberi kesan kepada jiwa remaja yang boleh mendorong mereka memberontak dan bertingklaku devian (Amla, Zahara, Zuria dan Abdul Aziz 2010; Khadijah, Salina Nen, Fauziah, Noremy, Mohd Suhaimi dan Noorhasliza 2012; Montemayor & Hanson 1985; Zainuddin & Norazamah 2011). Bukti penemuan ini menunjukkan bahawa ibu bapa memainkan peranan yang utama dalam organisasi anak-anak mereka.

Kajian-kajian terdahulu telah membuktikan bahawa pola komunikasi keluarga mempunyai hubungan serta pengaruhnya yang tersendiri

terhadap perlakuan anggota keluarga terutamanya remaja. Sebagaimana yang diperkatakan oleh Correa (2014); McDevitt (2005); McDevitt dan Chaffee (2002), bersama-sama dengan sekolah, rakan sebaya dan media agen utama dalam mensosialisasikan remaja ialah keluarga mereka sendiri terutamanya interaksi antara ibu bapa.

Sehubungan itu, keluarga sering dikaitkan sebagai punca utama kepada penglibatan masalah sosial dalam kalangan remaja. Terdapat banyak kajian yang mengaitkan faktor latar belakang keluarga seperti kemiskinan, kepincangan hubungan ibu bapa serta kerenggangan hubungan antara remaja dengan ibu bapa sebagai faktor yang mendorong mereka terjebak dengan gejala sosial (Arieff & Wardah, 2006; Asiah, Irkhaniza & Mohamed, 2008; Hamidah, Sabariah, Ajmain, Hamdan, & Puteri 2006; Khalim & Wan Zulkifli, 2009; Nurzatil, Nazneen, Sahlawati, Zanariah & Asma', 2015; Zainuddin & Norazmah, 2011).

Di samping itu, kajian yang dilakukan oleh Badrulzaman (2006), mendapati punca utama kepada peningkatan tingkah laku devian dalam kalangan remaja adalah disebabkan oleh keruntuhan institusi kekeluargaan. Selain itu, kajian ke atas remaja yang terlibat dengan hamil anak luar nikah, dan remaja yang terlibat dengan seks haram mendapati faktor tidak mendapat perhatian daripada ibu bapa dan kerenggangan hubungan antara anak-anak dan kedua ibu bapa merupakan antara faktor yang mendorong mereka terlibat dengan kancah penzinaan (Khadijah et al. 2012; Ruhani dan Tengku Teh, 2015).

Oleh hal yang demikian, pembangunan sahsiah remaja bukan dibina dalam waktu yang singkat tetapi ia mengambil masa yang lama dan harus bermula dari peringkat awal. Tanggungjawab untuk membina sahsiah remaja ini perlu bermula dari rumah dan dimulakan oleh ibu bapa (Hashim, Khairul, Mohd Fahmi & Syed Mohamed, 2008). Hal ini juga ditegaskan oleh Nabi Muhammad S.A.W. berdasarkan sabdanya yang telah diriwayatkan oleh Bukhari dan Muslim iaitu anak-anak yang dilahirkan ke

dunia ini seperti kain putih maka ibu bapalah yang akan mewarnai masa hadapan anak-anak mereka (Muslim & Zainuddin, 2006).

Sahsiah remaja dalam kajian ini diukur dengan menggunakan alat kajian kecerdasan kerohanian Islam (Zanariah & Ishak, 2015). Berdasarkan alat pengukuran ini, terdapat empat dimensi untuk mengukur kecerdasan kerohanian Islam, iaitu siddiq, amanah, tabligh dan fatanah. Menurut Fatimah (2012) kecerdasan kerohanian adalah pemurnian watak yang bergantung kepada keupayaan seseorang untuk mengawal diri. Pencapai kawalan diri ini memerlukan kematangan kerohanian dan disiplin. Kecerdasan rohani ini akan menyatukan semua dimensi kehidupan manusia dan membimbing mereka untuk hidup dalam kehidupan yang bermakna.

Menurut Khalim dan Wan Zulkifli (2009), tingkah laku yang perlu ditonjolkan oleh setiap insan di dunia adalah tingkah laku positif yang menggambarkan ketakwaan dan keimanan kepada Allah S.W.T. Tingkah laku positif dapat dididik dengan ilmu. Hal ini kerana, ilmu pengetahuan dapat membina kebijaksanaan akal. Oleh itu, apabila ilmu digunakan untuk pembangunan fizikal, maka disitulah pembangunan akhlak memainkan peranan (Zaharah et al. 2015).

Kewajipan utama setiap manusia adalah memikul tanggungjawab sebagai khalifah. Tanggungjawab individu dari aspek kerohanian adalah melakukan perkara yang mendatangkan kebaikan dan mencegah kemungkaran (Nooraini 2011). Oleh hal yang demikian, galakan untuk membuat sesuatu kebaikan dan mencegah daripada melakukan kejahatan merupakan satu sifat yang perlu ada dalam setiap diri individu. Dengan erti kata lain, galakan dan pencegahan ini merupakan satu usaha inidividu untuk menyampaikan ilmu kepada individu yang lain.

Hasil kajian yang dilakukan oleh Nooraini dan Salasiah (2012) ke atas 125 orang pelajar, mendapati personaliti Islamik responden adalah tinggi. Hal ini kerana, ibu bapa mendidik anak-anak dengan sifat amanah melalui pengetahuan yang meliputi sikap bertanggungjawab yang

perlu dilaksanakan oleh anak-anak terhadap Allah, ibu bapa dan masyarakat.

Selain itu, bagi membentuk manusia menjadi lebih bermoral dan lebih baik, maka sikap sabar perlu dibangunkan dalam diri mereka (Fatimah 2012). Hal ini kerana, menurut beliau kesabaran adalah kunci kecerdasan emosi, konsep kawalan diri atau kesabaran adalah sangat luas dan komprehensif. Menurut Fatimah lagi, antara faktor yang menghalang seseorang daripada bertindak secara bijak adalah disebabkan oleh sikap tidak sabar.

Seterusnya, sahsiah remaja juga dapat dibentuk melalui disiplin sendiri. Disiplin sendiri ialah satu kawalan diri yang mengawal kepatuhan secara sukarela selaras dengan piawaian tingkah laku (akhlak dan moral) (Akhiar & Shamsina, 2011). Remaja yang mempunyai disiplin yang tinggi dikatakan sebagai remaja yang berjaya. Sebaliknya, remaja yang mempunyai masalah disiplin sering dikaitkan dengan masalah sosial. Terdapat banyak kajian yang membuktikan bahawa masalah disiplin sentiasa dikaitkan dengan faktor yang mendorong remaja terlibat dengan gejala tidak sihat (Aminuddin & Siti, 2010; Khalim dan Wan, 2009; Fatimah, 2007).

METODOLOGI KAJIAN

Kajian ini menggunakan pendekatan kuantitatif untuk mendapatkan data kajian melalui tinjauan keratan lintang (*cross-sectional survey*) dan borang soal selidik diedarkan kepada responden bagi mendapatkan data kajian. Responden terdiri daripada remaja yang bersekolah di sekolah jenis SMK dan SYIK di sekitar bandar Kota Bharu. Seramai 400 orang pelajar telah dipilih sebagai responden kajian. Seterusnya, pemilihan responden dipilih dengan menggunakan persampelan berkelompok pelbagai peringkat. Kemudian, data yang diperoleh dianalisis dengan menggunakan perisian *Statistical Package for the Social Science 22*. Analisis ini difokuskan kepada statistik deskriptif seperti kekerapan, peratus, purata dan sisihan piawai.

DAPATAN KAJIAN

Pola komunikasi keluarga berorientasikan perbualan dan keakuran dibahagikan kepada dua

kategori iaitu kategori rendah dan tinggi. Orientasi perbualan yang rendah (15 hingga 37.5) dan tinggi (37.6 hingga 75). Manakala, orientasi keakuran rendah (11 hingga 27.5) dan rendah (27.6 hingga 55). Dapatan kajian ini mendapati pola komunikasi keluarga responden kajian ini ialah berorientasikan perbualan tinggi dan keakuran tinggi (Jadual 1). Hasil kajian menunjukkan keluarga kajian ini menggunakan orientasi perbualan dan keakuran pada kadar yang sama banyak. Hasil dapat kajian ini juga selaras dengan dapatan kajian Aziyah, (2008); Narimah et al. (2008); Md Salleh et al. (2011).

Sehubungan itu, hasil daripada analisis ini jenis keluarga responden kajian dapat dikenal pasti, iaitu jenis keluarga konsensual. Tahap sahsiah remaja kajian ini pula berada pada tahap yang tinggi, ia dijelaskan dalam Jadual 2.

Jadual 1: Dimensi Komunikasi Keluarga Mengikut kategori (n=400)

Dimensi pola komunikasi keluarga	Kekerapan	Peratus
Orientasi Perbualan		
Rendah	27	6.75
Tinggi	373	93.25
Min = 51.53 Sp =15.55		
Orientasi Keakuran		
Rendah (11 – 27.5)	13	3.25
Tinggi (27.6 – 55)	389	96.75
Min = 39.27 Sp =11.03		

Jadual 2: Dimensi Sahsiah Remaja Mengikut kategori (n=400)

Dimensi	Kekerapan	Peratus
Siddiq		
Rendah (6 – 15.5)	6	1.5
Tinggi (15.6 – 30)	394	98.5
Min = 24.90 Sp = 4.60		
Amanah		
Rendah (6 – 15.5)	29	7.25
Tinggi (15.6 – 30)	371	92.75

Min = 22.61 Sp = 5.24		
Tabligh Rendah (6 – 15.5) Tinggi (15.6 – 30) Min = 22.76 Sp = 5.36	34 366	8.5 91.5
Fatanah Rendah (6 – 15.5) Tinggi (15.6 – 30) Min = 22.50 Sp = 4.95	24 276	6.0 94.0

KESIMPULAN

Berdasarkan hasil kajian ini, dapat dirumuskan bahawa pola komunikasi keluarga kajian ini berorientasikan perbualan dan keakuran tinggi. Tipologi komunikasi keluarga bagi keluarga responden ialah keluarga konsensual. Didapati bahawa ibu bapa yang mengamalkan orientasi perbualan dan keakuran yang sama tinggi adalah tujuan untuk mendidik anak-anak menjadi remaja yang bersahsiah. Hal ini kerana, perbualan yang tinggi dalam keluarga dapat mengeratkan lagi hubungan ibu bapa dengan anak-anak.

Menurut Koerner dan Schrod (2014), keluarga yang mempunyai pola komunikasi keluarga yang berorientasikan perbualan tinggi dikaitkan dengan ahli keluarga secara bebas, kerap dan spontan berinteraksi antara satu sama lain tanpa banyak batasan dan banyak meluangkan masa untuk berintraksi. Kesannya anak-anak berasa selesa untuk berinteraksi dan berkongsi perasaan mereka dengan ibu bapa. Manakala orientasi keakuran yang tinggi dalam sesebuah keluarga merupakan cara untuk mendisiplinkan anak-anak (Chua, 2001).

Oleh hal yang demikian, sahsiah remaja yang dibentuk oleh ibu bapa yang mengamalkan orientasi perbualan dan keakuran yang tinggi adalah berada pada tahap yang tinggi.

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A Study of Coconut Plantation Management Practice: Problems and Status

Gonesh Ch Saha

BSMRAU, Bangladesh & Scholl of Multimedia Technology and Communication, Universiti Utara Malaysia

Ruzinoor Che Mat

Institute of Creative Humanities, Multimedia and Innovation, Universiti Utara Malaysia

ABSTRACT: Coconut is one of the most important agricultural plantation crops in many countries and “tree of life”. Coconut worldwide is confronting significant difficulties to its existence. Recently the quantity of coconut farming has diminishes in Malaysia due to poor agricultural practices and farm management. The aim of this paper is to study the problems facing by coconut producers and also the status of coconut estate practice in Malaysia. The article further aims to identify the technique to determine coconut plantation practices and to uncover the real issues confronting coconut farmers. In this study, the data from a field observation and an interview are being collected. We discovered the techniques for coconut based farming that was problematic traditional manual cultivation practices with lack of proper management practices. On the other hand, the study reveals that lack of awareness of the farmers regarding the information of plants, pest problems and diseases as coconut is grown without any monitoring activities. The results are potential to help the coconut plantation manager in identifying the problem and status of coconut plantation management practices.

KEYWORDS: Coconut plantation, management, problems, status

INTRODUCTION

In recent times, the quantity of cultivated coconut has diminished in Malaysia, while in the meantime all tree parts of coconut still has been utilized largely by Malaysian. For instance, coconut trunks are utilized for building little bridges, coconut shells and husk can be utilized, and as a colour the roots are utilized and also for a mouthwash and a pharmaceutical. Coconut yield is low compared with most other oil bearing products. On an average, one hectare of oil palms yields four tons while contrasted with coconut only about a ton.

In Malaysia, it has around 110,000 hectares total coconut cultivation. “The major states of coconut plantations in Malaysia are Selangor (129, 878), followed by Johor (79,469), Sabah (69,318), Sarawak (868, 474), Perak (58,854), and Kelantan (40,275)” (Department of agriculture, 2013). While other areas are less than 20,000 hectares. The Perlis was the smallest

territory of coconut estate in Malaysia which just 1,119 hectares are shown in Table 1.1.

Table 1: The major areas of coconut plantations according to states in Malaysia

Name of the states	Hectares
Perlis	1,119
Kelantan	40,275
Perak	58,854
Sarawak	868, 474
Sabah	69,318
Johor	79,469
Selangor	129, 878

Source: Department of Agriculture, 2013

“In Malaysia, coconut is the fourth important industrial crop after oil palm, rubber and paddy

in terms of total planted area". (Sivapragasam, 2008). Regarding exports, the nation has seen an expansion in the export of coconut based final products, for example, powder of coconut milk, parched coconut and activated carbon. In spite of its amazing history and utilization, worldwide coconut goes through major difficulties to its reality. In Malaysia, the low supply of crude materials is the main obstacle faced by the coconut processing division, comprehensive of both for eatable (e.g. copra, oil) and non-consumable (e.g. husks, shell and wood) materials. Different variables adding to the low yield are poor farming practices and farm administration with low soil ripeness which needs fertilization. At this stage, coconut producing methods are undermined and alongside it, the job of a large number of agriculturists with very few options. Regarding planting and management of coconut cultivations, Ohler (1998) pointed out that present day management of coconut farming is gone for assisting the individuals who work with little scale farmers and group of agriculturists through the unpredictable zone of coconut management. On the other hand, the profitability of coconut farming may rely upon numerous different factors, for example, yearly rainfall, varieties, farm estate age, soil verity, area of agro ecological zone, and management systems (e.g. moisture and soil preservation, manure application, disease & pests control and weed identification) (Samarajeewa et al.,2001). It obviously demonstrates that coconut cultivation in Malaysia is nearly to vanish contrasted with other coconut farmers all around the globe, for example, Vietnam, Indonesia, Cambodia and Philippine. Until today, many techniques for coconut based farming have been introduced but all these techniques are categorized as poor farming and manual representations of plantation. This is due to the point that the requirement for particular manual skills is making issues in the coconut business. This issue may be a direct result of the various livelihoods of coconut and the distinctive farming method where it is cultivated. Reduction the issue may require another approach that brings reproducers, agriculturists and genomic researchers together to explore a more extensive

scope of employments for coconut decent variety from the breeding level to the last items that achieve the end users. Henceforth, the motivation behind this research is to show the computer dependent system and to build up a solution that would help reduce it. Ensure that coconut farming won't finish in Malaysia since we realize that it is sufficiently productive to us.

According to FAO (2016) subsequently, vast global groups are addressing about coconut cropping, similarly they are addressed by their clients or the common society on oil palm farming. It opens up tremendous opportunities for enterprising farmers who produce coconut and various value-added products by following organic methods of farming and processing to realize better returns by way of the premium price available for the organic products that is reviewed by George (2010).

In compliance with, Choudhury (2002) in his study "Problems and Prospects of Coconut Cultivation in Assam" pinpoints the following problems of coconut cultivation in Assam. First, there is lack of awareness of the farmers on recent developments related to crop improvement, crop protection, production and cropping system; Secondly, there is an absence of value planting materials to the agriculturists; Thirdly, absence of legitimate management methods, as coconut is grown in a very uncared condition without applying fertilizer and irrigation; Fourthly, pest problems and diseases caused by fungi and phytoplasma result in different degrees of crop loss.

Batugal (2014), COGENT coordinator, IPGRI, Serdang, Malaysia and senior Scientist likewise built up various methods for enhancing the efficiency, however the farmer frequently does not have enough assets to receive these and the technologies advancements and presented are regularly past his/her methods. This is the reason the coconut is viewed as an idle man's harvest which isn't the same as saying that the coconut framers are that way.

Another study conducted by Srinivasan (2002) reported that the profitability of the coconut is

compelled by different burdens. Among them, the root (wither) disease is the real issue in southern locale of Kerala and Tamil Nadu and furthermore in Goa. In this way, the impacts of water deficit on the efficiency, development, and physiology of coconut have been generally archived (Prado et al. 2001; Azevedo et al. 2006; Gomes et al. 2007).

On the other hand, Desai et al. (2003) found that coconut palm is attacked by 107 pests. Among them the leaf eating caterpillar is one of the major pests. Dry and green patches which appear on the lower surface of the leaves are the major symptoms of infestation. Palms of all ages are susceptible to infestation by black headed caterpillar. The aim of this study is to discuss about the problems facing by coconut producers and also the status of coconut plantation management practices in Malaysia.

METHODOLOGY

Coconut plantation field observation



Figure 1: The study area. (Source: Google maps)

Observational studies were carried out at the study area (refer Figure 1). From the study area, the subject were observed which consisting of coconut breed, plantation method and site of plantation, the disease, weeds influencing coconut development and coconut trees in light of their breed as we were at a plantation site by personally going there. These images were helps

this study for providing a clear concept and valuable information relating to the subject. Here it's showing the traditional cultivation practices are the major causes for the decline in productivity. The area of plantation is neither organized nor planned wisely that wastages area and harming of soil here.

Interviews with people

Other than observation, the data for this study are collected from an interview. The set of interview questions being used to get information required for the study. It was a face to face interview with the respondent. The interview was conducted with one of the cocunt plantation manager in the north part of Malaysia. The interview and subsequent discussion lasted 75 minutes. The study chose to interview with this manager because he was in charge of coconut plantation with land sized 7.6 acres. There were total 454 trees in that planted area. The inter distance among the trees was about 9x9 square meters for each tree in plots. The interview had several specific goals in mind when it approached with questions for revealing actual plantation problems. He was the wellspring of primary information. From the meeting, this study found and got some answers concerning the status of coconut plantation and helpful data relating to the subject. It is revealed from the interview that is very important to select dried leaves or dead leaves or diseased leaves to remove weeds and pests. Hence, the study also has been conducted to obtain the user's opinion on the status, problems and opinion farmers from coconut plantation.

FINDINGS AND DISCUSSION

Problems affecting the coconut industries

Various observations, reports and studies reveal that decreases in coconut areas can be traced to the following several factors:

First, there is lack of proper management practices, as coconut is grown in a very uncared condition without applying fertilizer and irrigation. Hence, the traditional cultivation practices are the major causes for the decline in productivity;

Secondly, Coconut cultivation dependencies where there is no debate about coconut cultivation depending factors, for example, yearly rainfall, variety, age of the farm, soil compose, agro natural area, and management rehears (e.g. compost application, soil and moisture protection, weed control and disease and pests control). Further, the investigation on this issue is suggested to facilitate the information gathers from actual coconut plantation data such as tree location, number of trees, status, weed & pests control and satellite images will also facilitate additional importance for coconut farming practices;

Thirdly, Sustainability of farming system, past research has studied traditional framing system but there is a lack of the procedure for selection of unproductive and old coconut palm with area of plantation. Similarly, it is essential to identify earlier weeds and pests for ensuring normal growing and selection of quality seedlings for better yield of sustainable growth in productivity.

Fourthly, lack of awareness of the farmers regarding the information of plants (like the name, distribution of water, solar radiation and soil type or soil pH of the area or soil materials on the field and also air pressure). In this case little is known about the underlying mechanism through which the plant information is viewed to farmers. Nevertheless very few researchers investigate the influence of seasonal climatic factors on coconut yield and the relative influences of solar radiation, air pressure on coconut yield.

In addition to these other influencing factors are: low return, low yield, expanded hectares of decrepit estates, creepy illnesses and insects, normal disasters, aimless cutting of coconut trees, change of coconut farms into the creation of other beneficial harvests, shortage of skilled work, low and fluctuating cost of coconut items. Contrasted with most other oil bearing harvests, yield from coconut is low. As a rule, one hectare of coconut yields about a ton when contrasted with oil palm's four tons. The circumstance is additionally declined by the expanding area of coconut getting broken down.



Figure 2: The observation results from the

Figure 2 shows the results from the field observation where the presence of weeds and pests that is essential to identify earlier for ensuring normal growing and selection of quality seedlings for better yield to sustainable growth in productivity. Hypothetically, the best usage of light, water, supplements, and space by singular plants in a product stand happens when plants are equivalent separation from each other every which way. This separation is known as the equidistant plant dividing. Based on the observation, this study discovered that the distance of the coconut tree planted in this plantation is not equal and consistent. This is another investigation issue in cultivation site.

Future studies ought to be directed to decide the influencing factors that deliver the expected yield with the improvement of further developed management procedures. Based on this study, it can be said that the quest for the growers undertaking coconut plantation is very much needed and the coconut plantation in Malaysia are still actively cultivated even though the number of areas under coconut shows a significant decline. It is conceivable that one day coconut can be the principle contributor of the Malaysian economy. This study suggested that in order to increase the production of coconut, the new computerized coconut plantation methods need to be introduced because the interest for the coconut around the globe every year is increased.

CONCLUSIONS

In view of the findings that have been talked about before, it can be summarized that keeping in mind the end goal to plant coconut, it can't be denied that the agriculturists may confront numerous difficulties. The significant challenge facing by the agriculturists' are poor agricultural practices for farm management and also is pests attack. Region of plantation ought to be sorted out and arranged astutely to anticipate region wastage and hurting of soil here. In reality, there are no regular analyses on the performance and evolution of the coconut plantation system. As noted above if the coconut division isn't modernized in every one of its viewpoints, in numerous districts business coconut productivity may step by step turn into a medium and little scale business, and small agriculturists may meet challenges delivering their products even in the nearby markets. In the same way, the farmers must know the correct approaches to control it on the grounds that on the off chance that they handle it with the wrong systems, it won't diminish the quantity of pests attack yet will build the quantity of pests. Analysts need to create other technological bundles that would be secretly and socially gainful. Finally, future strategy should be focused to policy oriented studies on technology development for plantation management, market expansion and productivity improvement.

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Enhancing Brand Equity of Automotive Brands through Marketing Communications on Social Media

R. A. Ridwan

School of Multimedia Technology and Communication, Universiti Utara Malaysia

M. R. Sabrina & M. I. Sobhi

School of Multimedia Technology and Communication, Universiti Utara Malaysia

ABSTRACT: Social media technologies such as; Facebook, YouTube, Twitter, and Instagram have proven to be perfect platforms for disseminating several types of marketing communications. Previous studies have demonstrated that these marketing communications on social media are significantly enhancing Consumer-Based Brand Equity (CBBE), however, researchers have not really focused on the differential effects of several types of marketing communications that are anchored by different social platforms in developing CBBE. Subsequently, the purpose of this study is to propose a framework that investigates the differential effects of social media marketing communications (social media advertising, social media sales promotion, social media interactive marketing and social media word-of-mouth) on CBBE of automotive brands. The findings revealed that Advertising, Promotion, and Word-of-Mouth have positive relationships with the CBBE of automotive brands. However, Interactive Marketing has an insignificant role in enhancing the CBBE of automotive brands.

KEYWORDS: Social Media, Marketing Communications, CBBE, Consumer Response, Automotive Brands

INTRODUCTION

This study is motivated by the increasing competition in the automotive industry (Brunello 2015). This competition is reflected through the complexity of decision-making process of automotive consumers. Automotive consumers have become extra-ordinarily active and highly involved in making purchase decisions (Mahfooz, 2015). Several factors are seriously taken into consideration in the process and most importantly, consumers rely on brand attributes and other brand assets of automotive brands to simplify their decision-making process (Hsieh, 2004). Thus, strong and successful brand equity becomes an important factor for automotive brands to differentiate themselves from competitors, ensure uniqueness and remain a tool for evoking purchase (Santoso & Cahyadi, 2014). Therefore, it is imperative to understand how CBBE can be enhanced through marketing communication efforts exerted through social media platforms.

CONCEPTUAL FRAMEWORK

This study proposed that social media marketing communications in terms of FCC (Social media advertising, social media sales promotions and Social media interactive marketing) and UGC (Social media WOM) have a significant positive effect on CBBE. The framework is proposed to explain the differential effects of social media marketing communications on CBBE. CBBE based on the consumer-stimulus response model is regarded as consumer mindset and perception. The proposed conceptual framework explains how social media marketing communications can significantly influence and enhance social media users' perception and mindset. Consumers' mindset is otherwise known as CBBE (Keller, 2009; Bruhn et al., 2012; Bruno & Dabrowski, 2014). Subsequently, the underlying objective of this present study is to establish the connection between consumers and brands through social media marketing communications and CBBE.

METHODOLOGY

Data were collected in this study through survey questionnaires administered to 544 automotive brand and social media users in Malaysia. The questionnaires were distributed to respondents who are the followers of either PROTON, PERODUA, TOYOTA or HONDA on social media. The four automotive brands are selected because they are the market leaders and the most popular automotive brands in Malaysia over the years (Ghani, 2012). Furthermore, Kormin and Baharun (2016) justified that these four selected brands have the most predominant presence on various social media platforms such as Facebook, YouTube, Instagram and Twitter in Malaysia.

A cluster sampling technique was employed to select one city from each of the five geographical regions in Malaysia. As such, one major city was selected to represent each cluster/region depending on the cosmopolitan characteristics of the city. Accordingly, Penang was selected to represent the Northern Region, the Central Region was represented by Kuala Lumpur in this study, the Southern Region was represented by Johor Bahru and Kuantan represented the East Coast while Kuching represented the Borneo Islands. To ensure randomness in the sample selection, a random sampling selection technique is employed to determine the number of sample from each of the selected cities. The random sampling procedure recommended by Cohen, Manion, and Morrison (2000) was employed in this study. This was done by listing down the 5 cities (Penang, Kuala Lumpur, Johor Bahru, Kuantan, and Kuching) on a separate sheet of paper which was then folded and placed in a bowl. The names of the cities were shuffled and picked for 800 times. The number of times a city was picked, was then recorded and therefore was the total number of samples that were drawn from the cities.

FINDINGS

The findings of this study revealed that social media marketing communications in terms of user-generated contents and firm-created contents have significant relationships with

developing CBBE of automotive brands. In specifics, a positive and significant relationship is established between Social Media Advertising and Social Media Promotions as the representations of firm-created contents and CBBE of automotive brands. Similarly, Social Media Word-of-Mouth is found to be significant in enhancing CBBE of automotive CBBE. Meanwhile, this study could not establish a significant relationship between Social Media Interactive Marketing and CBBE. The implications of these findings are that the marketing communications that were generated on different platforms of social media, including Facebook, YouTube, Instagram, and Twitter have significant impacts on CBBE in terms of brand awareness, hedonic brand image, functional brand image and brand sustainability. Also, the contents and reviews that are posted on brand pages of social media by consumers as conceptualized by Social Media Word-of-Mouth are found to be impactful on the consumers' perception and the mindset of brand equity of automotive brands.

In general, the findings presented in this research provide insights for brand managers on the importance of different types of marketing communications and the implications of social media as the platforms for disseminating brand-related communications for managing and enhancing the acceptance of their brands. The theoretical implications of this research are that the findings presented in this paper highlight the significance of social media communications in marketing and brand management. Most important, the study shows how brand-related communications and interactions between brand and consumers can enhance consumers' acceptance, shape consumers' perception and mindset towards a brand. This argument is in line with the observation of Keller (2009) who has maintained that brand-related communications on social media platforms can have the greatest effect on the perception of a brand especially when brand managers can ignite involvement and maintain positive engagements with their consumers on social media platforms. Meanwhile, the practical implication of this study is that this research

highlights the significance of social media marketing communications. With regards to the interactive features and the ubiquitous nature of social media platforms, the possibility of a daily and frequent encounter, engagement and feedback between consumers and brands are increased. These subsequently, increase the level of brand awareness in terms of recall and recognition, improve positive image of the brand and ultimately shape the attitude of the consumers towards the brand. Therefore, this study recommends that brand managers of automotive brands should continue their employment on social media platforms as an important effort for building and maintaining their brand equity. Also, marketing communications, such as advertising, promotions, and word-of-mouth should be revered as important communication strategies for improving and enhancing consumers' acceptance and perceptions of their brands.

CONCLUSIONS

This paper determines the differential effects of social media marketing communications on the development of CBBE for automotive brands in Malaysia. Specifically, the study examines the roles of Social Media Advertising, Social Media Promotion, Social Media Interactive Marketing and Social Media Word-of-Mouth on the development of CBBE. As such, the study contributes to the body of knowledge on social media effect, marketing communications, brand management and consumer behavior. On the other hand, the study also proffers important practical recommendations to marketing communication practitioners, brand managers and marketers in Malaysia to maximize the potentials of social media marketing communications in enhancing the images of their brands. Most specifically because social media's popularity continues to increase among Malaysians, marketers and brand managers should take note of the fact that Social Media Advertising such as videos posted on Facebook and YouTube; Social Media Promotion; offering coupons, discounts and so forth are the most

important marketing efforts that can be exerted to enhance their brand equity through social media platforms. Furthermore, Social Media Word-of-Mouth which revolves around consumers' reviews, comments, and homages posted on social media constitute a significant part of brand-related communications which can improve how brands are perceived positively and by extension, enhance brand equity.

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Message Adaptation Strategies for Culturally Sensitive Maternal Health Communication

A. I. Omoloso

Department of Mass Communication, University of Ilorin, Nigeria

School of Multimedia Technology and Communication Universiti Utara Malaysia

M. K. Ahmad & R. Ramli

School of Multimedia Technology and Communication Universiti Utara Malaysia

ABSTRACT: Adaptation of messages to suit the sociocultural characteristics of the audience is one of the doctrines of cultural appropriateness in culture sensitive health communication. However, studies that explicate such message adaptation strategies from the audience perspective are rarely seen in maternal health communication literatures about non-western nations. Therefore, through exploration of cultural and maternal health promotion experiences of women in Nigeria, this study highlights cultural message adaptation strategies, as conceived by the women. The study is a descriptive phenomenological study. In-depth interviews were conducted to collect data from 48 women from 4 major ethnic groups on Nigeria. Participants comprised 30 perinatal women, 9 elders/grandmothers and 9 maternal health experts, selected through snowballing and purposive sampling. Data was analysed by incorporating phenomenological guidelines. Findings revealed message adaptation strategies like local languages and use of media, combined with sociocultural characteristics including use of opinion leaders, diplomatic approach, cultural appreciation, incentives and evidence.

KEYWORDS: Cultural sensitivity, Cultural appropriateness, Message adaptation, Maternal Health Communication, Phenomenology

INTRODUCTION

Maternal health remains a major global health concern yet to be adequately tackled. However, besides medical interventions, other dynamic strategies of addressing maternal mortality include focus on information and culture which serve as some of the determinants of pregnancy and maternity health care seeking especially by women in low-income countries (WHO, 2015). Connectively, cultural sensitivity, the strategic adaptation of health promotion efforts to the cultural characteristics of target recipients (Dutta, 2007) provides a reliable strategy for enhancing health outcomes through health communication and health promotion programmes including those on maternal health (Adeleye, Aldoory & Parakoyi, 2011; Betsch, Say, Koblinsky, Pullum, Temmerman, & Pablos-Méndez, 2015; Omoloso, Ahmad & Ramli, 2017).

However, despite increasing global attention on cultural sensitivity by health communication scholars and the acknowledgement of the need for health promotion efforts to respond to health concerns based on cultural indicators from the target population (Airihienbuwa, Ford & Iwelunmor, 2013; Iwelunmor, Newsome & Airihienbuwa, 2014; Kadiri, Ahmad & Mustafa, 2015; Kandula, Khurana, Makoul, Glass & Baker, 2012; Scarinci, Badura, Hidalgo & Cherrington, 2012), there is surprisingly limited attention on culturally sensitive maternal health message strategies that takes into account the views of the target population especially from non-western nations.

Insights from such perspectives of the target population is useful for planning and development of culture sensitive maternal health communication programmes and messages. It is in this light that the present study investigates the phenomenon of cultural message adaptation

in the context of maternal health communication, from the perspectives of multi ethnic women in north central Nigeria.

CULTURAL SENSITIVITY IN HEALTH COMMUNICATION

Resnicow, Braithwaite, Ahluwalia and Baranowski (1999) describe cultural sensitivity as involving two primary dimensions; these are the surface structure and deep structure. Surface structure refers to the extent to which an intervention or communication effort complies with the culture, experiences and behavioural patterns of the target population. It relates to compatibility with observable characteristics of the group like their language, preferred colour, and other group peculiarities food, clothing, use of symbols and labels among other preferences. The deep structure is concerned with knowledge of how the target group's hidden cultural attributes relate to their social, psychological, environmental and historical background influence their health behaviour.

Cultural sensitivity thus provides a suitable means of addressing maternal health (Butreso et al., 2013; Morris et al., 2014) just as it paves the way for the design of suitable messages or programmes based on the cultural characteristics of relevant target groups (Sznitman et al., 2011). Hence, this underscores why knowledge about cultural message adaptation from the target population's perspective is crucial to the development of culturally sensitive maternal health messages. Cultural message adaptation in this study is conceptualised as message appropriateness or compatibility with audience characteristics and preferences from the perspectives of specific audience group.

To be effective, a message must first and foremost be received and processed by the recipient who may or may not be favourably disposed to such message (Lignowska et al., 2015). However, in health communication, culture sensitive health messages when used appropriately are described as having the capability to earn audience attention as well as increase message comprehension, significance and efficacy thereby improving health outcomes

(Betsch et al., 2015). This draws attention to relevance of matching health messages to the cultural characteristics and preferences of the target recipient to increase cultural appropriateness (adaptation) of such messages.

Scholars have classified strategies for enhancing cultural appropriateness of health promotion programmes and materials as including peripheral, evidential, linguistic, constituent-involving and sociocultural strategies (Kreuter & McClure, 2004; Kreuter, Luckwago, Bucholtz, Clark & Sanders-Thompson, 2003). These strategies correspond with surface and deep structures identified by Resnicow et al. (1999) and Resnicow, Soler, Braithwaite, Ahluwalia & Butler (2000). Although, studies indicate that some of such strategies have indeed been effective (Bender & Clark, 2011; Hamilton et al., 2012), Kreuter et al., (2003) noted that there is a need for strategies geared at achieving cultural appropriateness to match the nature of the problem being addressed. This suggests that the peculiarities of specific health concerns would determine suitable cultural approaches to adopt; this inherently leads us back to the audience. It can thus be argued that democratisation of communication strategies through insights from perspectives of the target population may enrich existing knowledge on enhancing cultural appropriateness of health messages.

METHODOLOGY

This study is a descriptive phenomenological research which explored the lived experiences of 48 women from North Central Nigeria concerning cultural sensitivity in maternal health. Phenomenology is considered appropriate for achieving the study's objective because it allows for meaning creation and understanding from the perspectives of those directly involved, since it enables acquisition of in-depth knowledge and rich descriptions of the lived experiences of the participants (Merriam, 2002). Also, the study focused on Nigeria because of the country's high maternal mortality status (WHO, UNICEF, UNFPA, World Bank & the UNPD, 2015). Three groups of women comprising expectant/nursing mothers,

grandmothers and midwives of different ethnicities participated in the study. Participants were selected using purposive and snowball sampling. In-depth interview, with open-ended questions was used for data collection. Interviews were guided by Seidman's (2013) three-interview approach. This involved getting the historical background of participants from the cultural contexts of maternal health, getting details of their cultural and maternal health promotion experiences and getting them to reflect on the meanings of their experiences. Data was analyzed using Moustakas (1994) approach, which entailed a rigorous step by step examination, sorting and integration of descriptions emanating from the transcribed data, into an aggregate description that forms the overall experience of all participants. Validation of data was ensured through participant validation, where the synthesized descriptions were sent to participants for them to examine and give feedback to the researchers.

FINDINGS

Cultural message adaptation as portrayed in the findings of this paper involves the compatibility of messages with the day-to-day cultural characteristics and workings of target groups. Such adaptation is necessary since the effectiveness of health promotion efforts is hinged on the ability of health message developers to adapt messages to the target population's cognitive and psychosocial needs (MacDonald, Gangnon, Mitchell, Meglio, Rennick & Cox, 2011). Three emergent themes that explicate participants' notion of cultural message adaptation strategies are; (i) cultural characteristics (ii) cultural influencers/opinion leaders and (iii) culturally appropriate presentation strategies.

USE OF CULTURAL CHARACTERISTICS

It portrays obvious/simple and complex cultural characteristics that can be incorporated into maternal health messages in the study area. Local language and occupation/festive characteristics of ethnic groups emerged as obvious characteristics identified by participants

as important characteristics that have implications for health promotion. Local language corresponds with existing strategies in the literature which recommend local language for increasing recipients' accessibility to health messages and stimulating their interest and understanding of such messages (Kadiri et al., 2015; Kagawa-Singer et al., 2009; Kandula et al., 2012). Language is described as the most basic form of cultural sensitivity while its overall functionality in a message lies in the ability of the message to conform with other cultural characteristics such as the norms and values of the target recipients (Kreuter et al., 2003).

For complex/latent structures, participants recommended the use of freebies (free gifts and free health services) and the *seeing is believing principle* as incentives to incorporate in messages. Participants associated freebies with gaining audience attention, as a necessary first step towards further possible message acceptance and behaviour change or desired health outcomes but indicated that using freebies as an appeal should match audience' expectations in terms of actual gifts/services provided, else this could lead to boomerang effects where recipients may get angry/disappointed.

The *seeing is believing principle* on its part relates to the provision of evidence or shared testimonials that can facilitate message authentication and acceptance by recipients. As reflected by participants, these become expedient given some individuals' reluctance to adopt biomedical health recommendations and practices especially where such conflict with their ethno-religious beliefs and values.

USE OF CULTURAL INFLUENCERS AND OPINION LEADERS

It constitutes the second major message adaptation strategy. These basically fall under two broad categories; the public/community and the professional groups. Under the community group, there are community heads/religious leaders; family heads, in-laws and elders; town criers/public relations officers, and the youths.

In the professional group, there are the nurses, doctors and community health workers; government and government affiliates, and the media. Given the respect/credibility accorded to such categories of people/institutions in the study area, participants recommended that affiliation of messages to them serves as a useful strategy. Holding a health talk within the premises of the community head/king or engaging the king himself in actual dissemination of the message, where people hear directly from him are examples of message affiliation to such an influencer. However, regarding the mass media, findings reflected their roles as influencers/opinion leaders as one with dual purpose. In other words, given the credibility and power of the media, they can serve as opinion leaders/influencers when they are used to disseminate not only general maternal health promotion messages but also messages that address maternal health related concerns or conflicts that may exist between the public and institutional groups or those within each group. The implication nonetheless is that utilisation of cultural influencers may increase credibility and acceptance of messages by the target group.

CULTURALLY APPROPRIATE PRESENTATION STRATEGIES

The third message adaptation strategy involves three interrelated structures; the use of culturally appropriate presenters, diplomacy and sensitivity to ethno-religious values, as well as cultural appreciation/compatibility. It involves engaging for message delivery, people who understand and share same linguistic and other subgroup or sociocultural characteristics such as age, gender values and beliefs with the target recipients. Participants also envisioned that such people should be trusted sources, with requisite understanding and experiences concerning the issue or topic in question while they should be versed in the workings of the target audience' cultural beliefs and characteristics and align their manner of approach accordingly. Apart from the language ability, these structures primarily reflect the alignment of messages to suit complex/latent sociocultural characteristics of the target audience or deep structures as

identified in the literature (Kandula et al., 2012; Resnicow et al.,1999; Resnicow et al., 2000). The finding indicates that when such culturally appropriate individuals share their experiences/deliver maternal health messages, this may increase message credibility and acceptance among the target recipients.

CONCLUSIONS

This study provides phenomenological evidence, on cultural message adaptation strategies that may be integrated in the development of culturally sensitive messages in North central Nigeria. The study's finding reflects manifest and hidden cultural attributes useful for message adaptation. This corroborates previous literature on cultural sensitivity and strategies of enhancing appropriateness of health messages (Ahmad, Othman, Jalil & Ismail, 2017; Kreuter et al., 2003). The study however enriches the literature by adding contextualised perspectives on maternal health message adaptation strategies based on the lived experiences of multi ethnic women in Nigeria. The study also strengthens the positions of culturally sensitive models such as the PEN-3 model (Airihihenbuwa, 2010) which places emphasis on harnessing the positive potentials of culture.

Although all strategies identified in this study are indeed interwoven and can be cross matched as appropriate, use of local language cuts across all. Language is fundamental because it constitutes a basic cultural marker that can facilitate shared understanding in the communication process. Secondly, majority of the strategies may be applicable to both interpersonal and mass mediated communication, but the combination of some or all can also be integrated into and adapted to various media as may be suitable. The media can therefore be regarded as a unifying factor which may facilitate the harmonisation of health promotion efforts of diverse players from within the public and professional groups, towards a common goal.

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Pakistani Youths Antecedents to News Media use: A Conceptual Framework

S. Memon

School of Multimedia Technology & Communication, Universiti Utara Malaysia

M. S. Ishak & N. A. Hamid

School of Multimedia Technology & Communication, Universiti Utara Malaysia

ABSTRACT: This article is taking a conceptual approach to explore the antecedent variable to Pakistani youths new media use. Although the concept of news media use influence on youths political participation is not new. However, what empirical antecedent really motivates youths behavior of consuming news which further explain political participation is needed to be explored in developed countries context. Moreover, Situated Learning Theory will underpin the study to understand the consequences of concept-oriented family communication patterns on new media use and political participation. Lastly, this paper offered a framework to guide researchers, policymakers and media organizations, on the implications of family communication pattern on new media use and youths political participation.

KEYWORDS: Family Communication Pattern, Concept Oriented, New Media Use, Political Participation

INTRODUCTION

Empirical evidence from media and political communication research consistency showed the positive influence of news consumption on democratically valuable attitudes and behaviors (York & Scholl 2015). News media use enriches political learning by producing public affairs news, literate people about governmental processes, as well as inform them about public policy controversies (Zhang & Chia, 2006). Spontaneous, it enhances policy reasoning (Pingree, Scholl, & Quenette, 2012) increases youths interest in politics (Rauf, Hamid, & Ishak, 2016) upsurges participation in national political campaigns (Bakker & de Vreese, 2011) and increases voters turnout (Javaid, & Elahi (2014).

For these reasons, news media use is frequently viewed to be advantageous from a normative democratic perspective that highlights a knowledgeable and active populace who can sensibly self-govern. However, while the studies have frequently mapped the influence of news media use on political engagement, yet, little is known about the empirical antecedents to, or

causes of, news media use. Hence, exploration of antecedents on how youth become interested in news media use deals insight into the political socialization process (Kim, 2018, York & Scholl 2015).

Political socialization has been defined by several social scientists. Originally, political socialization was eponymous by Hyman in 1959. He defined that political socialization is the learning of social patterns corresponding to his societal positions as mediated through various agencies of society. Here political socialization refers to the process by which the individual acquires attitudes, beliefs, and values relating to the political system of which he is a member and to his own role as citizen with that system. Also, it denotes family, school, friends and media as salient agencies of political socialization (Hyman, 1959; Wass, 2005).

As prior study by Steven Chaffee and colleagues proven the role of political socialization agent such as family communication processes as antecedents to news media use and political

outcomes. It is the home where youths likely to use variety of print, broadcast and online media (Chaffee, McLeod, & Atkin, 1971; Memon, Ishak, & Hamid, 2017). Hence, what content they prefer to watch or read, is determined by parents. This is because previous empirical evidence shows that parent is the role model (Kuhn, 2004). They directly and indirectly influence their offspring media habits (Notten & kraaykamp 2009). Direct, when parents are actively instructing their offspring, whereas indirect, when their offspring imitate parental behavior (Notten & kraaykamp 2009).

However, recent studies in political domain suggest that extensive media habits, political orientations and behaviors are developed during youth (Jennings, Stoker, & Bowers, 2009) through the various mechanisms, including parent to offspring observational learning and interpersonal discussion. Youth in their early age adopt the parent's party affiliation. For instance, if parents vote for the same party regularly, their children will ultimately make identity that "I am a member of X party" (Michael et al., 2004). Evidently, numerous researches revealed that there is a high level of uniformity in media consumption party choices, political preferences, and attitudes and behaviors amongst parents and their offspring (Sani & Quaranta, 2015; Scholl & York, 2015).

By and large, family communication pattern influences long-term news consumption and political participation (Austin & Nelson, 1993). While elaborating the family communication pattern, Shah and his colleagues (2009) affirms that there are two scopes in family communication pattern, first is concept-oriented and second is socio-oriented, latter suggests about harmonious environment through escapism and overt disagreement on topic. In contrast, former suggests open conversational environment where children are encouraged to express their concerns, ideas as well as share views on controversial topic. However, family communication pattern based on concept oriented it the key to youths media and political socialization (Lee, Shah, & McLeod, 2013; Austin & Nelson, 1993; Memon, Ishak, & Hamid, 2017). This is because; in concept-

oriented communication pattern parents shows their reactions to media messages, both positive and negative, while encouraging analytical discussion of media content with their child (Fujioka & Austin, 2002). In concept-oriented communication pattern parents seem more likely to provide broader contextual information and use nondirective statements including questioning about and commenting on what they see on media (Messaris & Kerr, 1983). Hence, in concept-oriented family communication parents not only express themselves but also, they ask youths' opinions on television message.

Although, recent studies have showed that family communication is the antecedent to youth media use (Scholl & York 2015; Kim, 2018), however, these studies has been conducted in developed countries. To know whether concept-oriented family communication pattern is really influence on youth media use in developing country is needed. Therefore, this study formulates the positive relationship between concept-oriented family communication pattern and new media use among Pakistani youths.

METHODOLOGY

In this study, data will be collected through survey questionnaires administered to 288 students in three universities located in Sindh, Pakistan. The sample includes undergraduate, masters and PhD students drawn from the faculty of social sciences. The social science student sample was chosen because Stolle, Hooghe and Micheletti (2005) claimed that they are prone to participating in political activities. To measure the parameters of this study, this research drew on established measures from previous studies. Six items from Ritchie and Fitzpatrick (1990) were adopted to measure concept-oriented family communication pattern. Respondents will be asked level of agreement or disagreement on following statements: "my parents often say something like "You should always look at both sides of an issue", My parents encourage me to question their ideas and beliefs", "My parents often ask my opinion when the family is talking about something", "My parents often say something like "Every member of the family should have to participate

in family decisions”, My parents say that getting my idea across is important even if others don't like it”, “My parents admit that kids know more about some things than parents do” on seven point Likert scale. Similarly, for measuring the new media use Pasek, Kenski, Romer and Jamieson (2006) scale will be adopted. Respondents were asked how often they do watch TV informational content, read online informational content, read traditional informational content through a 7-point scale ranging from 1 (every day) to 7 (never) as anchors.

Lastly, for measuring the, political participation, Jung, Kim, and de Zúñiga (2011) scale will be adapted. They asked respondents if during the past 2 years they had engaged or not in conventional such as whether respondents voted in 2008 presidential election and non-conventional political activities like attended a political meeting, or rally, work for a political party or candidate, wore a campaign T-shirt or cap, called or sent a letter to elected public officials. Although responses to each statement were yes or no, which is fundamentally nominal or categorical (discrete at measurement level) measurement scale (Scheufele et al., 2006). Hence, to achieve the descriptive statistic result of respondents' participation and insufficient participation in political realm will be determined by summing up the score of 11 political participating items in SPSS. After summing up each respondent's items score, the means value will be calculated for all respondents. Having mean value for all respondents, it will be further recorded into different variable for creating the additive (Composite) index to categories all respondents within two groups (i.e., Participating and not participating).

To achieve a representative sample of respondents, a systematic stratified sampling procedure will be employed. Hence, G*Power statistical analysis procedure will be adopted for determining an appropriate sample for this study, which is recommended approach in Partial Least Square-Structural Equation

Modeling (PLS-SEM) (Hair, Hult, Ringle, & Sarstedt, 2014).

THEORY

For current study, Situated Learning Theory (SLT) will be used as theoretical underpinning. SLT was proposed by Jean Lave and Etienne Wenger in 1991. SLT posits that learning squarely in the process of participation not an individual head. Learning is by talking and experiencing, not by listening (McIntosh & Younis, 2010). In addition, SLT propose youth learn political values through the membership in community; such communities can be school, peer group and family. Such communities of practices composed of collaborative, participatory, dialogue-rich learning environment that captures the individual within a concrete social situation of political learning and development. Similarly, literature suggests family communicative culture, , where youth are free to express their views on political or social issue thus such communicative culture enhance political leaning and increases political participation. Moreover, STL proposes that these communities provide tools and recreational media to support, extend and recognize mental function (Lave & Wenger, 1991, p.82). Hence it is in line with the previous literature therefore it is suitable for current study.

CONCLUSION

The study will contribute to the literature on news media use through exploring the concept-oriented family communication pattern among Pakistani youth. Also, this study will extend the situated learning theory by applying and testing it in the context of media and communication research. The above proposed framework will provide important implication to researchers, media organizations, policymakers and Election Commission of Pakistan on what factor is more influential to intersect youth towards the news media, political domain and how to engender political participation of Pakistani youth. Thus, framework will offer guideline of resolving issue of lack of political participation of youth and improving media consumption behavior of youth people.

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Exploring Intercultural Experiences among students in Malaysian's Campus

Puteri Nur Ily Amalina Ismail

School of Multimedia Technology and Communication, Universiti Utara Malaysia

Syarizan Dalib

School of Multimedia Technology and Communication, Universiti Utara Malaysia

ABSTRACT: The process of globalization creates the opportunities to the people to build multicultural population in many parts of the world. The existence of multicultural population means that individuals need to accept and live with those who come from diverse cultural backgrounds. This advantages create a competency between individuals in order to face the globalization era. This study aims to explore student perspectives intercultural competence based on their experiences.

KEYWORDS: Intercultural competence, Intercultural experiences, Deardorff Model

INTRODUCTION

The process of globalization creates the opportunities to the people to build multicultural population in many parts of the world. The existence of multicultural population means that individuals need to accept and live with those who come from diverse cultural backgrounds. This advantages create a competency between individuals in order to face the globalization era. Given such existence of multiculturalism, this signifies that intercultural competence is no longer an option, but an important ability that needs to be learned by individuals to achieve harmonious relationship with culturally different others.

Recognizing the fact of globalization process and the important role of education institutions, Malaysia through its Higher Education Blue Print (2015-2025), has stated in number eight from ten shifts which are Global Prominence. This shift has set the aspiration to produce holistic graduates with necessary communication skills for success in a global environment. This aspiration means that intercultural competence is no longer an option, but a necessary skill that must be addressed particularly among students within Malaysian higher learning institutions. Accordingly, it is

timely for Malaysian higher learning institutions to intercultural competence among students. This specific communication skill is not only needed for students to embrace diversity and function well as global citizens, it is also important for them to become employable in today's workplaces.

The influx of international students in many Malaysian campuses provides interesting opportunity for an exploration of intercultural competence. According to Singh (2012), the Malaysian's government aspires to increase the number of international students. By 2020, Malaysia aims to be an education hub with a total enrolment of 200,000 international students and be listed as one of the top six destinations option for international students (Abdul Aziz & Abdullah, 2014). This phenomenon indicates that Malaysian campuses can be considered as an interesting melting pot that creates immense opportunities, particularly for Malaysians, to interact with the international students. The interaction might be useful for students to learn about what is helpful in achieving effective and appropriate communication with others.

This study seeks to understand the competency of intercultural communication among local students with international students.

Besides, this study was generated because the study in intercultural competence in Malaysian context is very limited. Due to these issues, this research has been made to explore the experiences from the local students in their interaction with dissimilar cultural background with them.

RESEARCH OBJECTIVE

i) To describe intercultural competence based on local students everyday experiences.

PROBLEM STATEMENT

Many scholars from the West that have studied intercultural competence (Byram, 2002; Dearsdorff, 2004; Lustig & Koester, 2015). Although the western perspective is useful, there are arguments that researchers need to recognize the influence of cultural contexts on our understanding of human communication competence (see Arasaratnam 2009, 2014; Chen 1993; Xiao & Chen, 2009; Yum, 2012). Accordingly, many researchers have re-examined the western conception in their own context. Most models were completely defined from the perspective of Western scholars (Dalib, 2014). Much of the argument on the insufficiency of Western perspective rests on the ontological standpoint to human nature that different cultures adopt in perceiving competency (Chen, 2009; Yeh, 2010; Yum, 2012). For example, Xiao and Chen (2012) proposed that the core differences between the Confucian orientations toward competency is a moral and philosophical view of people and the world. In the West, given the ontological presupposition that each person is born unique and independent from all other people, expressing individuality is viewed as a hallmark for communication competence. In contrast to the Western ontological standpoint, the Confucian perspective posits that the universe and all people form an interrelated whole and thus; interdependence is the core attribute of competent communication. Given such distinct ontological standpoints on competency, Dearsdorff (2009) remarked that much of the unit of analysis for intercultural competence in non-Western (Asian) cultures tend to reside within interpersonal relationships. Such emphasis is in marked contrast with the Western cultures that

place more emphasis on a single individual in analyzing intercultural competence.

LITERATURE REVIEW

The higher education industry in Malaysia is growing fast at this present where the number of international students increased at both graduate and undergraduate levels of study from Indonesia, Thailand, Bangladesh, the Maldives, Singapore, and China and also from the Middle East countries (Singh, 2012). Ministry of Higher Education Malaysia (2011) stated that in 2009, the number of international students has increased from 22,456 of people to 24,214 of people in 2010. This report comes along with the new level of intercultural competence among students in different backgrounds of ethnicities that exist in Malaysian campuses (Singh, 2012). International students also diversify higher educational institutions by creating a cultural learning environment for domestic students where in the higher education context (Pandian, 2008) and internationalism in higher education is promoted by Malaysian Higher Education, it can be expected that students in international and local are interact with each other in their daily basis. This phenomenon has contributed in creating and developing complexity in intercultural competence among students in Malaysian campus.

METHODOLOGY

Since research design needs to be consistent with the research aims and questions (Denzin & Lincoln, 2005), qualitative method is relevant and congruent to what this study aims to explore. Specifically, this study aims to explore the perspective of intercultural competence in the context of local students' intercultural experiences in Malaysian universities. Such aim necessitates an exploration of a study that must consider the students' social situations within

their natural setting as Yilmaz (2013) has suggested. Based on the calls made in the literature to explore intercultural competence in other places and given the nature of qualitative method, this study would also be useful to elicit new insights that can enrich the existing western theories on intercultural competence. Using a qualitative method, the perspective of intercultural competence can be explored through students' accumulation, reflection and evaluation of their intercultural experience. In so doing, the study poses the following questions: How is intercultural competence defined in the context of students' intercultural experiences? What are the attributes of intercultural competence that can be identified from the students' perspective?

In-depth interviews are the most method of inquiry for the study. In depth interview is an effective qualitative method for making an individual to talk and share about their personal feelings, opinions and experiences (Milena, Dainora & Alin, 2008).

In order to locate the participants that suitable for an in-depth interview, it is important to have a potential participants that has developed and interacted in intercultural interaction. In this study, the snowballing sampling will be used to locate the participants. Snowballing method may be defined as a method that researcher used in accesses informants through contact information that other informants provide to the researcher (Noy, 2008).

Before the participants has selected, there are three important criterion will be looking for in every participants for this research. First, the participants must be an undergraduates students from the three local universities located in northern of Malaysia. The reasonable for selecting this undergraduate's level is because in the period of time, the undergraduates students must developed interaction in social network. Second, Malaysia's undergraduate's students must have a good experience engaging with the other, especially international students. One of the example from this reason is they will be in the same class with international students for

particular subjects. Third, the undergraduate's students from the three universities must be able to share the experiences in interacting with the international students in daily life.

this study undertakes to interrogate the intercultural competence concepts that have been proposed by Deardorff (2004).

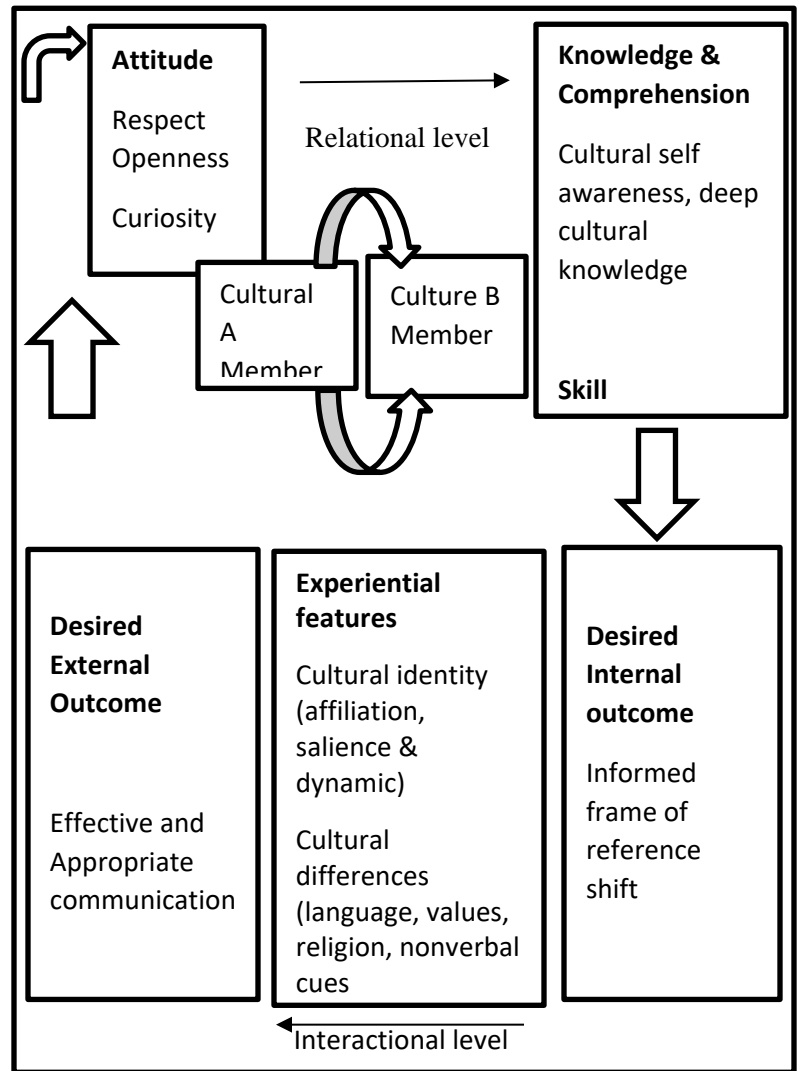


fig.1.conceptual Model of Intercultural Competence

CONCLUSION

Malaysia provides a special resource of comprehension that may contribute to make more understanding about the knowledge on intercultural competence. Given that Malaysia is well-known for its multicultural society

(Shamsul, 2008), what would intercultural competence can provides in globalized society? What would intercultural competence can look like when it considers the intercultural experiences of Malaysian university students? This has certainly offered an interesting area of further inquiry.

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Virtual Reality and Its Potential for Stress Therapy

Hector Chimeremeze Okere

School of Multimedia Technology and Communication (SMMTC), Universiti Utara Malaysia.

Juliana A. Abu Bakar & Ruzinoor Che Mat

Institute of Creative Humanities, Multimedia & Innovation, School of Creative Industry Management & Performing Arts, Universiti Utara Malaysia

ABSTRACT: VR technology is the combination of AI technology, multimedia technology, computer networks technology, computer graphics technology and designed into a new HCI technology through which users can experience and interact with 3D environment using visual, auditory, haptic, taste, and so on interactions, similar to real-world experience. This paper explored the virtual reality and its potentials for stress therapies. Implications and future researches were also discussed

INTRODUCTION

The utilization of Virtual reality has been successfully adopted and implemented in several domains to serve different purposes. Its applications can be seen in medicine and healthcare industries (Schijven & Jakimowicz, 2003; Dunkin et al., 2007); its applications can also be seen in education and training (Makransky & Lilleholt, 2018); VR application can also be seen in engineering and automobile industries (Berg & Vance, 2017). VR applications can also be seen in scientific discovery (Johnston et al., 2017); one of the most successful applications of VR applications can be mostly seen in the gaming and entertainment industry (Zyda, 2005). Another successful domain in which VR has been applied in healthcare as can be seen in the treatment of phobia through exposure therapy (VRET – Virtual Reality Exposure Therapy) and other domains of therapy and rehabilitation (Brinkman, 2012; Oprüş et al., 2012; Parsons, 2015; Rizzo et al., 2015). VR offers a range of benefits which includes suspension of disbelief, involvement and engagement in a virtual environment, peripheral awareness, immersion, and presence. All of which enables the user to be immersed into a virtual world, giving them or a realistic feeling of “being there” in a place different from the user’s original physical present location (Diemer, Alpers, Peperkorn, Shibani, & Mühlberger, 2015; Murray,

Neumann, Moffitt, & Thomas, 2015; Wu, Wang, Zhao, & Wu, 2015).

VIRTUAL REALITY & MODALITIES

Touch (haptics), sight (visual) and sound (aural) provides the best options for developing VR systems which is testament to the fact that majority of the works and resources in this domain, focused on exploring these three alternative modalities which limit our focus to these three key elements of VR: haptics, aural and visual modalities. VR is dependent profoundly upon visual display and presentation, and therefore, it does not come as a surprise that vision and visual interactivity is the most useful of the senses, and a very valuable modality for understanding space. Invariably, one cannot truly experience VR without any sort of visual interaction. As we well know, geographic representations for instance, are usually majorly visual in nature; making people’s ability to see inevitable in order to access and understand them. Therefore, visually impaired users possess very limited or no access to them and navigating the virtual environments they represent as explained by Jacobson, Kitchin and Golledge, (2002). The author added that the multi-modality is aimed at augmenting visual representations and does not seek to cater for users that are visually challenged. The visual Interactive nature of VR provides numerous advantages to what most users consider an adventure in an unknown territory like immersion, sense of

presence, suspension of disbelief, involvement and engagement, and peripheral awareness.

Visual Modality – Background and significance.

The potential and possibility to exploit the power of visualization and visual interaction, further motivated (Dayang R. Awang et al., 2011) into developing a VR application that enables the user to choose desired image from a selection of virtual world of images to utilize and explore the location in the course of the therapy, integrating visual and aural interactivity, instead of just using their imagination to imagine being at the location. Especially with the advent of “social interfaces” which involves computer generated characters that tries to interact with users in natural ways (Turk, 1996). The author in his study explored the utilization of fast, simple computer vision for the optimization and enhancement of visual interaction in social user interfaces (Turk, 1996).

Aural Modality – Background and significance.

Aural interaction alone in HCI provides a host of immeasurable advantages especially in disability or for visually impaired users. Aural interactivity carries with it the sense of presence or activity, giving one the sense of being in the company of someone, something or an activity. For instance, exploring an environment in a virtual world, walking down a street or using a character to walk down a street, the activities of other characters can be inferred from the sounds they are making: blacksmiths are pounding hammers on anvils; passing cars generate positional engine noise, and so on. There is a sense of on-going activities despite not being able to visualize the character or the activity. Aural interactions be it through music or other means makes a person to feel less alone (i.e., connected with something/someone else) or remind the person that an on-going activity is still going on (continuity), albeit been distracted momentarily by something or someone else (Parker & Heerema, 2008). The author also highlighted that aural interaction is known to carry more emotional content than any other modality that is

to say that, sounds trigger feelings and memories. It is said by psychologists that humans learn first by seeing, next by hearing. However, the sense of hearing connects to the limbic system, where memories can be recalled using sounds like music and voices, and loud and sudden sounds cause an immediate startle reflex in fear (Brown, Martinez, & Parsons, 2004; Parker & Heerema, 2008; Winer, 2006), like the rumbling and growling sounds of a wild animal would trigger a fearful emotional response. Hence, it is certain that certain sounds would affect us at a profound emotional level which designers usually utilize to provide an interesting emotional experience in Virtual Reality.

Auditory, health, and well-being

Auditory has been instrumental in several domains for several purposes even in rehabilitation and stress relief which can be seen in how people use music in their everyday lives. Music for most people is more likely to be an element of comfort, source of inspiration, distress, expression of feelings, positive distraction, entertainment or company (Buchanan, 2013), i.e., performing a different task with music alongside as companion (for instance, dressing up for work, driving to or from work, some use music during physical exercise) rather than being the primary focus. In fact, in the extensive practice of music therapy in medicine and health care in the treatment of ailments like Alzheimer’s disease and cancer, and as a positive stimulus in relaxation, pain, anxiety and stress relief (Daniel, 2016; Powell, 2016; Tam, Lo, & Hui, 2016; Trapp, Engel, Hajak, Lautenbacher, & Gallhofer, 2016).

Haptic Modality - Background and Significance

The terminology “*haptics*” or “touch” is a proliferating term in HCI with the growing use of touch in computing. And therefore lots of terms with diverse meanings are still being used across literatures to refer to haptic interactivity, limiting the consensus and common understanding in the research domain. In remedying that, the author put forward this set of

haptic related definitions as shown in the Table 1.

Table 1: Haptic Definitions (*Oakley, McGee, Brewster, & Gray, 2000*)

Term	Definition
Haptic	Relating to the sense touch.
Proprioceptive	Sensory information about the state of the body (including cutaneous, Kinesthetic, and Vestibular sensations).
Vestibular	The perception of head position, acceleration and deceleration.
Kinesthetic	The feeling of motion, through the sensations originating in muscles, tendons and joints.
Cutaneous	Pertaining to the skin itself or the skin as a sense organ. Includes sensation of pressure, temperature and pain.
Tactile	Pertaining to the cutaneous sense but more frequently the sensation of pressure rather than temperature and pain.
Force Feedback	Relating to the mechanical production of information sensed by the human kinaesthetic system.

Role of Haptic Interactivity

Haptic interactivity through touch provides direct contact with other persons or an object which relies on active exploration (Klatzky & Reed, 2016) could have various benefits, interpretations and outcomes depending on the context, situation, person, area being touched and so on. Meanings such as: support, appreciation, inclusion, sexual interest or intent, affection, playful affection, playful aggression, compliance, attention-getting, announcing a response, greetings, and departure.

Multimodal Interactivity

Multimodal interaction is the equipping of users with multiple choice of modalities to interact with a system that reacts and interprets to users’ inputs from more than one modal and interaction channel (Dumas, Ingold, & Lalanne, 2009; Dumas, Lalanne, & Oviatt, 2009; Sarter, 2002), be it through aural, gestural, gaze, facial expression, body movement, and touch. Jacobson, Kitchin and Golledge (Jacobson, Kitchin, & Golledge, 2002) also added that multimodal interaction in VR consist of interaction through several interactive input and display devices like keyboards, joystick, mouse, monitor, alongside other peripheral devices for

speech recognition, eye gaze tracking, gesture tracking, data gloves, tactile feedback from surface textures, head mounted displays, force feedbacks, etc. Reeves et al (2004) explained that the two main aims of multi-modal interactions are to achieve an interaction closely similar or identical to the natural human-human interaction style, and to increase the interaction’s robustness through the use of redundant complementary information.

Virtual Reality and Stress Therapy

Virtual Reality Stress Therapy (VRST) application’s or technologies are applications or technologies that permits users to enter, explore and interact with computer-generated environments with the use of the multi-sensory modalities such as sight, sound, and touch enabling them to combat stress.

Stress according to the Oxford dictionary is “a state of an affair involving demand on physical or mental energy” which can upset the normal psychological and physiological performance of a person. This drops the mental and physical activity of the person and is a major factor of issues such as; hypertension, insomnia, onset of malignancy, depression, digestive disorders, diabetes, herpes lead from various problems like irritability, quickness to anger, lack of concentration, decrease in mental and physical activity, eye fatigue, stiff shoulders, drowsiness, neck ache, back ache, discursiveness and lack proper judgment (Nakajima et al., 1994; Bagheri-Nesami et al., 2014).

Pressure, frustration and conflicts are the most common sources of stress. In situations when a person is stressed, the brain prepares the body for defence “The fight or flight response” through the release of stress hormones (cortisone and adrenaline) which raises the blood pressure and prepares the body to respond to the situation (Grewal & Shekar, 2008; Sahai, 1996), with a good defensive response, the stress hormones in the blood are used to up reducing the effect of stress and anxiety symptoms. But with a poor defensive response, when the body fails to counter the challenging stressful situation, the hormones and chemicals remain unreleased in

the bloodstream for a long period of time which ends up resulting to stress-related physical symptoms like unfocused anxiety, dizziness, rapid heartbeats, tensed muscles (Life Positive Foundation, 2012).

The stress response is activated by the sympathetic nervous system, and all stress therapies target the initiation of the parasympathetic nervous system which is concerned with recuperation, stress relief and relaxation, allowing the body to attain the state of “Homeostasis”, and lessening the body from the likelihood of stress related health issues (Song & Song, 2005).

One of the applications of VRST can be seen in the VR Relax-Refresh system applying virtual reality technology for body massage by Nakajima et al., (1994). The VR Relax-Refresh system consist of a massage lounger that vibrates and massages (for body stimulation), a head mounted-display (HMD, for visual stimulation), a standard VCR (sound/aural stimulation), and an interface circuit that gears the massage chair and generates stereographic images. These three multi-modalities were put together by the designers to deliver body massage and sleep inducer via virtual space. By sitting on the lounger and putting on the head-mounted-display, the user goes through 3 stages this includes; the sleep-encourage stage, the sleep stage and the refresh stage as shown in Figure 1. Relieving the user of stress as the system puts the user to sleep with a varying degree of interaction and refreshing the user after some time duration.

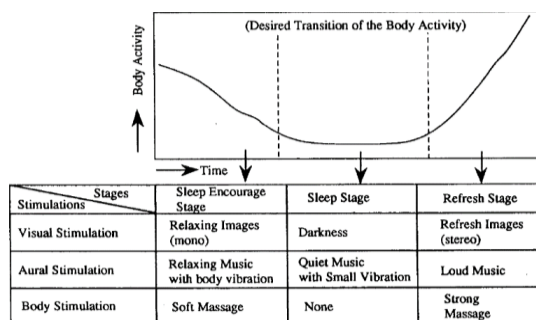


Figure 1: The experience story of the VR relax/refresh system (Nakajima, Nomura, Fukusima, & Ojika, 1994)

Another successful domain in which VR has been applied in health care as can be seen in the treatment of phobia through exposure therapy (VRET – Virtual Reality Exposure Therapy) and other domains of therapy and rehabilitation (Brinkman, 2012; Hooplot, 2005; Morina, Ijntema, Meyerbröker, & Emmelkamp, 2015; Opriş et al., 2012; Parsons, 2015; Rizzo et al., 2015). In VRET, multimodal interactivity is utilized to enhance the anxiety-producing stimuli to increase or decrease the effect on the patient while therapeutically combating the patients’ worst fear. These stimuli are usually generated as a result of the patients strong, irrational fear for certain condition or situation such as fear of heights, fear of flying, agoraphobia, fear of spider, fear of driving, fear of public speaking and so on. VRET allows the therapist to regulate the induced anxiety in adjusting the multi-modal parameters of the virtual environment in the increment or decrement of the fear factor to match the users’ level of tolerance. This, in turn, enhances the patients’ immersion and sense of presence (Brinkman, 2012; Opriş et al., 2012; Parsons, 2015; Rizzo et al., 2015). The sense of presence or immersion is relatively essential in this form of therapy as it intensifies the patient’s phobic responses. The authors indicated that VR environments can create a range of phobic symptoms, and the incorporation of sound and touch such as a furry spider greatly intensified the experience.

The stimuli in VRET are usually generated as a result of the patients strong, irrational fear for certain condition or situation such as fear of heights, fear of flying, agoraphobia, fear of spider, fear of driving, fear of public speaking and so on (Parsons, 2015). These stimuli were traditionally generated by in vivo exposure which involves directly facing a feared object, situation, or activity in real life or by having the patient imagine the stimulus in imagino therapy Bruce and Regenbrecht (2009). VRET allows another option of this exposure therapy which can be safer, less embarrassing and a lot more effective as compared to the realism of in imagino therapy and In vivo. In simulating and multimodal interactivity using VR, allows extra advantage of interactively. Identifying and

simulating the visual, aural, haptic and other modal aspect of the therapy not only enhances the sense of presence but also increases sense of realism, which allows the regulation of the induced anxiety in adjusting the parameters of the virtual environment by increasing or decreasing the fear factor to match the users' level of tolerance. The sense of immersion or presence is relatively essential in this form of therapy as it intensifies the patient's phobic responses, which indicated that VR scenes can produce a variety of phobic symptoms, and the incorporation of sound and touch such as a furry spider greatly intensified the experience.

Music therapy and guided image therapy are two applications where the aural and visual modality are utilized to produce positive stimulus to patients/users, inducing relaxation, pain relief, anxiety and stress relief (D R Awang et al., 2011; Barrera, Rykov, & Doyle, 2002; Buchanan, 2013; Daniel, 2016; Tam et al., 2016). The Bonny method of guided of Guided Imagery and Music (GIM) has been used in the inpatient psychiatric setting in the treatment of patients with post-traumatic stress disorder (PTSD) (Patterson & Nanni, 2015; Rizzo et al., 2015). This method allows access to the patients'/users' subconscious feelings, images, and memories and fosters empowerment and reconnection through self-understanding and an alliance with the therapist.

Foot reflexology is another therapy that has been tested and proven effective in countless studies for relaxation, stress relief, enhanced alertness, potential diagnostic tool, and as a complementary treatment tool which has (Choi & Lee, 2015; Hudson, Davidson, & Whiteley, 2015). Patients overall experience of the therapy was compared to using reflexology artifacts to conduct the therapy (Okere, Sulaiman, Rambli, & Foong, 2015), and revealed opportunities for VR. The potential application of VR in foot reflexology therapy was explored by (Okere, Sulaiman, Awang, & Foong, 2014a, 2014c; Okere, Sulaiman, & Foong, 2013; Okere, Sulaiman, Rohaya, Rambli, & Foong, 2014), and the requirements for application in VR was outlined by (Okere, Sulaiman, Awang, & Foong,

2014b; Okere, Sulaiman, Rambli, & Foong, 2016; Sulaiman, Okere, Awang, & Mean, 2016).

CONCLUSION AND FUTURE WORKS

Stress can seriously affect performance negatively, and also affect people's cognitive and emotional processes (Maples-Keller, Yasinski, Manjin, & Rothbaum, 2017). Therefore, knowing how to manage stress is very significant as it can have affect people's overall performance, as well as their emotional and physical health (Shiban, Peperkorn, Alpers, Pauli, & Mühlberger, 2016). Virtual reality allows clinicians to engage patients using multimodal interactivity tailored and customized for a specific purpose to combat stress or phobic symptoms, matching users' requirements or endurance threshold to the therapist's rehabilitation or recovery scheme. This may traditionally be too expensive or not feasible like where patients have to imagine these phobic stimuli in their minds during therapy, or using in vivo therapy or imagino therapy (Maples-Keller et al., 2017). Future research should also see other therapies like acupuncture, lomi-lomi, body massage, and so on, exploit the potentials and opportunities of VR for relaxation, stress relief and other complementary therapy purposes, by identifying and simulating the haptic, visual, and other interactions in the therapy.

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Analisis Pemikiran Tun Dr. Mahathir Mohamad Membangunkan Nasionalisme Etnik Melayu Dalam Pentadbiran Beliau Sebagai Presiden UMNO

Mohd Norhaizzat Naim Mohd Mazlan

Pusat Pengajian Teknologi Multimedia dan Komunikasi, Universiti Utara Malaysia

Norizah Aripin

Pusat Pengajian Teknologi Multimedia dan Komunikasi, Universiti Utara Malaysia

ABSTRAK: Tempoh 22 tahun sebagai Presiden UMNO, Tun Dr Mahathir Mohamad mengubah landskap Malaysia daripada sebuah negara mundur kepada sebuah kuasa perindustrian dan negara perdagangan ke-17 terbesar dunia dengan kekuatan masyarakat yang bermajoriti etnik Melayu. Pencapaian ini dibangunkan dari gagasan pemikiran unik seorang pemimpin yang ditanam dalam pemikiran masyarakat melalui penggunaan media sehingga teretusnya semangat nasionalisme masyarakat untuk membangun dan mempertahankan tanah air. Kajian ini memperincikan pemikiran Tun Dr. Mahathir membangunkan nasionalisme etnik Melayu menerusi teks ucapan beliau di Perhimpunan Agung UMNO. Pembangunan nasionalisme dikaji menggunakan pendekatan kualitatif dengan menjalankan analisis kandungan keatas teks ucapan bagi melihat unsur makna kata-kata (tema nasionalisme) yang terbit dari teks ucapan. Kajian ini menggunakan analisis tematik iaitu kata-kata yang terbit dari teks ucapan dan memberikan makna nasionalisme dalam pemikiran Tun. Tahun teks ucapan dipilih menggunakan persampelan rawak mudah melalui cabutan undian. Tahun yang dipilih adalah tahun 1982, 1987, 1996 dan 1999. Dapatan kajian menunjukkan wujud gabung jalin enam tema iaitu perpaduan, tanggungjawab, maruah, taat setia, pengorbanan dan kemajuan yang membangunkan nasionalisme etnik Melayu. Kombinasi keenam-enam tema ini membentuk makna nasionalisme yang terbentuk daripada pemikiran Tun dalam membangunkan nasionalisme etnik Melayu.

KATA KUNCI: media nasionalisme, analisis kandungan, pembangunan nasionalisme, Tun Dr Mahathir Mohamad, pendekatan kualitatif

PENDAHULUAN

Nasionalisme disifatkan sebagai satu semangat penyatuan yang dirasakan oleh sekumpulan penduduk dalam menguasai dan menentukan hala tuju, seterusnya menguruskan hal-ehwal negara mereka. Namun begitu, pengertiannya lebih daripada cetus rasa di kalangan penduduk sesebuah negara untuk mendapatkan kebebasan politik, ekonomi, pendidikan, sosial, budaya dan lebih daripada sifat setia kepada negara (Muhamad Ramadhan, 2011, Mohd Faizd etc, 2011, Agung Septiawan, 2013).

Konsep nasionalisme di Tanah Melayu terbahagi kepada dua pengertian iaitu pertama adalah merujuk kepada gerakan perjuangan

untuk menuntuk kemerdekaan. Suasana politik dan ekonomi tanah jajahan oleh pemerintah kolonial menyebabkan rakyat berpendirian hanya kemerdekaan sahaja yang mampu membuatkan mereka mencapai kebebasan (Mohd Faizd, Jamaie, Mohd Rizal dan Mohamad Rodzi, 2011). Pengetian kedua adalah selepas mencapai kemerdekaan maka muncul pula gerakan nasionalis yang cuba pertahankan budaya, bahasa, pendidikan, ekonomi, sosial dan politik (Rustam 2004). Ini berlaku selepas negara bangsa berjaya dibentuk dalam keadaan yang ditinggalkan oleh penjajah. Seterusnya gerakan-gerakan nasionalis memainkan peranan bagi menyesuaikan sosio-budaya yang diingini

dalam usaha memperkuat negara bangsa yang baharu.

Teori yang dikenalpasti untuk memandu kajian ini ialah teori penentuan agenda. Teori penentuan agenda menjadi teras pembangunan media melalui agenda pemimpin kepada masyarakat. Media mempengaruhi serta menguasai jurang pemikiran masyarakat di antara gagasan idea pemimpin dengan persepsi masyarakat terhadap gagasan yang dicituskan oleh pemimpin (Kim & Ko, 2012). Penguasaan media mampu menyediakan satu platform baharu dan baik kepada pemimpin terutama dalam menyebarkan ideologi kepada masyarakat (Freeland, 2012).

Teori ini digunakan bertujuan bagi meneliti agenda media yang dikuasai oleh pemilik media atau golongan elit antaranya Tun sendiri (Stuart, 2012, Amber, 2012). Sebagai pemilik media, Tun menggunakan media teks ucapan yang dibuat dan dibaca sendiri oleh Tun bagi menjelaskan isi pemikiran beliau dalam membangunkan nasionalisme etnik Melayu. Oleh hal yang demikian, teks ucapan digunakan dalam kajian ini bagi meneliti makna nasionalisme yang digubah oleh Tun sendiri (Misliyah, 2010)

PENYATAAN MASALAH DAN PERSOALAN KAJIAN

Teks ucapan adalah sebahagian alat media. Ia merupakan agen sosialisasi politik dan wadah dalam membina dan membangunkan pemikiran masyarakat. Proses interaksi akan berlaku secara tidak langsung melalui media tersebut antara pemimpin, elit politik kepada masyarakat awam (Mohd Asri, 2002, Dodi, 2005, Nurina Awanis, 2014).

Dalam membangunkan nilai nasionalisme, media adalah medium berkuasa dalam mempengaruhi pendapat awam dan membentuk pemikiran nasionalisme yang digarapkan oleh pemimpin (Abdul hadi Mohd Diah, 2002, Ahmad Fawzi & Abdul Rahman, 2004, Lee & Safar, 2009, Nurina Awanis, 2014). Walaupun amat kurang penelitian terhadap pembangunan nasionalisme, namun pemahaman masyarakat terhadap nasionalisme perlu diberi

perhatian oleh setiap pihak (Muhammad Ramadhan Subky, 2011).

Teks ucapan berkemampuan menanam pemikiran pemimpin, tambahan pula Tun mengakui bahawa penyediaan ucapan-ucapan beliau mengandungi pembinaan gagasan menjurus kepada pemikiran beliau dalam membangunkan nasionalisme negara (Abdul Mua'ti, 2007, Khairul Azman, 2009). Persoalannya ialah bagaimanakah makna nasionalisme dalam pemikiran Tun bagi membentuk agenda pembangunan nasionalisme yang ditonjolkan di dalam teks ucapan beliau?.

OBJEKTIF KAJIAN

Objektif kajian mengenal pasti makna nasionalisme yang membentuk agenda pembangunan nasionalisme etnik Melayu melalui teks ucapan Tun di Perhimpunan Agung UMNO.

METODOLOGI KAJIAN

Kajian ini menggunakan pendekatan kualitatif dengan menjalankan analisis kandungan terhadap teks ucapan Tun di Perhimpunan Agung UMNO. Empat teks ucapan Tun di Perhimpunan Agung UMNO dipilih secara rawak mudah iaitu pada tahun 1982, 1987, 1996 dan 1999. Pemilihan tahun adalah berdasarkan kajian yang dijalankan oleh Adiefred (2009) yang menemui Mohd Foad Sokdan (1999) menyatakan fasa pentadbiran Tun terbahagi kepada empat fasa. Berdasarkan fasa tersebut, penyelidik memilih satu tahun setiap fasa melalui persampelan rawak mudah bagi mewakili fasa-fasa tersebut.

Penganalisan data digunakan secara analisis tematik. Analisis dijalankan dengan mengeluarkan tema-tema berdasarkan dimensi-dimensi yang dipersetujui oleh pengkaji-pengkaji lalu. Kemudian tema-tema yang wujud ini di uji tahap kesahan dan kebolehpercayaan oleh penilai-penilai yang berketepatan dalam bidang yang dikaji bagi memastikan tema-tema yang dikeluarkan menepati kriteria kesahan dan kebolehpercayaan kajian.

Kebolehpercayaan antara penilai dapat dilihat apabila dua (2) orang penilai membuat

keputusan terhadap pengekodan dengan jumlah yang tinggi (melebihi 80 peratus) yang membolehkannya (kod dan proses pengekodan) dilakukan oleh penyelidik diterima dalam kajian (Neuman, 2006) dan memerlukan aras peratus persetujuan antara kedua-dua penilai bagi menyemak dan memastikan tahap kebolehpercayaan dalam analisis kandungan hendaklah di antara 85 peratus hingga 90 peratus atau melebihi 90 peratus sebagai aras persetujuan yang lebih baik (Mohd Hilmi Hamzah, 2012, Nurina Awanis, 2014).

Dengan nilai peratus yang tinggi, nilai peratusan tersebut adalah bertepatan dengan keperluan kebolehpercayaan dan kesahan terhadap dapatan dalam kajian ini.

DAPATAN DAN PERBINCANGAN

Pola tema yang terlibat dalam membentuk dimensi bagi menjelaskan makna nasionalisme yang terkandung dalam pemikiran Tun melalui teks ucapan beliau di Perhimpunan Agung UMNO. Secara keseluruhan dapatan kajian menunjukkan pemikiran Tun lebih menjurus kepada perpaduan dan tanggungjawab.

Terdapat tujuh teras tema yang membentuk dimensi perpaduan iaitu kerjasama, bermatlamat, kepimpinan, budaya dan nilai, agama, pengorbanan dan kesatuan. Kesemua teras tema tersebut saling berhubung kait bagi membangunkan perpaduan masyarakat khususnya etnik Melayu.

Pada tahun 1982 Tun lebih tertumpu kepada pemupukkan terhadap asas-asas kepada perpaduan. Hal ini dapat dilihat menerusi beberapa tema yang ditekankan oleh Tun antaranya tema bermatlamat iaitu Tun menekankan kepada seluruh ahli untuk menyatukan matlamat perjuangan iaitu perjuangan menebus maruah Melayu dan Islam. Asas kepada perpaduan yang menjadi keutamaan mesej Tun merupakan kesatuan matlamat (Khairul Azman, 2009, Afifah Asriati, 2010).

Peningkatan pembangunan terhadap perpaduan dapat dilihat pada tahun 1987 dan

tahun 1996. Tun mengingatkan masyarakat untuk meningkatkan daya usaha dalam membangunkan bangsa, agama dan negara. Mesej ini dinyatakan oleh Tun ekoran krisis kepimpinan dan krisis dalaman yang berlaku dikalangan ahli dan pimpinan UMNO (Mohd Faizd, Jamaie, Mohd Rizal dan Mohamad Rodzi, 2011). Namun pada tahun 1996, tema kepimpinan dan tema budaya dan nilai lebih diberi perhatian oleh Tun. Penerapan nilai Islam pada tahun 1987 adalah proses kedua selepas masyarakat disedarkan dengan tanggungjawab terhadap agama pada tahun 1982.

Pada tahun 1999, pengkaji menemui mesej-mesej penekanan terhadap mempertahankan serta memperkukuhkan perpaduan Melayu melalui UMNO bagi terus menerajui bangsa, agama dan negara. Tema yang paling ketara adalah tema kerjasama dan tema kesatuan. Setelah melalui fasa-fasa perkembangan perpaduan, pada tahun 1999 pula Tun banyak mengajak masyarakat untuk memberi kepercayaan kewibawaan UMNO bagi terus mentadbir negara. Mesej kerjasama ini disampaikan bagi menyeru masyarakat untuk mempertahankan serta memperkukuhkan UMNO (Muhammad Ramadhan Subky, 2011). Bagi memastikan proses mempertahankan perpaduan, Tun juga menekankan aspek kepimpinan yang memerlukan kebijaksanaan yang tinggi bagi menangani permasalahan yang wujud samada permasalahan dalaman ataupun permasalahan luaran UMNO.

Seterusnya bagi dimensi tanggungjawab terdapat tujuh teras tema iaitu amanah, bermatlamat, kepimpinan, budaya dan nilai, agama, pengorbanan dan kepercayaan. Di antara ketujuh-tujuh teras tema kepada pembentuk tanggungjawab, teras tema amanah merupakan teras yang paling berperanan dalam menyumbang kepada pembentukan tanggungjawab. Pada tahun 1982, menekankan Tun terhadap amanah lebih tertumpu kepada pelaksanaan perlembagaan UMNO dan memperbaiki dalaman UMNO yang sedikit sebanyak tergugat dengan pengunduran Tun Hussein Onn daripada kerusi presiden UMNO.

Manakala pada tahun 1987, Tun lebih memupuk rasakebersamaan UMNO untuk terlibat dalam masyarakat bagi melakukan

perubahan dan nasib bangsa. Begitu juga dengan amanah terhadap maruah bangsa, agama dan negara, Tun memberi penekanan terhadapnya pada tahun 1987 dan tahun 1996 dengan mengulangi mesej beliau untuk sama-sama meningkatkan kewibawaan UMNO untuk mentadbir urus negara. Sehingga pada tahun 1999, pengkaji mendapati teras tema amanah yang disampaikan oleh Tun didalam ucapan beliau lebih diberi perhatian kepada mempertingkatkan kekuatan dan memperkasakan lagi kewibawaan UMNO (Ishak Saat, 2007, Khairul Azman, 2009).

Selain daripada teras tema amanah, pengkaji mendapati teras tema kepercayaan turut banyak disentuh oleh Tun dalam membangunkan dimensi tanggungjawab. Kepercayaan yang dinyatakan oleh Tun merupakan kepercayaan terhadap diri masyarakat itu sendiri dan kepercayaan terhadap UMNO untuk terus memimpin dan mentadbir urus negara. Pada tahun 1982, 1987, 1996 dan 1999, masing-masing menerangkan pola yang sekata terhadap pembangunan kepercayaan. Bermula dari tahun 1982 lagi sehingga tahun 1999, Tun menyatakan mesej meningkatkan daya usaha dan membangunkan prestasi diri, pemupukkan keyakinan terhadap diri sendiri dan membangkitkan kesedaran Melayu. Hal ini selari dengan Nengah Suastika (2012), menyatakan salah satu konsep nasionalisme ialah mewujudkan jiwa dan semangat yang membentuk ikatan bersama melalui pembinaan diri.

Manakala bagi kepercayaan terhadap UMNO pula ialah membangunkan kepercayaan terhadap kewibawaan UMNO, memberi kesedaran untuk memperjuangkan UMNO dan meningkatkan tahap kecekapan menangani masalah (Muhammad Ramadhan Subky, 2011). Kesemua tema tersebut adalah penyumbang utama kepada teras tema kepercayaan.

Teras-teras tersebut akan berkesan dengan wujudnya kepimpinan dan pengorbanan. Hal ini kerana kebijaksanaan pemimpin akan mempercepatkan lagi pembangunan tanggungjawab dalam masyarakat. Seharusnya masyarakat perlu memilih pemimpin yang baik dan memahami dasar-dasar perjuangan agar pembangunan negara akan lebih lebih kedepan,

terutama ketika berhadapan dengan masalah negara.

Berdasarkan jadual 2 juga, penyelidik mendapati Tun lebih menumpukan kepada tema bermatlamat. Pada dimensi perpaduan, mesej matlamat adalah untuk memperjuangkan dan menebus maruah Melayu dan Islam. oleh kerana itu, kesatuan matlamat menjadi asas kepada perpaduan yang dianjurkan oleh Tun. Manakala pada dimensi tanggungjawab pula, matlamat ditekankan kepada tanggungjawab bersatu dalam menangani masalah perpecahan.

Begitu juga pada dimensi maruah, matlamat dilihat masih menyentuh berkenaan matlamat memaruhkan bangsa, agama dan negara dengan menerapkan sikap-sikap yang membawa kepada kejayaan. Bagi dimensi pengorbanan dan kemajuan juga menunjukkan matlamat untuk melakukan pengorbanan dalam memperjuangkan maruah bangsa seterusnya meningkatkan kemajuan di setiap bidang bagi mencapai matlamat yang digariskan.

Kesemua dimensi yang terlibat dengan tema bermatlamat menunjukkan garapan Tun membangunkan nasionalisme etnik Melayu bagi meletakkan Melayu itu di tempat yang tinggi di Malaysia sebagaimana pandangan Ahmat Adam (2013) menyatakan gerakan nasionalisme Melayu dahulu berkembang hanya menerusi slogan "Asia Untuk Asia" telah berjaya membangkitkan nasionalisme penduduk Melayu untuk menghalau British dari Tanah Melayu.

KESIMPULAN

Kesimpulan daripada keseluruhan kajian mendapati makna nasionalisme yang terkandung di dalam pemikiran Tun adalah mengutamakan negara dan bangsa Melayu supaya mereka terlindung dan berpeluang untuk memajukan diri didalam suasana persaingan yang giat dijalankan oleh setiap bangsa di Malaysia.

Hal ini jelas dilihat apabila Tun menunjukkan penekanan beliau terhadap aspek-aspek perpaduan dan tanggungjawab serta menumpukan kepada matlamat yang jelas untuk mempertahankan dan meninggikan agama, bangsa dan negara.

Nasionalisme juga boleh dimaknakan apabila seseorang itu berusaha meningkatkan

dan mencapai tahap tertinggi dalam memajukan diri seterusnya menjadikan dirinya sebagai tangga untuk meningkatkan kemajuan negara, bangsa dan agama.

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Determining Facebook as a Platform of Expressing Politics among University Students

L. M. Mohamad Sani

School of Multimedia Technology & Communication, Universiti Utara Malaysia

R. Ramli & A. Kamaruddin

School of Multimedia Technology & Communication, Universiti Utara Malaysia

ABSTRACT: This study investigates the Facebook as a platform of expressing politics. The main objective of this study is to examine the students demographic; gender and academic performance of Facebook users regard to different variations of Facebook addiction, Facebook motives, and unwillingness to communicate face-to-face. Next objective is to define the level of unwillingness to communicate face-to-face, to determine and explain the relationship between Facebook motives and Facebook addiction, and to examine the relationship between Facebook addictions, Facebook motives, and Unwillingness to communicate face-to-face. Survey research design; questionnaire was applied. Data was analyzed by using SPSS 22 for both descriptive and inferential statistics that include with t-Test, Multiple regression analysis, Pearson correlation, and the pre-test of the study to fulfill the research objectives. The implication of this study is to give benefits to practical contribution and theoretical contribution that associated with this field. Future research needs to replicate this study in other situation and possibly in other areas for different view.

KEYWORDS: Student Demographics; Gender and Academic Performance, Facebook Addiction, Facebook Motives, Unwillingness to Communicate Face-to-Face

INTRODUCTION

Nakamura and Chow-White (2012) argue that the digitized media texts function smartly and make this existing media has become an important medium for discourse about our differences. According to Cain and Policastro (2011), they stated that Facebook giving an informal learning environment by presenting update topics and the thoughts of guest experts not affiliated with a college or school, thereby this can bring students to relevant real-world issues which had no included in class such as that associated with their life environment such as politics. Thus, Facebook users tend to overload communicate to the real-world issues in Facebook and make them more reduces the self-esteem to communicate face-to-face. The study of unwillingness to communicate face-to-

face among social network users as seen significant to be explore in this study.

Research on Facebook usually related to relationship purpose. However, according Hampton, Goulet, Rainie, and Purcell (2011), they stated that Facebook are cheap medium of communication. It is because Facebook users can keep connect and interact with each other in world wide area without spend the high-cost mechanism. Users can likely use Facebook that can be recorded in high frequency of daily and weekly use of features such as “Liking” content, leave comment on status updates, and commenting on photos on Facebook. Vitak (2014), Krik (2013), Fox, Warber, and Makstaller, (2013), Farrugia (2013), Burke, Adamic, and Marciniak (2013), Peter, Valkenburg and Schouten (2005) studied about

relationship maintenance. There is interesting knowledge to post out, the only two research studied about global information that done by Neumayer and Raffl (2008) about Facebook for Global Protest: The Potential and Limits of Social Software for Grassroots Activism and another one research that titled The subtle nature of Facebook politics: Swedish social network site users and political participation by Gustafsson (2012). There are less researches related to the Facebook as a platform for young adult to express the global issues.

Regarding to the situation, there are gap between Facebook as the relationship maintenance medium compared to the use of medium as expressing their though on global issues. Thus, this research will fill the gap in identifying Facebook as platform of expressing the global issue by university students as an alternative medium expression.

Statistics from the Internet World Statistics: Usage and population statistics (2015) presented that every year has the increasing of Facebook usage from year 2013 until 2015. Based on that, statistics showed that from 2013 stated as 665 and increasing to 802 at year 2014 that has increasing with 137 from 2013 until 2014. While in 2015, the statistic documented that the Facebook usage of Millions daily active users is 936 that increasing with 134 million from 2014. From that, it is clearly stated that every year, the active users of Facebook will be increasing from year to year. However, Researcher wants to study about the usage of Facebook that make addiction to users due to the increasing of statistics.

However, a study conducted by Sharifah Sofiah, Siti Zobidah, Jusang Bolong, and Mohd Nizam (2011) investigated the motive of Facebook Addiction among female students in UKM and Uniten. While, in intended study, researcher will use both sample gender's; female and male students on Facebook motives and level of Facebook addiction in Universiti Utara Malaysia (UUM), Universiti Sains Malaysia (USM), and

Universiti Malaysia Perlis (UniMAP). Furthermore, this research will contribute to current knowledge for difference in gender.

Lenhart (2015), present the statistics of the most familiar and regularly used social media platform among teens is Facebook that stated at 71% of users among them. According to Johari Hassan and Raja Shahrina Raja Abdul Rashid (2012), they stated that Internet are familiar among teenagers and has been use widely that lead to the unhealthy addiction among them. These make students are addict and can affect to their academic performance. According to Grabmeier (2015), student as a Facebook user is likely spend not much time in studying and had a lower grade point averages rather than students who have not frequently signed up for Facebook. Based on that, it can conclude that the addiction of Facebook usage will give the negative consequences to their academic performance.

This addiction of Facebook users among student will give the negative impact to their academic performance. Grabmeier (2015), defined that students that always spend their time with Facebook are mostly had a bad academic performance. It is because students not well manage their time and contributes to the less time of study and wastes their time at Facebook. Some of students manage their time by multitasking with study when they online the Facebook.

This is also give negative impact to their academic performance. According to Xu (2008), author stated that the results indicated to low academic performance when single task to multitask because it will decrease productivity when multitasking. Krischner, Paul, and Aryn (2013) defined that Facebook participants that act in multitasking conditions are perceived their performance as satisfactory, but they give impact to their collaboration which is gave a lower rank of the other's performance. To conclude that, the addiction of Facebook usage will give negative impact to their academic

performance even they spend the balance time on it because the multitasking can't provide the perfect productivity.

Previous research has been done by Mohamad Zaidi Mahmud and Bahiyah Omar (2013) about motive and frequency of Facebook use through University students. The motive in this research are different with Sharifah et al. research in 2011. Mohamad Zaidi and Bahiyah Omar stated that the motive of Facebook is maintaining relationships, spend time, join a virtual community, entertainment, feel great, to find friends, to expose themselves, and seek information. This is the knowledge gap based on the two research at different year.

Facebook gives big influence on college students and other adults around the world. Thus, the more multi-method studies are significant in order to explain how and why Facebook is used and the level of unwillingness to communicate face-to-face. According to Sheldon (2008), author stated that a structural equation model, with motives as endogenous and unwillingness-to-communicate variations as exogenous develop, can be tested for the important of relationships between the two (Sheldon, 2008).

As summary, this propose study will identify the unwillingness to communicate face-to-face related to global issues to justify the university students that using Facebook as alternative medium expression. The study also identifies differences between demographics; genders and academic performance towards Facebook addiction and Facebook motives.

Thus, this research is to a) examine the students demographic; gender and academic performance of Facebook users regard to different variation of Facebook addiction, Facebook motives, and unwillingness to communicate face-to-face, b) to define the level of unwillingness to communicate face-to-face, c) to determine and explain the relationship between Facebook

motives and Facebook addiction d) and to examine the relationship between Facebook addictions, Facebook motives, and Unwillingness to communicate face-to-face.

LITERATURE REVIEW

Students are easily influence and become addict towards any kind of behaviour. Social networks have a special features that make students become addicted to it. Stronge, Osborne, West-Newman, Milojev, Greaves, Sibley and Wilson (2015) defined that female are more likely to use Facebook account for their study compared to male and there are significant links between gender and Facebook usage. Lougheed (2012) found that females are classified as 'heavy users' compared to males which is they commonly spent more than one hour on each day.

Frison and Eggermont (2016) found that the early stage of specific types of use and predict the dynamic change in specific types from time over time are gender and the purposes of Facebook usage. According to Makashvili, Ujmajuridze, and Amirejibi (2013), they stated gender are the main factor that influence Facebook addiction. For example, males are tend to give preference to passing time compared to females. Female students are likely to share their pictures by uploading in into Facebook compared to male. According to the both study above, gender has a significant different in Facebook motive and Facebook addict.

Male students as Facebook users are tend built new relationship by using Facebook while female most prefer to make maintenance for their old relationship by keeping contact with friends and family. This statement is similar with Muscanell and Guadagno (2012) statement that said female were preferred to facilitate relationship maintenance rather than male. They also stated that male is typically using the social media for find out the new relationship, and to seeking the potential dates. By that, in social media, female are more successful as social media users that have high ability to get the

positive value from social media (Thelwall, Wilkinson, & Uppal, 2010).

In contrary, Jafarkarimi, Sim, Saadatdoost, Hee (2016), observed that people who are spent time in front of the computer since they at young age will exposed little satisfaction or unsatisfied when communicate with others and they have negative attitude towards other people. Thus, using Facebook also have their pros and cons in online relationship and face-to-face relationship.

Based on the Fuchs (2013) statement, the administrator of Facebook page, Wael Ghonim said that this page and other social media are important for the Egyption revolution. This is the naive revolution that everyone is contributing to the content as a modern and easy way to communicate with each other. By this revolution, social media like Facebook give a big change to students in their life style. Students are usually selected the Facebook as a medium for interaction with their friend and family rather than others social network. Lenhart, (2015) present the statistics of the more famous and indicated as the high usage social media platform among teens is Facebook that stated at 71% of users among them.

According to Johari Hassan and Raja Shahrina Raja Abdul Rashid (2012), they stated that the Internet are familiar among teenagers and has been use widely that lead to the unhealthy addiction among them. These make students are addict and can affect to their academic performance. According to Grabmeier, (2015), student as a Facebook users are likely not spent much time while studying and had unsatisfactory grade point averages rather than students who are not be as social media users. Based on that, it can conclude that the addiction of Facebook usage will give the consequences to their academic performance.

Running up the social life by using social networking is important for young adult life nowadays. (Gemmill& Peterson, 2006).

According to Zuckerberg, (2005) as cited in Lubis, Ridzuan, Ishak, Othman, Mohammed, Hamid, and Izham (2012), they stated that Facebook was built by Mark Zuckerberg to make students easier to identify other students in residential halls. According to Schneider (2010), as cited in Lubis, Ridzuan, Ishak, et al. (2012), the Facebook population users among undergrad student is recorded as 85%. Based on this percentage, it's clearly stated that majority of Facebook usage is a youth generation. Based on that, Facebook popular among youth and this make issues arise that advanced technology, Facebook, and other similar social networking expect will influence user's behavior.

Krischner, Paul, and Aryn (2013) defined that Facebook participants that act in multitasking conditions are perceived their performance as satisfactory, but they give impact to their collaboration which is get a lower rating of the other's performance. To conclude that, it is clear that the addiction of Facebook usage will give negative impact to their academic performance even they spend the balance time on it because the multitasking can't provide the perfect productivity.

Facebook give the effect on the academic performance either in positive impact or negative impact. Both are depending on how student benefits and used it. Al-rahmi, and Othman, (2013) stated that social network give advantage to their academic experience with the majority participations, but the usage of social media need to control and manage their time effectively.

Metropolis and Asante, (2015) defined that the usage of social media sites give consequences to the academic achievement of the respondents in the negative way and further found that there was a positive significant relationship between the use of social media sites and academic performance. Based on that, the Facebook give impact to academic performance. Thus, this study needs to study the motive of Facebook that lead to the addiction.

Facebook addiction and Facebook motive not only associated with gender factor, but academic performance among youth also give influence on Facebook addiction and Facebook motive. According to the Jafarkarimi, Sim, Saadatdoost and Hee (2016), they stated that the large ratio of addictions in various categories of age was examine among students younger than 20 years old. Thus, Facebook addiction and Facebook motives has difference relationship towards academic performance.

Male and female are biologically in contrast, but evidence also demonstrates a social difference. According to Cinardo (2011), author stated that the design showed in cross- sex communication often show how male and female doing interpersonal communication. In conflict situations the different behaviors between the sexes become clearer. According to Walther & Burgoon, 1992; Walther, 1996 as cited in Sheldon (2013), they defined that based on social information processing theory, individual can expand the social network relationship that are similar to or better than normative communicate face-to-face.

Facebook make people friendlier in Facebook rather than face-to-face communication. According to Allya, Alfred, Ferlis Bahari, Seok, Jasmine Mutang, and Lailawati Madlan (2014) stated that Facebook users are likely to use computer as a mediator in communication when interacting with others. This is proved that people spent more time to communicate through Facebook rather than face-to-face. Thus, this make inability communicate verbally and replaced with writing communicate through Facebook.

According to Cinardo (2011), author stated that previous research found the evidence that society shape the males and females in different ways. This dissimilarity can be seen through the way they communicate. Before society construct male and female, each individual's brain is already developed depending on that person's sex. Thus, there are significant relationship

between gender and way of communication, but there are no significant different between gender and unwillingness to communicate face-to-face.

METHODOLOGY

The cross-sectional design will apply in this study. According to Gravetter and Forzano (2009), the cross-sectional design uses different groups of individuals, each group representing different age and the different groups are measured at one point in time. It is because the population is too large and the time of collect data is less. A quantitative approach was chosen. Gramatikov (2010), defined quantitative approach are function to conduct systematic observations over the properties and relationship of the objectives study.

The population of study randomly selected 3 northern public University such as Utara Malaysia (UUM), Universiti Sains Malaysia (USM), and Universiti Malaysia Perlis (UniMAP). Researcher explore this study in northern university because the previous study was done in South area at Universiti Kebangsaan Malaysia (UKM) and Universiti Tenaga Nasional (UNITEN) by Sharifah et al. (2011). The reason behind this is because undergraduate students showed that possibility for them to have Facebook account is high and they are highly engaged with Facebook. According to Sharifah et al. (2011), they stated that social network already available for higher academic students since past few years. The growing of advance technology makes society and mass media growing concern. Based on that, they aware that University students stay in unsafe position that will make them trap and fallen intro Facebook addiction. Thus, it is suitable with the research focus where it wants to find out the level of Facebook addiction among students.

CONCLUSIONS

The implication of this study is to give benefits to practical contribution and theoretical contribution that associated with this field. Through this study, students that can develop

awareness about the Facebook usage among student by looking at how they react or decide and how it will affect on their life. At the end of this research, readers can get the direct information and knowledge towards this issue. The finding of this study will reduce the setting gap that done in three University in northern area and reduce the knowledge gap. It would provide useful insight to the Society, Government and Policy maker into the awareness of Facebook addiction and having better understanding of this study.

However, Society can get the awareness towards the Facebook addiction among users and more alert about the motive and impact of using Facebook as an alternative medium expression. Furthermore, it can give advantage to policy maker to formulate new policy associated with Facebook and government can benefited from this research by knowing the Facebook as an alternative medium expression to express the politic issues. Generally, it would also provide empirical evidence on the actions recommends by researcher by referring to previous and present study. Future research needs to replicate this study in other situation and possibly in other areas for different view. This research contributes to the theory at least in three variations. First, this study provide evidence to complement existing findings of Facebook addiction through the application in different methodology. This is how this study contributes in the journey towards Facebook addiction among student demographic; gender and academic performance. Secondly, this study opens the door to extend the knowledge about Facebook motives for explaining the Facebook motive towards Facebook addiction. Third, given the different nature of Unwillingness to communicate face-to-face, this study helps to extend the knowledge about Facebook addiction and Facebook motives towards unwillingness to communicate face-to-face. According to Dochy (2006), theoretical contribution provides a value-added contribution to current thinking which not necessarily means totally new

theories. However, modifications or extensions of current theories should alter scholars' extant views in important ways. Hence, this study wants to enhance the knowledge by referring to prior study.

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Inclusive Events and People with Disabilities (PWDs)

S. A. Shukor

School of Multimedia Technology & Communication, Universiti Utara Malaysia

N. A. Abdul Rahman

School of Multimedia Technology & Communication, Universiti Utara Malaysia

ABSTRACT: Events are important in tourism as they can enhance the attraction of tourist destinations and enrich the experiences of tourists. Additionally, hosting events such as cultural celebrations and arts festivals can generate a positive impact, revitalise traditions and culture; enhance national pride; and develop a sense of belonging. In the context of tourism field, much research has shown there are some efforts to include people with disabilities (PWDs) into the society by encouraging social tourism and accessible tourism. However, in event management, there are limited studies which focus on the topics of inclusive events and PWDs especially in the context of Malaysia. Thus, the main aim of this paper is to explore on event managers perspective pertaining inclusive events and PWDs. This paper will emphasis at the possibilities for event managers to organise inclusive events. It will also focus on event managers' awareness towards PWDs as their potential attendees. Apart from that, it is also aimed at assessing the impending barriers for the event managers in their intention to manage an inclusive event.

KEYWORDS: Inclusive Events, People with Disabilities, Social Inclusion

INTRODUCTION

Social inclusion of people with disabilities (PWDs) has been an important issues in recent years (Polu, Mong, & Nelson, 2015). It is an issue that has been made as forefront agendas for most countries around the world. After the adoption of social model of disability, many action have been taken especially in education field whereby many special education school for the disabled had been abolished in the effort to move towards encouraging inclusive education (Boer, 2012). It is believed that special education led to a segregation of students with special education needs, which indicates a violation of students' right to be educated with typically developing peers (Fisher, Roach, & Frey, 2002). In the context of tourism field, much research has shown there are some efforts to include PWDs into the society by encouraging social tourism (McCabe & Diekmann, 2015; Medarić, 2016; Minnaert, Maitland, & Miller, 2011) and accessible tourism (Buhalis & Michopoulou, 2011; Darcy, 2010; Darcy &

Pegg, 2011). In the area of event management, there is a call for research on inclusive practices in the industry and therefore this study is to explore on inclusive events and event managers perspective pertaining to PWDs. The main aim is to look at the possibilities for event managers to organise an inclusive event. It will also be focusing on event managers' awareness towards people with disabilities as their potential market segment. Apart from that, it is also aimed at assessing the impending barriers for the event managers in their intention to manage an inclusive event.

BACKGROUND OF THE STUDY

Festival and the event industry are growing and have been a potential market for the host destination. Events are seen as an important motivator of tourism especially to draw people to regions that traditionally have a seasonal tourist appeal (Janeczko, Mules, & Ritchie, 2002), and figure prominently in the development and marketing plans of most destinations (Getz, 2008a). This is valid as the

demand for events have increased and has become an important “boosterism” (where events are used to “boost” visitor numbers and appeal) for many countries that searching for competitive advantage (Getz, 2008a). At present, many destinations use events as one of their major tourism attractions and it has become one of the fastest growing segments of the travel market (Getz, 2008b; Getz & Page, 2016).

As for Malaysia, our event industry has become a phenomenon of importance and has grown rapidly since the mid-nineties (Bouchon, Kashif Hussain, & Konar, 2015). Malaysia state government, public and private sectors, non-governmental bodies and local community group plays an important role in organizing events, in order to enhance local and tourists experiences (Ayob, 2003). According to Mahdzar, Othman & Hanafiah (2010), Malaysian government is looking at the event industry as an impetus to upgrade tourism development in the country. The success of Visit Malaysia Year (VMY) program which was first introduced in 1990 has put Malaysia in the eye of the world. Since then, Malaysia has been constantly organizing various events in conjunction with the VMY programs. For instance, in 2007 which was Malaysia’s 50th Independence Anniversary, all 13 states of Malaysia participated VMY program in the same year where over 200 events were organized with 50 major events showcasing Malaysia’s tourism products (Ministry of Tourism and Culture Malaysia, 2014). In addition, Malaysia is also seeking the same opportunity and our government has continuously provided support to promote events. This is apparent as Malaysia was hosting Southeast Asian Games in 2017 and showing interest to host Commonwealth Games in 2022.

However, as the number of events being organized are increasing, so as the number of disabled people that need special attention and social assistance (Darcy, 2012; Misener & Darcy, 2014). In the past years, issues about PWDs and their rights to be included in the society has been increasing tremendously (Darcy, 2012; Daruwalla & Darcy, 2005). In fact over the past century, in different countries,

people from differing minority groups (e.g. people with disabilities, people from different ethnic backgrounds) have been treated in different ways, regrettably in troubling and abusive manners (Kinetics, 2010). Sadly, PWDs are being marginalized from the society and benefits from any activities that the events brings (Daruwalla & Darcy, 2005; Misener & Darcy, 2014). A study by Kadir, Jamaludin, & Rahim (2012) also indicated that some of the major social factors that contributes to the exclusion of PWDs from social and economic mainstream are inaccessible environment. Hence, it is a critical issue for any country as PWDs are also is part us in the community.

PEOPLE WITH DISABILITIES IN MALAYSIA

People with disabilities (PWDs) in Malaysia can be considered as one of the most vulnerable of the minority group in the Malaysian population (Kamaruddin, 2007). Based on Islam (2015) the disabled people in Malaysia are excluded from the main stream development and their socio-economic conditions are poor. The population of the disabled people is growing tremendously all over the world. In fact, according to World Health Organisations (WHO, 2015), about 15% of the global population or over 1 billion of people live with disabilities. Due to the huge numbers of PWDs in the world, this emerging groups has drawn the attention of many countries as a potential labour resources that can contribute to the countries productivity. This means that approximately one billion persons around the world are already, or will become, persons with disabilities. Additionally, the World Report on Disability also estimates that 3.8% of the world's population, around 195 million persons, have significant disabilities and the number is increasing every year. This is supported by Islam (2015) where his study implied that the number of PWDs is expected to increase due to population ageing, rapid increase of chronic diseases and improvements in methodologies used to measure disability.

Meanwhile, according to the Statistic of Malaysian Demographic 2017 by Department of Information (Jabatan Penerangan Negara), the

estimate population of Malaysia in 2017 recorded a total number of 32,049,700 people. Among the huge number of population, only 420,201 (as at 31 March 2017) are registered as PWD at Malaysia Social Welfare Department (Malaysia Statistic Department, 2017). Hence, if 15% of the population live with disabilities, it means that there should be approximately 4.8 million of disabled people in Malaysia at present. As the registration is voluntary, it is not reflective of the real numbers of the PWD in the country. The number of registered PWD could be bigger because the registration is on voluntary basis. As compare to the population of Malaysia, it shows that many of the PWDs are not yet register to the Welfare Department. There are various forms of open discussion on the equal rights and the quality lifestyle of the people with disabilities in Malaysia (Islam, 2015). Their opinions are often excluded from the decisions that affect their welfare and livelihood. Most important thing is that a large number of disabled people are socially excluded in Malaysia and they are now out of the main development stream.

Inclusive events which is also be referred as accessible or barrier-free events are events that lower the environmental barriers to participation (Saito, 2006). This was based on the social constructions model of disability. Where the concept of accessible design or barrier-free design focusing more on buildings and architecture, inclusive events aiming at lowering barriers at events so that the events are accessible for all disregards their physical condition. However, there are limited studies on inclusive events (Darcy, 2012), where until recently, most studies on events were focusing more on the characteristics and event types (Getz, 2007, 2008a; Getz, Svensson, & Gunnervall, 2012), the impacts of events (Carlsen, Robertson, & Ali-Knight, 2007; Deery, Jago, & Fredline, 2012; Fourie & Santana-Gallego, 2011; Janeczko et al., 2002; Teigland, 1996; Wood, 2005), motivation and behaviour (Crompton & McKay, 1997; Kong, 2015; Pegg & Patterson, 2010; Yang, Gu, & Cen, 2011), and last but not least, the area of event marketing

(A.-M. Hede & Kellett, 2011; A. Hede, 2011; Jayswal, 2008; Trošt, Klarić, & Ružić, 2012).

As for Malaysia there are studies being conducted on PWDs but mostly on the area of transport and building accessibility (Abdul Rahim & Abd. Samad, 2010; Anuar, Wan Nawawi, Khalid, & Musa, 2015; Kadir & Jamaludin, 2012; Kadir et al., 2012), job employment (Salehuddin et al., 2010; Yeo, 2010) and inclusive education (Adnan & Hafiz, 2001; Jelas, 2010; Khoo et al., 2009). Based on previous study, PWDs in Malaysia can be considered as one of the most vulnerable of the minority group in the Malaysian population (Jayasooria, 1999; Jayasooria, Krishnan, & Ooi, 1997; Kamaruddin, 2007). Being vulnerable and minority, and increasing in number, the Malaysian government has put the issues of disability and social inclusion as one of the agenda since the 9th Malaysian Plan until now.

The inclusion of PWDs in the community activities can be the first step to include them into the society. In Malaysia, as mentioned in previous discussion, we have been organising many events, from local to international events. This will be a good platform to include PWDs to be included and be able to attend the events. In this scenario, the person who are responsible in planning and hosting these events would be the event managers. By organising inclusive events, it will provide as a platform to encourage PWDs to participate and hence increase their sense of belonging into the society.

PROBLEM STATEMENT

As mentioned, social inclusion of PWDs are seen as crucial for most countries. The inclusion of PWDs in the society has been important issues in recent years (Davis, 2013; Parasuram, 2006; Shields, Synott, & Barr, 2012; van Pletzen, Booyens, & Lorenzo, 2014; Verdonschot, de Witte, Reichrath, Buntinx, & Curfs, 2009; Wilken, 1992). Social inclusion means ensuring that people with disabilities have full and fair access to activities, social roles and relationships directly alongside non-disabled citizens (Bates & Davis, 2004). According to Diekmann & McCabe (2011) based on the

European Commission report, others have to assist PWDs in order to make them be accepted, integrated and socially included in society. Since events offers a decent social benefits such as fostering the social interactions among communities which helped towards community wellbeing, strengthening a sense of community and belonging (Allen, O'Toole, Harris, & McDonnell, 2011), it will be a huge contributions from the industry to the society especially to people with disabilities if the event they conducted are inclusive events. Social inclusion might be an outcome of festival involvement and attendance, but as yet, little research has been conducted to explore how this might occur through the efforts of festival organizers (Laing & Mair, 2015). Although there is a deficiency in the industry on how they can support the government and help the community through organising inclusive event, as concurred by Darcy (2012), the challenge is to work in collaboration between academics and the industry to document, understand, and develop theoretical approaches to place the event industry at the forefront of inclusive practices. A study conducted by Clarke and Jepson (2011), identified the importance of understanding how event organizers themselves frame community, as this framing tends to be influential in terms of the accrual of benefits from the event, thus encouraging social inclusion. Therefore, the insights of event managers pertaining to inclusive events are important in the effort to promote events as a tool for social inclusion.

RESEARCH QUESTIONS

Based on the above discussion, there are some questions that need to be answered pertaining to inclusive events. For instance, what is an inclusive event? The other important element that the study need to look at is from the perspective of the event managers as the organizer of the event. How do event managers perceive inclusive events? Do event managers responsive towards PWDs when they intend to organize an event? If yes, to what extend they are trying to lower the access barrier of their events? What factors that encourage and

discourage event managers to adopt inclusive events practices in managing events?

CONCLUSION

A study on inclusive events and PWDs need to be conducted in Malaysia especially as we are moving towards developing country. If real progress is to be made in achieving social inclusion and better lives for the PWDs, both perception of PWDs and the policy must change. Event managers as one of the main stakeholder will be able to make changes concerning PWDs and social inclusion. It is important to acknowledge that everyone has the rights to be included and be part of the community and organizing inclusive events will assist to kick start in the direction to improve community bonding and sense of belonging.

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Exploring Mahathir's Leadership Communication Attributes from Indian Community Perspective

S Maartandan a/l Suppiah,
Universiti Tunku Abdul Rahman, Malaysia

Mohd. Khairie Ahmad & Norhafezah Yusof
Universiti Utara Malaysia, Malaysia

ABSTRACT: Literatures proposed that culture does influence the success of leadership communication. Mahathir as the longest serving Prime Minister of Malaysia was criticised to be a leader who promotes the betterment of the majority community that he represented and marginalised the Indians. Despite of that, the Indians in Malaysia showed advancement in various sectors including politics, economy and social. Therefore, this exploratory study aims to bridge the gap by investigating the attributes that link between Mahathir's leadership communication and Indian community. Data were collected through a series of intensive interviews with 15 informants consists of Indian political, non-governmental organisation and community representatives. Based on the thematic analysis, two main attributes that strongly link to Indian culture were identified: leadership communication conception (*Sattava Guna*) and characteristics of good leadership communication (*Sattava* characteristics). This study has contributed to enhance understanding about the leadership communication concept from the Indians' perspective. It provides some insights on the Indian's cultural conceptions of inter-ethnic leadership communication.

INTRODUCTION

Researches on transformational leadership theory for more than twenty-five years proved the effect of transformational leadership on followers' attitude and behaviours (Mhatre & Riggio, 2014) and it was evident that there is sufficient conceptual gap in understanding the functionality of transformational leadership theory (Yukl 2006; van Knippenberg & Sitkin, 2013). However, it was found that research investigating the transformational leadership theory from a contextual perspective was still underdeveloped, specifically the type of leaders' behaviour in a cultural context and how does it affects followers was still not fully explored (Ayman, & Korabik, 2010). Consistent with the idea, Burns (1978) indicated that transformational leadership theory which explains the quality of a leader who possesses cultural knowledge of his followers will be able to promote the betterment among followers. It was further supported by Kanungo and Misra (2004) who stated that transformational leadership is influenced by culture. Further,

Singh and Bhandarker (1990) also strongly asserted that the change in society by a leader would be successful when a leader able to identify the culture of his or her followers. However, it was apparent that fewer studies have been conducted focusing on transformational leadership theory on the cultural context, specifically exploring transformational leadership theory in a multicultural context (Lynn-Sze & Ahmad, 2017; Yukl, 2006). Studies conducted mainly focused on western based context and treated the society as homogenous, such as GLOBE study (Hofstede & Minkov, 2010). However, scholars argued that the leadership outcome varies across cultural context or heterogeneous society. For instance, Graen (2006) criticizes the multicultural perspective that was overlooked in GLOBE study. This is consistent with the discussion by Bass (1990) and Chemers and Ayman (1993) who stated that leadership prototypes and conceptions vary from one culture to another and they have dramatically brought different implications in different multicultural contexts. Andreouli (2013) also

pointed out that many researchers failed to discuss the diversity of society. Indeed, it shows the need to explore transformational leadership theory in a multi-cultural context or heterogeneous society.

Cultural sensitivity or inter-ethnic relations is a major challenge to the social stability of Malaysia (Baharuddin, 2005). Mahathir as the longest serving Prime Minister has been viewed as a leader who was more concerned with the majority community (Malay communal) that he represented and marginalized the Indian communal in Malaysia (Wain, 2012). However, interestingly, despite many issues under the leadership of Mahathir, the Indian community in Malaysia recorded improvements in various fields (see Table 7 Incidence of Poverty by Ethnic Group, Strata and State, Malaysia, 1970-2014, for complete data) and secondly, the cultural sensitivity among non-Muslim towards Muslims was better (Saad, 2012). This situation could be explained through leadership communication theories such as transformational leadership theory which explains that culture play an important role in facilitating the leadership communication process between leader and follower, for instance, the quality of a leader who possesses cultural knowledge of his followers will be able to promote betterment of followers (Kanungo & Misra, 2004; Bakar, Jian & Fairhurts, 2014). Lynn-Sze, Yusof and Ahmad (2014) also strongly asserted that the change in society by a leader would be successful when a leader is able to identify the culture of his or her followers. Thus, this study aims to explore the Indians' leadership communication conceptions towards the leadership communication of Mahathir from the Indian cultural (Hindu) perspective.

METHODOLOGY

This study employed the qualitative method to examine the way the Indians perceive leadership communication from the Indian cultural (Hindu) perspective. Qualitative methods enable research studies to capture the complexity of leadership and follower dynamics, including the cultural context (Gordon & Yukl, 2004). Further, qualitative research is a dynamic method focused on getting an insight of the

meaning of a phenomenon (Creswell, 2013). This study depends on the descriptions of the lived experience of the Indians and how meaning is constructed within the Indian cultural context (Cole & Knowles, 2001). Therefore, it is clear that qualitative design assisted the researcher in exploring the cultural (Hinduism) perspective of the Indian community towards Mahathir's leadership communication, specifically the way the Indians perceive Mahathir's leadership communication from the Indian cultural perspective (Hindu). In order to get a holistic perspective on leadership communication from Indians cultura (Hindu) perspective, 12 research informants who are Indian political leaders and non-governmental organisations were selected using purposive sampling and semi-structured interviews were used based on recommendation by Patton (2002). Thematic analysis was used to identify, analyse and create a theme for the data collected. Three stages of thematic analysis which are data coding stage, themes developing stage and analytical theme creating stage were applied (Thomas & Harden, 2008).

FINDINGS

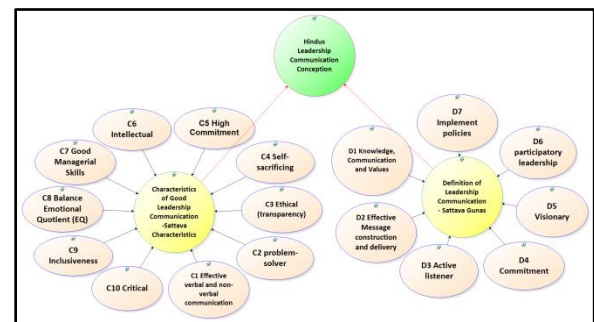


Figure 2.0 Indians leadership communication conception

This chapter provides the results of data analysis obtained from the data collected from 15 informants. The study aims is to investigate the responses of Indians towards the leadership communication of Tun Mahathir from the Indians' cultural perspective. The data has been analysed using the NVivo software and the figure above was constructed. Figure 1 shows that there are three themes that could explain the

Indians' leadership communication conception.

Leadership Communication Conception

Based on the findings of the present study, the Indians have indicated three main ideas in defining leadership communication which are positive attitude, effective communication skills, and leadership style. Discussing positive attitude, the study found that fulfilment of promises and being ethical as important components of leadership communication. A leader need to deliver his promises to the people and nation, and need to be an ethical leader. Secondly, in terms of effective communication skills, leadership communication involves effective communication between a leader and followers, including the establishment and articulation of vision for the society and nation, be an active listener, and able to construct and deliver messages effectively. Third, the leadership style. The finding of the present study pointed out that leadership communication involves participatory leadership style which encourages the participation of people in the leadership communication process. Relating the definition of leadership communication provided by the Indians to the definition provided by Barrett (2014) who defined leadership communication as a purposeful process of transferring meaning aimed to influence people through effective communication skills and establish positive relationship with the followers by motivating and inspiring them to action. Analysing the definition provided by Barrett (2014), there are three main components of leadership communication which found to be consistent with the definition reported in the present study; transferring meaning (communication skills: translating visions), establish positive relationship (positive attitude: fulfil promises to the people) and motivate followers to achieve shared goals

(leadership style: participatory leadership). Relating to Bhagavad-Gita, it has categorised people based on three attributes (Gunas); 'sattava', 'rajas' and 'tamas' (Chinmayananda, 2003). According to the Bhagavad-Gita, the interactions of these three attributes (Gunas) contribute to the creation of mental make-up of an individual. In general, 'Sattava Guna' is referring to the qualities of an individual who work for betterment of the people and they are selfless. They are sensitive to others' needs and work towards shared goals. 'Rajas Guna' is referring to the qualities of an individual who only think for himself or herself aiming for only ego, fame, name and power. 'Tamas Guna' is referring to the quality of an individual who are corrupted and driven by their personal interest, and willing to sacrifice anyone for his or her selfish goals. Based on the three gunas discussed, it was found that the definition of leadership communication provided by the Indians was consistent with 'Sattava Guna' which emphasized on the qualities of a leader as a person who possesses positive qualities, such as selflessness, aims to attain shared goals or vision, and works for the good of the people. The 'Sattava' attributes reflected by a leader is considered as an ethical characteristic that inspires followers can result in creation of positive perception among the follower. According to Kejriwal and Krishnan (2004), the 'Sattava Guna' proved to enhance transformational leadership that leads to change.

Characteristics of good leadership communication

The present study found that the ingredient for good leadership communication comprises of three main ideas which are consistent with the definition of leadership communication of Indians. The findings of the study indicated that the Indians emphasised on the positive characters of a

leader, which includes selflessness, problem solver and ethical. A leader should communicate sincerely with the masses and work without expecting rewards, which means a leader should be able to communicate his or her ideas, vision, and policies in the interest and need of the masses or for the betterment of the society and nation. A selfless delivery, which aims for the betterment of people, will facilitate a leader to establish and maintain positive relationship with the followers. Through selfless delivery, a leader is expected to be able to identify and solve problems pertaining to the masses. The present study clearly found that a leader needs to identify the problem in the society and solve it accordingly. Regards to that, the Indians highlighted that a leader should not be corrupted and his or her leadership should be transparent. This is because the informants believe that a leader should lead by example, thus, it is important for leaders to be ethical including being transparent. Transparency is perceived as a very important component of ethics by Indians as it provides a space for the followers to judge the ethics of a leader. A study conducted by Kaur and Sinha (1992) has pointed out a few qualities that reflect 'Sattava Guna'. They are transparency, passion, and betterment. Thus, this study found that transparency element that was highlighted by informants is consistent with the 'Sattava Guna' in the Indian philosophy. It proved that transparency boost the confidence of followers towards a leader.

The second component of the characteristics of good leadership communication is leadership style. This study classified inclusiveness or participatory leadership and critical thinking as the components of good leadership communication characteristics. The study discovers that a leader should practice inclusiveness which means he or she should treat the community as one

without neglecting any groups of the community. Regards to that, a leader needs to get feedback, suggestion and treat all communities equally. In order to practice inclusiveness, a leader needs to be critical, which means he or she should be analytic in evaluating issues arise. A leader must to able make a rationale decision based on his evaluation towards certain issues. The ancient literature Bhagavad-Gita also has emphasised on social inclusiveness. In his writing on Bhagavad-Gita, Davis (2014) has highlighted the situation where Lord Krishna was born in a tribe of cowherders which was a marginal community compared to Brahmins and Kshatriyas which reflects the social inclusiveness.

The third component is communication actions. It is important for a leader to produce positive outcomes out of the leadership communication process. Hence, a leader should be always fulfil his or her promises to the people. This is a very important quality to gain the confidence and trust of the people. Other than that, a leader must be able to control and manage different situations such as economy, social, and political issues which reflects the managerial skills of a leader. Therefore, in order to manage effectively, a leader should be an intellectual and a knowledgeable person. He or she should be knowledgeable in different fields such as politics, economy, social and etc. Lastly, this study also discovers that good leadership communication characteristics also involves selfless quality. This means a leader should prioritise his work commitment or duty for his people rather than his personal matters. To be selfless or work in the interest of the people, a leader needs a balanced emotional quotient. This is to ensure a leader makes a wise and ethical decision without any biases. As highlighted in the Bhagavad-Gita, one should perform their prescribed duties, be an

example for others, and do for the good of others (Chapter 3: 20-21 Bhagavad-Gita).

CONCLUSIONS

This study has provided evidence of the descriptions of the Indians under the leadership communication of Mahathir. The present study revealed the Indians' conception on leadership communication. It provides an insight about the Indians' conception of leadership communication which leads to the development of culture-specific leadership communication model. This study contributes to the body of knowledge, leadership communication, specifically from the followers' cultural perspective. It was evident that culture (religion philosophy) of the Indians influences their attitude and behaviour towards leadership communication for social change.

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Vocabulary Flashcard in Learning English as Second Language for non-native Learners

H. B. Wazir

Universiti Utara Malaysia

A. Othman & Y. M. Yusof

Universiti Utara Malaysia

ABSTRACT: The English language is one of the most important language these days. However, if the student has limited number of English vocabulary, they will face a problem in learning English. This normally happens to students from the non-English speaking country. In traditional language learning techniques, flashcards are often used to help memorize simple syllables. Nowadays, digital flashcards are used as a replacement for the traditional flashcards, which are proven to be more effective in many ways. Hence, this study reviews the effectiveness of related vocabulary flashcards as a tool in helping non-native learners in learning English as a second language.

KEYWORDS: English vocabulary, flashcard, learning strategy.

INTRODUCTION

Language is important because it is one of the main ways to communicate and interact with other people around us. English is important language because it is an international language used by people in most parts of the world. The importance of learning English as the language of mutual communication of society for countries with different languages has been improved in recent years (Agca & Özdemir, 2013). The vital role of vocabulary knowledge in learning English as a foreign language (EFL) has been increasingly detected, language teachers generally recognize the importance of learning vocabulary and explore more effective ways to promote it (Sharifi, Azizifar, Jamalinesari & Gowhary, 2015).

It is known that students face a problem to speak, listen, read or write in English if they do not have substantial numbers of vocabulary (Mohammadnejad & Nikdel, 2012). Some of the international students from non-English speaking countries encounter many challenges

of learning English during the intensive English course. One of these challenges is learning vocabulary which forms the base of teaching and learning the language (Lin et al, 2013; Hassan & Abubakar, 2015; Bin-Tahir, 2015; Bin-Tahir & Hanapi, 2017).

Despite the substantial number of studies on teaching and learning English vocabulary for students of English as a second language (ESL) and English as a foreign language (EFL), those students suffer from learning new vocabulary. Some of these studies concentrated on the traditional methods such as memorizing long vocabulary lists, derivations, repeating words, translation and blank filling exercises in teaching and learning vocabulary. Unfortunately, these methods were not active (Riahipour & Saba, 2012).

LITERATURE REVIEW

DEFINITION OF VOCABULARY

According to of Richard (2001) vocabulary is one of the most obvious components of

language. Webster (1993) said that vocabulary is a list of groups of words and phrases, usually in alphabetical order.

This paper concludes that vocabulary is one of the important components in English language and it is a stock list of words that are used individually or in a group arranged in alphabetical order and has meanings.

THE IMPORTANCE OF VOCABULARY

Vocabulary is considered essential to successful foreign language learning (Schmitt, 2000). Learners with a firm vocabulary foundation may experience an accelerated learning curve in later stages of language learning and perform the skills of listening, speaking, reading, and writing successfully. In addition, vocabulary serves as the foundation of real-life communication. The more vocabulary a learner understands, the more skillful expressions they can make. In the context of learning English as a foreign language (EFL), students with limited vocabulary having problems while learning English (Lin, 2015).

THE SOURCES OF VOCABULARY

According to Thornbury (2002), there are five possible sources of vocabulary input for learners which are a list, course book, vocabulary books, teacher and another student. In this paper, we focus in course book as a source of content and develop the application based on it.

DEFINITION OF FLASHCARD

Baleghizadeh and Ashoori (2011) state that a flashcard is a card bearing information, as words or numbers, on either or both sides, used in classroom drills or in private study. flashcard is a piece of cardboard consisting of a simple picture, word or a sentence on it. It can be classified based on the kind and the class such as flashcard of places, transportations, characteristics of people, and tools.

Flashcards are sets of cards that bear information. Language teachers often use flashcards when introducing new vocabulary words. Flashcards usually have words on one side and pictures or definitions on the other side.

Flashcards are excellent English teaching tools when teachers are introducing new vocabulary words and drill practice (Chien, 2015).

Flashcard is one of the teaching aids that help the teacher teach vocabulary to students. In addition, flashcard is a teaching aid that can be implemented in the teaching and learning process of a language especially for teaching vocabulary. It is the most widely used as the teaching media in the language classroom, may contain a word, a sentence or a simple picture, and can be classified based on its classes (Rahma, 2016).

Based on many definitions above about flashcard or flash card. In this paper can conclude that flashcard is one of the media education which made of a little piece of paper can contain a word, picture or drawn on one side or both sides and consider as one of the best tools for memorizing information. Mean that Flash cards are useful for learning new vocabulary words and other information. They are normally used in a classroom but can also be used more informally.

A flashcard or flash card is a set of cards bearing information, as words or numbers, on either or both sides, used in classroom drills or in private study. Flash cards can bear vocabulary, historical dates, formulas or any subject matter that can be learned via a question and answer format but in this paper, we will focus on how to use flashcard or flash card on learning vocabulary.

TYPE OF FLASHCARD

According to Scott (1990), Flashcard can be divided into several types which are Picture Card, Card Games, and Word/ Sentence cards. Picture cards are used for the teaching of vocabulary and reading. These picture cards can be drawings or cut-outs from magazines or perhaps photos. It is easiest to sort these picture cards according to a size big one for class work, and smaller ones for individual or group work. While a card game is any game using playing cards as the primary things with which the game is played, be they traditional or game- specific.

Almost all card games can be made into language card game and while we want to concentrate on games where some sort of language interaction is taking place, we can also play card game simply for relaxation. Last word/sentence card usually consists of two sides, on the front of card appears the word entry plus whatever supplementary information is needed, on the back appear a concise definition and an illustration of the word use. Students can simply write the question on one side and the answer on the opposite side and test themselves repeatedly. In the using word card and sentence card, the students can match a word with the definition in the other sentence cards. In this manner, the student can get more interest in learning English.

In this paper, we will focus on combine two types of flashcard which are picture card and word/sentence card as a tool to mastery English language vocabulary.

THE ADVANTAGES OF FLASHCARD

According to Haycraft (1978) and Cross (1991), there are some advantages of using flashcards in learning the language. The advantage is flashcard can be used for consolidating vocabulary, can be motivating and eye-catching, considering as an effect that can be used for any level students, can be taken almost everywhere and studied when free, can be arranged to create logical grouping of the target words, provide visual link between first language and the target language and can be used for practicing structure and word order or for a variety of games.

Flash cards are one of the effective medium in the educational world which represent the visual resources, it is neither a new trend nor recent idea. Flashcards and teaching are correlated, and it is an approach to ensuring the teaching process becomes a meaningful learning to pupils (Mat, Sawari, Nawi, Junit & Othman, 2016).

Flashcard is a teaching aid that can be implemented in the teaching and learning process of a language especially for teaching vocabulary. It is the most widely used as the teaching media in the language classroom, may contain a word, a sentence or a simple picture,

and can be classified based on its classes (Rahma, 2016).

Based on above reviews on the effect of using the flash card or flashcard on language learning is that one strategy to help the teacher teach vocabulary to the students is using teaching aids. Flashcards are one of it. It is the most commonly used teaching aid in language teaching. And it is a simple form of a visual aid which is a picture in a card or paper.

RELATED WORK

Some studies had conducted the similar research on improving student's vocabulary by using flashcard.

A study conducted by Yuyun Fadilah (2013) on Increasing Students' Vocabulary Mastery of Concrete Noun through Flashcard. The purpose of the research is to find out whether teaching vocabulary using flashcard could increase students' vocabulary mastery of concrete noun. The sample of this research was class IV A in academic year 2012/2013. In collecting the data, the researcher administered the pretest, treatment, and posttest. Vocabulary test in multiple choices form was that used as the instrument of the research. The data were analyzed by using repeated measure t-test. The result showed that teaching vocabulary using flashcard could increase students' vocabulary mastery of concrete noun at the fourth grade of SDN 1 Jati Mulyo Lampung Selatan.

Another study was conducted by Maryam Eslahcar Komachali (2012) on the Effect of Using Vocabulary Flash Card on Iranian Pre-University Students Vocabulary Knowledge. The aim of the study is to investigate the effect of using vocabulary flash card on Iranian pre-university students' vocabulary knowledge. The participants of the study comprised 50 female learners. They were randomly assigned into two homogenous groups each consisting of 25 learners. The control group received the traditional treatment while the experiment group received the vocabulary flashcard treatment. Before starting the treatment, two similar tests were prepared as the pretest/posttest which

revealed significant differences between the two groups. The result showed that the students in the experimental group outperformed the students in the control group in their vocabulary knowledge.

Nima Sakhouri and Kamran Mehrgan (2012) on the Impact of Using Flash Cards on Promoting University Students' Knowledge of Vocabulary. The main purpose of this study is to find out whether the use of flashcards promotes students' knowledge of vocabulary or not. To this aim, 80 college freshmen (39 males and 41 females) at Roudbar Islamic Azad University were selected and then were randomly assigned to two groups of 40: an experiment and a control group. Having investigated the performance of students in both experimental and control groups, the researchers found out that the experimental group showed no significant difference from the control group on the post-testing. Astonishing as it might be, the result of the analysis has indicated quite clearly that using flash cards plays no significant role in promoting the vocabulary knowledge of college freshmen.

According to the three of studies above, the studies concern on teaching vocabulary by using Flashcard. The three studies used the same method which is Traditional Method (Traditional Flashcard) and same media which use of text only but with different samples. In Yuyun Fadilah's study the sample is a fourth grade of SDN 1 Jati Mulyo Lampung Selatan while in Maryam Eslahcar Komachali's study is 50 female's Iranian pre-university students and for Nima Sakhouri and Kamran Mehrgan study is 80 college freshmen (39 males and 41 females) at Roudbar Islamic Azad University. The Yuyun Fadilah's study is aiming to Increasing Student's Vocabulary Mastery of Concrete Noun through Flashcard and the result showed that teaching vocabulary using flashcard could increase students' vocabulary mastery of concrete noun. In another hand, Maryam Eslahcar Komachali's study aims to test the Effect of Using Vocabulary Flash Card on Iranian Pre-University Students' Vocabulary Knowledge and the result showed that the students in the experimental group outperformed

the students in the control group in their vocabulary knowledge. Finally, the study of Nima Sakhouri and Kamran Mehrgan aim to Impact of Using Flash Cards on Promoting University Students' Knowledge of Vocabulary and the result showed that using flash cards plays no significant role in promoting the vocabulary knowledge of college freshmen.

CONCLUSIONS

Vocabulary has a significant role in learning the English language. These days, teachers try to make an interesting environment for teaching vocabulary and not applying traditional methods for teaching which deals with paper and pencil. Learners in traditional methods; such as Audio-lingual method, imitate the teacher and repeat every word he/she says. It is rote learning and not meaningful learning. Learners don't have any motivation for going to class because it is boring for them. There is not any interaction between learners, so it is teacher-centered. This study provides a new technique for using flashcards in learning vocabularies and these new techniques can influence on teaching methods vocabularies. It creates a new environment for learning in which learners can enjoy the learning process and their learning level can improve by using it. Flashcards help to facilitate vocabulary learning and easier memorization vocabulary through, interaction, the motivation for learners and more meaningful learning.

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Comparative Study of Malaysian and Thailand Press Editorials on the Coverage of 'Crisis in Southern Thailand' from 2015 - 2016

Muhamad Farid Saini
Universiti Utara Malaysia

Azahar Kassim
Universiti Utara Malaysia

ABSTRACT: This paper intends to identify a crisis in Southern Thailand through online news media from The New Straits Times, The Star, The Nation and Pattani Post. The period of study is from 2015 to 2016. The study employed a comparative content analysis in term of the numbers of news, style of reporting and the view from the editor of press.

KEYWORDS: Crisis, News coverage, Thailand, Malaysia, Press.

INTRODUCTION

This research to identify a crisis from Southern Thailand through news from online media from four different presses which are The New Straits Times, The Star, The Nation and Pattani Post. The period of study is 2015 and 2016, method will be use in this research is comparative analysis because the news from both country will be compared to see the numbers of news, style of reporting and the view from the editor of press. Crisis can be defined as general term that separate into many types such as Economic crises, environmental crises, gun-violence crises, and national security crises (Henderon Laura, 2014). While (Janusz Bguajski, 2011) define crisis can be divided to three basic varieties such as intra-state, inter-state, trans-state, that come from the different format to keep challenging governance institution also multinational institution. Intra-state is community crisis that created by certain factors such as political depressed, economic distressed, and inequalities of growing, impacting toward government legitimacy, a breakdown of law and order and keep up increase unable governability.

PROBLEM STATEMENT

The problem statement during the study are, to see how four different press are framing the issue of crisis in southern Thailand and how the information presented on the online news, is it complete, fair, clear, and simple. To publish news to audiences need to be very understandable to people to react towards the issue.

To see the number of news released from the four presses, from that it will see how the media makes news about this crisis and important to show to the public. Usually to choose a topic to publish on the online media it has to be fit with the human interest, and capable to attract the audience to going deeper about the issue.

To compare media press between Malaysia and Thailand, in term of style of reporting and their attention on presenting the information to audiences. Plus, every media will has their agenda to fulfil.

Finally, to see the relation between news value and the audiences of press, and how the news can bring viewers into further analytical thinking toward the information.

OBJECTIVE RESEARCH

In this contact, the purpose of study is to see the news framing of issue in southern Thailand from different angle, perspective, numbers, and

countries. The sources are from four different online papers such as New Straits Times, The Star and another two newspapers from Thailand called The Nation, and Pattani Post. Discussion will focus on news coverage of the issues from 2015 to 2016 in order to identify the objective, it is

- To identify the frequency of crisis in southern Thailand from four different press.
- To identify the issues of the news coverage of crisis in southern Thailand from the four papers.
- To compare the numbers of news from the both countries.
- To identify about the framing of the discussion regarding the issue.
- To identify the relation between news value and the audiences of four press.
- To identify the proximity of the issue toward the audiences.

2.0 Literature Reviews

The first research of that dominantly exactly with this research is Azahar Kasim (2015) studied the framing of crisis in southern Thailand from the mainstream press in Malaysia, the crisis related to insurgency, and insecurity of three states, Pattani, Yala, Narathiwat since 1960. In this research researcher find a data about news framing crisis on southern Thailand using the same theory and methodology but in the different period of study and use single sources from the printed media in Malaysia. Newspaper that has been chosen is Harian Metro, Berita Harian, and News Straits Times, from January 1st 2013 to December 31st 2013. Based from the result showed, 10 issues from 139 issues classified as published. And finding showed, the issue of attacked dominate in Harian Metro reporting, and in Berita Harian with violation crisis, while New Straits Times are talking about peace negotiations.

Another research being a part of past review is Parry K (2010), studied about the visual framing analysis of Israel-Lebanon conflict from British press which is The Times and The Guardian. The objectives research are to compare and contrast the use of photographs in two newspapers in British, and second is to

build and a test a model of visual framing analysis which is take seriously both to visuals elements and verbal context of the photographs. The method that has been use is coding schema, in the coding schema there are question will be ask for example newspaper, date, page, relevant headline, caption, and graphic nature, the other method is framing analysis in this method focus on photographic framing and linguistic framing from that can see the relationship between this two type framing and how it's can affect between each other.

METHODOLOGY

According to (Shafie, 1986) the purpose of research is to find the truth. It is something that are logically about the phenomena and will never get to end close result which is the new fact or information can be grow up from the research. Plus, it is maybe will change the result and the audience knowledge will keep moving and changing.

Framing

The period of study is two years from January 2015 to December 2016, every news that related to the crisis in southern Thailand will be pick out and analyse in term of content, interviewed, and the approached to overcome this issue. As a concern framing will be the main theory and Semetko and Valkenburg has been chosen for this research.

Content Analysis

The methodology in this research is a content analysis, it is a method to analyse the history of news content, program, and also photo. Content analysis is versatile tool for social sciences and media researchers to adopt this method for historical and political research as well (Holsti, 1968). Other than that, content analysis also is a both manifest and latent content still require interpretation but the interpretations vary in depth and level of abstraction (Graneheim and Lundman 2004). And sometime the data from the analysis could be the same result of the agendas of certain media company whether it is

work it or the otherwise, content analysis can also be used to investigate both substantives (or content) and form (or formal) features of a text. Substantive features refer to what is being said in the message. Form features refer to how it is being said (Schreier 2012).

Thematic Analysis

Thematic analysis is common in qualitative research, this analysis is to emphasize of the data set and it is a type of qualitative analysis, the function of thematic analysis to analyse classification and present theme that relate to the data. It illustrates the data in great detail and deals with diverse subjects via interpretation (Boyatzis 1998).

Comparative Analysis

In this research, will compare four different online presses about how they framing the issue of crisis in southern Thailand, and in the same time try to differentiate the views from Malaysia and Thailand.

Comparative research is the common methodology in the social sciences that concentrate on with comparison across different countries or cultures. A main issue in comparative research is the sets of finding in different countries may not use the same group, or define categories differently. The purpose of comparative research is to exploring diversity in the same time to unravel the different causal conditions connected to different outcomes. For example, a researcher might examine the causes of different type of government repression. Some repressive governments, for example, may simply harass their opponents.

Coding

In this research, the coding will be use analysis is Nvivo 10, (Rio Surmani. S, 2013), the application that will be use to proses, manage, analyse, and interpret the data in a qualitative form. Usually researchers will have with the issue of dumping source that are produce from varieties of sources.

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Experimental Testing on Persuasive Multimedia Application in Truancy Awareness (PMTA): “Kitakan Kawan”

Mohamad Lutfi Dolhalit

Universiti Teknikal Malaysia Melaka (UTeM)

Sobihatun Nur Abdul Salam & Ariffin Abdul Mutalib

Universiti Utara Malaysia

ABSTRACT: This paper report experimental research related to the use of persuasive multimedia to increase student’s truancy awareness. Therefore the purpose of this study is (i) To measure student’s perceived truancy awareness through PMTA application named “Kitakan Kawan”. This study employed a quasi-experiment one-group pre-test, post-test to evaluate the prototype, which assessed truancy awareness before and after the exploration of a persuasive multimedia ”Kitakan Kawan”. This study involves 140 lower secondary students from Form 1, Form 2, and Form 3 aged thirteen to fifteen. They are randomly selected from selected school to test the persuasive multimedia “Kitakan Kawan”. Q-PMTA (Questionnaire-Persuasive Multimedia in Truancy Awareness) was used to measure student’s truancy awareness before and after the treatment. The statistical result shows that persuasive multimedia learning is able to increase perceived truancy awareness among school children.

KEYWORDS: Persuasive Multimedia, Persuasive Technology, Truancy Awareness

INTRODUCTION

Truancy in Malaysia has been found to have significant relationship with other disciplines problems among secondary school students. With the high prevalence of truancy among secondary, therefore there is a reason to conduct early prevention towards truancy.

As discussed by Flannery, Frank and Kato, (2012). studies show the numbers of truant students who are absent without any permitted reasons are likely to increase when they are in secondary education. On top of that, many studies concerns with the number of truancy students, which is increasingly parallel with their ages (Shamsul Azhar et al., 2012).

In Malaysia education context, according to Norhaini, Sinnadurai, Nair, and Sattar (2011), this situation are also happened and the rate of truancy was significantly increased as a student became older. Additionally, as discussed by

Temitayo, Nayaya, and Lukman, (2014), the situation happened in secondary school students are much worse because they think as an adolescents students and aware their own freedom, privacy and others.

Many studies in Malaysia appeared to focus on causal factor related to truancy issues and misbehaviour rather than enhancement of awareness towards truancy behavior. With regard to that, new approach to delivering persuasive messages regarding truancy awareness to school children should be outlined. According to Reid (2013), the most successful way in preventing truancy is through education rather that school policies, supervision and prevention program. In addition, computer technology has recently played an important role in education system. Therefore, with the prevalence of truancy in Malaysia and negative effects associated with it, there is a reason this

research should focus towards early prevention of truancy specifically truancy awareness.

Integrating multimedia for educational applications has brought various advantages, especially in engaging the student's sense. Multimedia enable student to inform, persuade, and entertain, thus improving children's learning process (Park, Plass & Brünken 2014). Moreover, as described by Kuo and Kuo (2015), although so much effort being placed on the use of multimedia material in schools, it was found that, there are very limited number of studies on how the multimedia was used as a solution for early prevention of truancy.

This statement raised a questions about the lack of studies related to multimedia application in truancy awareness. Therefore, the implementation of persuasive multimedia in truancy awareness (PMTA) which emphasizes on student's self-awareness is crucial in the context of Malaysia education system.

OBJECTIVE

In related to the above statement, therefore this study aims to study the effects of PMTA towards students' perceived truancy awareness. Persuasive multimedia application named "Kitakan Kawan" was developed specifically to increase truancy awareness among school children in Malaysia. Prior to the development of "Kitakan Kawan" a set of design principle has to be determined. Hence, with the supported systematic review carried out by Mohamad Lutfi (2016a), this study comes out with research objectives as stated below.

1. To measure students' perceived truancy awareness through "Kitakan Kawan" prototype.

To support the purpose of research objective two (2) hypothesis were formulated as stated below.

1. H_{01} There is no significant difference in perceived truancy awareness scores before and after the prototype presentation.

2. H_{02} There is no significant difference in perceived truancy awareness scores between gender before and after the prototype presentation.

PROTOTYPE "KITAKAN KAWAN"

With the element of persuasion in computers researchers have designed and developed a Persuasive Multimedia in Truancy Awareness (PMTA) prototype. PMTA is a computer-based learning material for truancy awareness; aim for students aged 13 to 15. This prototype known "Kitakan Kawan", adopts a role-playing strategy where players will assist a virtual character named "Aiman" to solve his problem in different situations. The "Kitakan Kawan" is developed in Malay to suit the target learners. The actual content of the prototype comprises five scenarios encountered by students during school session. Each of the sessions is followed by question and feedback were given

METHODOLOGY

This study aims to measure students' perceived truancy awareness "Kitakan Kawan" with the intention in increasing student's perceived awareness of truancy. Therefore, this section discuss on the experimental design, respondent, user evaluation instrument, procedure and lastly the data collection result.

EXPERIMENTAL DESIGN

This study employed a quasi-experiment one-group pre-test, post-test to evaluate the prototype, which assessed truancy awareness before and after the exploration of a persuasive multimedia "Kitakan Kawan". The experiment testing was carried out in two sessions as explained in table 1. First the students are required to sit for pre-test sessions where the students are required to answer a pre-test questionnaire. Next after one month, the treatment was conducted, where the same students are exposed to persuasive multimedia "Kitakan Kawan". Before the treatment, short briefing was conducted and related information was given regarding on how to operate the interface and navigate in the "Kitakan Kawan".

Then the students were allowed to explore persuasive multimedia “Kitakan Kawan” by themselves. Next after the treatment, they are required to answer post-test questionnaire named Q-PMTA. This study excluded the control group since there is no existing truancy multimedia application to compare with persuasive multimedia “Kitakan Kawan” (Mohamad Lutfi 2016b). The gathered data are discussed in result and discussion section. Table 2 illustrates the experimental design used in this study.

Table 1.0: Schedule of experimental testing

Week	PMTA “Kitakan Kawan” (140 students)	
W1 (Briefing & Pre-test) (60 minutes)	<ul style="list-style-type: none"> Briefing with teachers on the purpose of experiment Introduction of PMTA “Kitakan Kawan” Student answered the pre-test 	
W5 (Briefing and Post-test) (60 minutes)	<ul style="list-style-type: none"> Teachers explain the student on PMTA “Kitakan Kawan” Student explore the PMTA “Kitakan Kawan”. Students answered the post-test. 	

Table 2: Experimental design

Group	Pre-Truancy Awareness (O ₁)	Treatment (X)	Post-Truancy Awareness (O ₂)
Secondary students	Using Q-PMTA	Presentation “Kitakan Kawan”	Using Q-PMTA

X=Treatment, O₁= Pre-test, O₂= Post-test

RESPONDENTS

Experimental testing involved the real testing of the final prototype “Kitakan Kawan” by the target users, who are the secondary school children. This study involves 140 lower secondary students from Form 1, Form 2, and Form 3 with aged thirteen to fifteen. They are randomly selected from selected school to test the persuasive multimedia “Kitakan Kawan”. The selection of these students is based on the recommendation by Reid (2002), where students at this age are easily to engage towards early prevention of truancy awareness compare to higher secondary students. Moreover, 140 students as a sample size is appropriate based on the recommendation by Field (2009) and Elliott and Woodward (2007), following the central limit theorem, where sample ($n \geq 30$ or 40) tend

to approximately distribute into normal distribution. The demographic profile of the participants is illustrated in Table 3.

Table 3: Demographic profiles of participants

		Frequency	Percentage (%)
Gender	Male	70	50%
	Female	70	50%
Age	13	56	40.0
	14	57	40.7
	15	27	19.3
Race	Malay	124	88.6
	Chinese	7	5.0
	Indian	9	6.4
	Others	0	0

INSTRUMENT

Instrument named Q-PMTA (Questionnaire-Persuasive Multimedia in Truancy Awareness) was used to measure student’s truancy awareness before and after the treatment. The instrument contains 29 items using 1-7 continuous rating scales: 1 (Really not agree) to 7 (Really Agree) which also include demographic profile of the respondents. Prior to user testing, the instrument was reviewed by experts to ensure the items are suitable for secondary school student. Once validated, the reliability of Q-PMTA instrument was reviewed by selected students in the pilot study. The reliability was measured using SPSS with Cronbach’s Alpha reliability and the coefficient was 0.84. The coefficient shows that, the set of scale or test items value met the minimum condition, which is 0.7 as recommended by Cortina (1993).

EXPERIMENTAL FINDING

As stated in previous section, the objectives of experimental testing is to measure student’s perceived truancy awareness of the PMTA model through prototype. This section describes the findings of the analysis by referring to each of the two hypothesis stated in objective section. The elaboration of data analyses and results of each hypothesis are discussed below.

Testing of H₀₁

The purpose of H₀₁ hypothesis testing is to clarify whether there were significant differences in perceived truancy awareness score before and after the prototype presentation. The null hypothesis is stated as follows.

H₀₁ There is no significant difference in perceived truancy awareness scores before and after the prototype presentation.

Accordingly, in testing the H₀₁, the paired-sample t-test was used. Table 5 shows the paired sample statistics test, result indicated that there was a mean difference in perceived truancy awareness between and after the prototype presentation. Before the prototype presentation the mean score (M=5.0478) was lower compare to mean score after the prototype presentation (M=5.3397). This means score shows that, there was an increasing in perceived truancy awareness after the prototype presentation. The score also shows that prototype presentation was successful in increasing the truancy awareness among school children. Whereas for paired sample test (see Table 6) the mean differences was negative (-0.29187). The negative score show that, the mean difference in awareness tend to increase after the prototype presentation. So the mean score confirmed there are increasing in student’s perceived awareness after the presentation.

Table 5: Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Pre_Awareness	5.0478	140	.49381	.04173
Post_Awareness	5.3397	140	.54243	.04584

Table 6: Paired Sample Test

		Mean	Std. Deviation
Pair 1	Pre_Awareness - Post_Awareness	-.29187	.24145

In general, result from the statistical test shows that the null hypothesis H_{0,1} was rejected. The

students who were exposed to prototype presentation obtained significantly increase in perceived awareness scores compared to before the presentation. These findings are represented in Table 7.

Table 7: Summary of H_{0,1} testing
Perceived Truancy Awareness

	Pre_Awareness	Post_Awareness	Result
Student’s Awareness	5.0478	5.3397	Significant t

Testing of H₀₂

As stated in introduction section, it is very obvious that, the truancy problem among secondary school students is much higher among school boys compare to school girls. Therefore, the purpose of H₀₂ hypothesis testing is to clarify whether there were significant differences in perceived truancy awareness between gender before and after the prototype presentation. The null hypothesis is stated as follows.

H₀₂ There is no significant difference in perceived truancy awareness scores between gender before and after the prototype presentation.

Accordingly, in testing the H₀₂, the independent paired-sample t-test was used. Table 8 shows the group statistics test result indicated that there was a mean difference in perceived awareness score between gender before and after the prototype presentation. In case of secondary school boys, the mean score before the prototype presentation for boys is (M=4.9493) was lower compare to mean score after the prototype presentation (M=5.2241). Meanwhile for independent paired sample test (see Table 9) the mean differences was negative (-0.19704).

Whereas for secondary school girls, group statistics test result shows that, there was a mean difference in perceived awareness score before and after the prototype presentation. The mean score before the prototype presentation for girls is (M=5.1463) was lower compare to mean score after the prototype presentation (M=5.4552). Meanwhile for paired independent sample test (see Table 8) the mean differences was negative (-0.23103). The result shows the means score

between genders was increasing after the prototype presentation.

In answering the question which gender show the highest perceived awareness, result from group statistic (see Table 9) shows that the school girls mean score are higher before and after experiment compared to the mean score among boys. So the mean score confirmed there are increasing in student’s perceived truancy awareness after the prototype presentation on both genders.

Table 8: Group Statistics PreTest -PostTest

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Perceived_Aware_PreTest	Boy	70	4.9493	53326	.06374
	Girl	70	5.1463	43262	.05171
Perceived_Aware_PostTest	Boy	70	5.2241	58202	.06957
	Girl	70	5.4552	47635	.05693

Table 9: Independent Samples Test Mean Difference

t-test for Equality of Means					
		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
				Lower	Upper
Perceived_Aware_PreTest	Equal variances assumed	-.19704	.08207	-.35933	-.03476
	Equal variances not assumed	-.19704	.08207	-.35939	-.03470
Perceived_Aware_PostTest	Equal variances assumed	-.23103	.08989	-.40878	-.05329
	Equal variances not assumed	-.23103	.08989	-.40884	-.05323

In general, result from the statistical test shows that the null hypothesis $H_{0,2}$ was rejected. The students who were exposed to prototype presentation shows a significant differences in perceived truancy awareness between gender before and after the prototype presentation. Result also shows that, perceived truancy awareness score for school girls are are higher before and after experiment compared to the mean score among boys. These summary of $H_{0,2}$ findings are presented in Table 10.

Table 10: Summary of $H_{0,2}$ testing

Perceived Truancy Awareness Among Gender				
	Boys	Girls	Gender	Result
Pre_Awareness	4.94	↓ 5.14 ↑	Girls > Boys	Significant
Post_Awareness	5.22	↓ 5.45 ↑	Girls > Boys	Significant

SUMMARY OF FINDING

In general, the purposed of this study is to develop an alternative solution in truancy awareness program by using persuasive multimedia application in truancy awareness (PMTA) named “Kitakan Kawan”. Additionally, this study was also conducted to measure students’ perceived truancy awareness score before and after the treatment. Finding from paired sample t-test shows that there is a significant difference before and after treatment by using PMTA application “Kitakan Kawan”. This score means that, the perceived awareness level among school children towards truancy consequences can be increased by using persuasive multimedia application.

Moreover, experimental testing on the effects PMTA prototype “Kitakan Kawan” between genders obtained significantly increase in perceived awareness scores compared to before the presentation. In conclusion, the overall effects of PMTA prototype “Kitakan Kawan” was significant to increase student’s perceived truancy awareness. Moreover, this proofed that, the proposed persuasive multimedia element in “Kitakan Kawan” are suitable in delivering persuasive messages regarding truancy to school children.

CONCLUSION

With the intention in increasing student’s awareness of truancy, statistical result shows that, persuasive multimedia learning is able to increase perceived truancy awareness among school children. Moreover, using interactive learning, researcher hope the persuasive messages regarding awareness to truancy can be effectively delivered to school children through multimedia application. Overall, this study has raised several interesting issues such as the proper used of multimedia learning environment, multimedia presentation and persuasive message in integrated persuasive multimedia application.

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Investigating the Effect of Corporate Logo Determinants on Corporate Image, Based on Consumer Perception: Conceptual Paper

Worlu Okechukwu

Universiti Utara Malaysia

Sabrina Mohd Rashid & Nassiriah Shaari

Universiti Utara Malaysia

Organizations around the world have extensively focus in creating a favourable corporate logo that will represent their corporate image in the mind of the consumers and maintain competitive advantage. The effect of corporate logo on the corporate image has been given little attention in the marketing literature and has been barely researched in the emerging market. The objective of this study is to investigate on the effect of corporate logo determinants on the corporate image specifically in the Malaysian mobile service provider based on consumer perception. Quantitative method of electronic questionnaire was used to collect the data from the consumers of two mobile phone service providers in the Northern Region of Peninsular Malaysian. SPSS 20.0 was used to analysis the data. The findings of this research hope to answer the research questions and reach the research objective and extend the aspect of corporate logo and corporate image into mobile phone service provider in the Malaysian context..

KEYWORDS: Corporate image, corporate logo, name, typeface, color, design

INTRODUCTION

Research Overview

General evaluation of any organization corporate image is a serious issues that affect organization of different industries (Sarstedt et al., 2012). Therefore, there is a need for continues research on corporate image, especially organizations that strive to maintain their competitive advantage over another competitors in the same business and effectively distinguish themselves in the market place (Abd-El-Salam, Shawky & El-Nahas, 2013). Maintaining competitive advantage in the challenging market and creating positive corporate image in the mind of the consumers, building trust and attracting more consumer is essential (Kyurova & Yaneva, 2017) and there is a high risk of failure for any organization that ignores to creating a positive corporate image in the mind of their consumers (Gilpin, 2010). Therefore, there is a need for an

organization to create a positive corporate image in the mind of the consumers to sustain long-term success and gain a competitive advantage over business competitors (Fariaa & Mendes, 2013; Massey, 2016; Bhatti, Awan, & Siddiquei, 2017). In order to build a positive corporate image, organizations of different businesses around the world have extensively focus in designing and presenting favorable corporate logo that will communicate their value to the consumers (Foroudi et al., 2014). Corporate logo as a strategic tool to communicate an organization corporate image need to be considered by corporations because the more favourable consumers perceive corporate logo, the more positive effect on the corporate image and reputation (Foroudi et al., 2017). This corporate logo consists of four determinants namely; name (Selame & Selame, 1975), typeface (Henderson, Giese & Cote, 2004), color (Aslam, 2006), and design (Gorn et al., 1997). Consumer's perception toward an organization

image or its product are based on these four types of signals of a corporate logo determinants (Foroudi et al., 2014).

Background of the study

Mobile phone service provider industries has been reported in the International Telecommunication Union research report to be listed among the fastest growing industry in the world that contribute to countries economic for many years (Atsu et al., 2014). In the Malaysian context, telecommunication industry is reported as one of the fastest growing sectors of keeping proper step with the general improvement to the nation economic, most especially the mobile phone service provider (Rosli, Said, & Fauzi, 2015). Many organisation of different industries are facing challenges in sustaining their competitive advantage and protecting corporate image (Rosli, Said, & Fauzi, 2015). There has been increase of challenges faced by many international and local telecommunication industry specifically mobile phone service provider. This situation have led to the offering high-speed data coverage as a strategy to sustain competitive advantage and create a positive corporate image in the mind of the consumer (Ibrahim, Shahid, & Ahmed, 2014). Regardless of the significant revenue that the mobile phone service provider segment has contributed in the country economic, still the Malaysian top mobile phone service providers Maxis and, DiGi and Celcom continued to witness decreasing amount of subscribers in the first three months of 2017. In turn, results in their reduction of business revenue (Kok, 2017).

Negative consumer behaviour toward a corporate image and the issues of organization competing among each other's to maintain competitive advantage in the market have led to difficulties in creating trust, attraction and building a positive corporate image of themselves in the mind of the consumer (Adeniji, Osibanjo, & Adodun, 2013; Kyurova & Yaneva, 2017). Building a positive corporate image in the mind of the consumers and maintain competitive advantage is a difficult and challenging because it relate with individual

evaluation and perception about organization performance, value, and promise (Kehinde, 2012). Due to the difficulties in building a positive image, corporate logo is used as a tool to identify the image consumers perceive toward organization (Foroudi et al., 2014). However, the effect of these four corporate logo determinants influence on consumer evaluation, the effect of corporate logo on corporate image, and the relationship between the corporate logo determinants and corporate image is limited in the academic research and has barely been researched in the emerging market (Zhu & Argo, 2013; Foroudi et al., 2014; Foroudi et al., 2017; Bresciani & Del Ponte, 2017). Based on these issues, this study uphold that the effect of corporate logo determinants on the corporate image is limited in the research literature and in the emerging. Also no precise research on the relationship between corporate logo determinants and corporate image. Furthermore, there is no study deeply discussed on the corporate logo determinants that influence consumer evaluation. Therefore, this study investigate the effect of corporate logo determinants on the corporate image in the Malaysian mobile service provider specifically on the Maxis and DiGi based on consumer perception. To investigate on the effect corporate logo determinants on corporate image, research questions and research objectives were developed:

Research question

- i. What effect does corporate logo determinant name have on the corporate image?
- ii. What effect does corporate logo determinant typeface have on the corporate image?
- iii. What effect does corporate logo determinant color have on the corporate image?
- iv. What effect does corporate logo determinant design have on the corporate image?

Research question

- i. To investigate the effect of corporate logo determinant name on the corporate image.
- ii. To investigate the effect of corporate logo determinant typeface on the corporate image.
- iii. To investigate the effect of corporate logo determinant color on the corporate image.
- iv. To investigate the effect corporate logo determinant design on the corporate image.

LITERATURE REVIEW

Corporate Image Definitions

Underlining on the definition of the corporate image, various scholars, researchers, and experts have defined the corporate image from their own respective opinions. According to Keller (1993), corporate image is the beliefs, behavior, reaction, and feelings held by consumers about an organization. Dutton et al. (1994) claimed that corporate image is the way internal stakeholder belief on how external stakeholders perceives their organization. Corporate image is an organization identity that includes a package of values derived from a group of individual of internal and external stakeholders (Balmer & Wilson, 1998). It is referred as the overall consumer assessment of an organization values (Nguyen & Leblanc, 2001). Corporate image is the organization indicator that creates feelings on the consumer's toward their product or brand (Hatch & Schultz, 2003). It is also the part that represents the perceptions reflection of an organization in the mind of the consumers which can be seen as the organization name that has been memorized by the consumers instead of the product (Bravo et al., 2009). The image that consumer perceives toward an organization or a product in known as corporate image (Sahin & Baloglu, 2011). A study by Kehinde (2012) claim that the image that represents what an organization stands for and how it perceived by consumers is referred as corporate image. Hamid and Jusoh (2016) posits that corporate image is a general perception, feelings, beliefs, behavior toward an organization, institution or business

that comes from experience through the perceived qualities received by individuals. A more recent study by Bhatti, Awan, and Siddiqui (2017) portrayed that corporate image is a vital tool that can create long-term success for an organization. In addition, corporate image can be viewed as a strategic tool used to create a positive feelings and beliefs in the mind of the consumers (Manzanares, 2017).

A corporate image have two main components: functional and emotional (Martineau, 1958). The functional part is known as the physical features that are viewed and evaluate. For instance, price, service, reliability, and quality. The emotional components explain how corporate image related to consumer perception and behaviors (Kennedy, 1977; Dowling, 1986). Corporate image is the way organization presents them self in the mind of the consumers (Nesset et al., 2011). Another study by Kehinde (2012) addressed that corporate image is in every large or small scale business entities, corporations, and government bodies. It is designed to serve as an influences factor to consumer buying intention (Brunner et al., 2008; Hansen et al., 2013). For an organization to achieve successful sale and gain more profits, they need to sustain a favorable corporate image in the mind of the stakeholders (Fariaa & Mendes, 2013). In organizational perceptive, corporate image is designed to sustain or recover a positive image in the mind of their stakeholders (Willi, Nguyen, Melewar & Dennis, 2014). Corporate image is the factor that influences consumer satisfaction (Giovanis, Athanasopoulou, & Tsoukatos, 2016).

Corporate Logo and Its Determinants

Several scholars and researchers have defined corporate logo and the most related definitions regarding corporate logo were from marketing literature (Bernstein, 1986; Van Riel & Balmer, 1997; Henderson & Cote, 1998) and also from design perspectives (Selame & Selame, 1975; Napoles, 1988; Olins, 1989; Balmer, 1998). Marketing scholar believed that corporate logo is the sign to represent corporate image and reputation and increase the perception of the

consumers about the organization (Hatch & Schultz, 2001; Van Riel & Van den Ban, & Heijmans, 2001; Van den Bosch, De Jong, & Elving, 2005). Research in academic field argued that corporate logo is the origin of corporate identity (Balmer, 2001; Van den Bosch, Elving, & De Jong, 2006). This is because the first thing that comes to individual mind when viewed a corporate logo or organization name is the corporate image (Gray & Balmer, 1998). Therefore, it is important for an organization to create an effective corporate logo to sustain a favorable image in the mind of the consumers (Van Heerden & Puth, 1995). Corporate logo is the representation sign used by the organization to promote their brand to the consumers (Kay, 2006); consists of name, typeface, color, and design elements (Melewar & Saunders, 1999; Van den Bosch, de Jong, & Elving, 2005, Foroudi et al., 2014; Foroudi et al., 2017).

Corporate logo Determinant Name

For individual or consumer to remember an organization, a name is a vital part for selling programme which stands as the primary impression consumer sees of any organization image (Ries & Trout, 1981). Klink and Athaide (2003) when brand trademark is consistent with the name design, organization brand meaning will improve. Name is very important because the more favourable consumers perceive it, the more positive effect on corporate image (Foroudi et al., 2014). Therefore, it is vital for a company to create a name or reveal the new name that obviously represents the new organization name in the mind of the consumers (Foroudi et al., 2017). Many element support to improve an organization image including the name (Lair, 2013). Name as an element of the corporate logo has significant relationship with the organization image (Balmer & Gray, 2000; Fombrun & Van Riel, 2004; Muller et al., 2013). For an organization to achieve a positive corporate image, they should design or apply a meaningful name, typeface, color, and design (Chakraborty, 2014). Based on the evidence shown in this section of corporate logo

determinant name, this study developed the first hypothesis.

Hypothesis 1: Corporate logo determinant name have a significant effect on the corporate image.

Corporate logo Determinant Typeface

Typeface as one of the determinants of the corporate logo is a visually perceived property of an organization. It stands as the wording or art of creating communication between the firm and individuals (Henderson, Giese, & Cote, 2004). The typeface used to identify an organization name is a vital graphics tool that supports in achieving corporate communication objectives (Childers & Jass, 2002). Many studies on a typeface from other researchers focus on legibility, readability, and recognition. However, there is limited research on typeface and its potential characters on corporate logo (Li & Suen, 2010). As noted by Hagtvedt (2011) incomplete typeface logo is related to a lower trustworthiness of an organization, but with more innovativeness. Furthermore, the visual components such as typeface words are perceived by the viewers before its real meaning. Consequently, can affect the following information processed by individuals (Celhay, Boyselle, & Cohen, 2015). In the marketing research, the visual typeface aspect of organization representation has received high attention (Foroudi et al., 2014). The different characteristics such as activity, complexity, and symmetry of typeface have a unique effect on the corporate logo (Grunwald, 2016). Somerick (2000) believe that a typeface can create a significant impression and a positive corporate image with the audience. A typeface can contribute to increase an organization value and result to positive corporate image (Hagtvedt, 2011) and the more favourable typeface is perceived by the consumers the more positive effect on corporate image and reputation (Foroudi et al., 2014). Building on this evidence shown in this section of corporate logo determinant typeface, this study developed the second hypothesis.

Hypothesis 2: Corporate logo determinant typeface have a significant effect on the corporate image.

Corporate logo Determinant Color

Earlier research by Humphrey (1976) argued that color application on corporate logo could react as a natural or instinctual origin. Jenkins (1991) state that color feelings from an individual can vary in different region or context. Henderson et al. (2004) affirmed that color does affect other aspects of corporate logo or corporate visual identity, for instance, typeface. Aslam (2006) also support that color is an essential part of a corporate logo which stands as a marketing communication between company and consumers as well as influence feelings and attitude of perception on consumer toward a corporate logo. Color utilized on the corporate logo has different meaning on an individual of different culture and region when applied as visual to communicate with an audience (Foroudi et al., 2017). Heerden and Puth (1995) believed that corporate logo that consists of name, typeface, color, and design contributes to a successful corporate image. Madden et al. (2000) examined the consequences of managing color to build and sustain brand and corporate images across international markets, believed that no empirical studies had been done yet to address to what level color can be used to develop and sustain brand and corporate image. Foroudi et al. (2014) also claimed that little is known about the relationship between the color and corporate image (Foroudi et al., 2014). Based on the evidence shown in this section of corporate logo determinant color, this study developed the third hypothesis.

Hypothesis 3: Corporate logo determinant color have a significant effect on the corporate image.

Corporate logo Determinant Design

In regards to design of corporate logo of an organization, Henderson and Cote (1998) portrayed that consumer's reaction to product or organization logo is influenced by the design

characteristics applied. Cohen (1991) revealed that consumer level of recognition, familiarity, and meaning of a logo is influenced by the design they view. The design determinant is the creative process formed to deliver a message to the audience or consumers (Cohen, 1991). According to Nee (2011), design or graphic of a logo should apply a sense of genuineness, efficient, and apparently standard representation of what it stands for the organization. Bestley and Noble (2016) states that individual's do use a graphic design as a finished work in poster, logo, layout or any website. Balmer (1998) claimed that design imposed a high impact on the corporate image. This is because corporate image is how organization presents their image through a name or icon design. Past research by Van den Bosch et al. (2005) argued that corporate logo determinate design also have significant relationship between corporate images. However, there is no precise examination of the relationship between corporate logo determinants and corporate image (Foroudi et al., 2014). Based on the evidence shown in this section of corporate logo determinant design, this study developed the fourth hypothesis.

Hypothesis 4: Corporate logo determinant design have a significant effect on the corporate image.

Underpinning Theory

Psychological research on attribution began with the work of Fritz Heider who developed models of attribution for both object perception and person (Malle & Bertram, 2004). Attribution is a concept within social psychology which describes the process by which individuals explain the cause of behaviours and events that they perceive (Heider, 1958). Past studies by Foroudi et al. (2014) adopt attribution theory as a base in their mix method research to evaluate the factors that influence consumer favorable corporate logo and its effect on corporate image and reputation based on consumer perception in a financial setting. Another qualitative study by Foroudi et al. (2017) adopts attribution theory to evaluate the management perception of the

impact of corporate logo on corporate image and reputation in Mexico and Persia context. A more recent research by Moser et al. (2018) also adopt attribution theory to examine the effect of a service provider's competitive market position on churn among flat-rate customers. This study will adopt attribution theory proposed by Weiner (2000) developed by Heider (1958) as a base for this study to investigate the effect of corporate logo determinants on the corporate image in the Malaysian mobile service provider specifically on the Maxis and DiGi based on consumer perception.

METHODOLOGY

This study adopt a quantitative method for data collection. According to Creswell (2013), quantitative research design is essential to generate a measurable result and to show the relationship between the variables of a study. The population for data collection is the individual consumers of Maxis and DiGi mobile phone service provider among the students and staffs in three universities UUM, USM, and UniMap in Kedah, Penang, and Perlis of Northern Region of Peninsular Malaysia. Probability of a simple random sampling technique is used to distribute the questionnaire because the population has a known chance of being selected as a respondent in the sample and it permits the use of a statistical method of analysing sample result (Sekaran, 2003; Creswell, 2013). A minimum of 381 sample size required for this study is based on the 73,956 population of the three universities involved for the data collection recommended by Krejcie and Morgan (1970). This study unit of analysis is the consumers among students and staffs of Maxis and DiGi mobile phone service provider Malaysia. Electronically questionnaires of close-ended questions is used to collect the data through online Google form and email to distribute. The 37 items utilized to collect the data was adopted from the previous study of Foroudi et al. (2014). The name variable comprises of ten items, typeface variable eight items, color variable six items, design variable eight items and corporate image variable five items. Likert scale was employed to measure the

items adopt and utilized for data collection. This is because it measures the distance between any two points and permits respondents to choose and express their thoughts toward a specific question (Nemoto & Beglar, 2014; Sekaran, 2003). A nominal scale was also adopt and used to give a number to a specific measures and categorize answers (Stevens, 1946; Raiphea, 2015). Exploratory factor analysis (EFA) was run to reveal the vital structure of a reasonably large set of variables. Multiple regressions were carried out to justify the relationship between independent variables corporate logo determinants name, typeface, color, and design and corporate image as a single dependent variable hypothesized in this study. The data gathered from the respondents were analysed using the Statistical Package for the Social Sciences (SPSS) 20.0.

CONCLUSION

The negative consumer evaluation toward a corporate image and the issues of organization competing among each other's to maintain competitive advantage in the market have led to difficulties in creating trust, attraction and building a positive corporate image of themselves in the mind of the consumer. There is a limited research done on the effect of corporate logo determinants on the corporate image. No precise research on the relationship between corporate logo determinants and corporate image. Additionally, no study deeply discussed on the corporate logo determinants that influence consumer evaluation. Consequently, this study investigate the effect of corporate logo determinants on the corporate image in the Malaysian mobile service provider specifically on the Maxis and DiGi based on consumer perception, to fill in the gap found in literature. The findings of this research hope to answer the research questions and reach the research objective and extend the aspect of corporate logo and corporate image of Foroudi et al. (2014) into mobile phone service provider in the Malaysian context. In addition, to build an additional knowledge of the effect corporate logo determinant on corporate image of mobile

phone service providers in the marketing literature.

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The Utilization of New Media in Online Public Relations Activities in Public Universities

Rasha Adel Alyaqoub
Universiti Utara Malaysia

Nik Adzrieman Abdul Rahman
Universiti Utara Malaysia

Online PR usage among organizations is growing tremendously. Organizations are now building and maintaining social media public pages to build relationships with the online audience and to enhance interest in their organizations. However, against this background the perceptions, practices and knowledge of online PR among Jordanian PR practitioners remain unclear and have not been widely studied qualitatively. Thus, this study will investigate the utilization of online PR using a sample of PR practitioners who have recently begun using social media in Jordanian public universities. Thus, using a qualitative approach, this study will seek an understanding of the concept of "online PR" by PR practitioners, investigate the utilization of online PR activities in Jordan, seek to gain an understanding of the antecedent factors influencing the practice of the online PR concept by practitioners in public universities and explore the level of ICT literacy among PR practitioners in public universities. This study however, will focus only on the 10 PR managers in 10 universities

KEYWORDS: Online PR, social media, new media, PR practitioners, utilization, universities, Jordan

INTRODUCTION

Public Relations (PR) plays a vital role in any organization. It supports an organization's activities while reinforcing the image of a good institution. Ahmad and Ismail (2015) believed that PR aspires to maintain a beneficial mutual and long-term relationship between organizations and its keys public through balancing the interest of each party. Moreover, Tu (2017) affirmed that PR knowing and using brand/reputation guidelines may be best able to manage or mollify stakeholders. Also, Vosoghpour and Jafari (2016) agreed that PR is a center of communication inside and outside the institution. As known, the Internet has changed the world and especially the practices of PR (Brown, Sikes, & Willmott, 2013; McCorkindale, 2010; Robson & James, 2013; Wright & Hinson, 2013; Zerfass, Verhoeven, Tench, Moreno, & Verčič, 2011). The Internet has become a critical tool for PR because the Internet is vital for a majority of people

(Petrovici, 2014). Therefore, PR today moved quickly to use ICT various Internet sites, and these sites, with all their strengths and weaknesses, are managed by PR (Vosoghpour & Jafari, 2016). According to TU (2017), the challenge today for PR to be influential rests in adjusting to the constant drum of news from social media in the Internet and mobile applications. Simultaneously, Smith (2013) has argued that social media enable the development of a relationship between marketing and PR by enabling a greater capacity for interaction and the cultivation of relationships.

In fact, the usage of social media is important in all sectors including higher education. Such concepts as PR, marketing based on relationships, prosumer and social media are essential for communication processes at higher education facilities as well as image management in relationship to both the external and internal environments (Koszembar-Wiklik, 2016). Kelleher and Sweetser (2012) asserted

that university applicants, students and recent alumni are likely to overlap demographically with Generation-Y publics who are often assumed to be the most prevalent users of social media such as Facebook, YouTube, Wikipedia, and blogs. Therefore, university communicators span the boundaries between the student communities assumed to have already adopted social media and the university professionals feeling the gravity of the choices they must make regarding new media (Kelleher & Sweetser, 2012).

PROBLEM STATEMENT

Jordan came in first rank globally in terms of social media users at a 90% rate According to the Pew Research Centre (Jordan Comes in First on Social Media, 2016), and this shows the importance of using the Internet among the Jordanian population. Eight types of social media that are the most frequent used in Jordan include WhatsApp, Facebook, Instagram, Twitter, Google+, Snapchat and LinkedIn (Arab Social Media Report, 2015). According to the International Telecommunication Union (ITU), a total of 53% of the Jordanian population had access to the Internet by the end of 2015, up from 27% five years earlier. Furthermore, national figures from the Telecommunications Regulation Commission (TRC) estimated that about 7.9 million Jordanians had access to the Internet, resulting in a penetration rate of 83% by the end of 2015 (About Jordan, 2016: Freedom on the Net, 2016; Social Media in Jordan, 2016).

The Jordanian government has endeavored to introduce Internet technology and ICT in all sectors including the education sector (Jordan Investment Commission, 2018; Ministry of Information and Communication Technology, 2017) in order to meet the demand of higher education services that expects to include 100,000 international students by 2020. This growing is expected to contribute around JD 929

(approx. £833 million) to the Jordanian economy (Farinha, Gouveia, & Nunes, 2015). However, the lack of utilization of Internet technology, especially social media such as tools for PR in organizations, especially in institutions of higher education, may hamper this development. In addition, the lack of utilization may hamper the further development of the ICT sector, which was the third highest contributor to Jordan's GDP in 2015; contributing over 14% with more than 400 companies in telecom, IT, business outsourcing, mobile and online content (Doing Business in Jordan, 2014).

According to the Global Information Technology report 2016 (WEF), Jordan is ranked 32th among the 139 countries listed in the Quality of Educational System ratings, 47th in the availability of latest technologies, and 47th in the capacity for innovation (Jordan Investment Commission, 2018). Jordanian infrastructure is very strong in the field of information and communication technology, and the value of tenders issued by the Ministry of Communications and Information Technology during 2017 was about 20 million dinars, while it was about 7 million dinars in 2016 (Ministry of Information and Communication Technology, 2017). The Jordanian government is also working to train university staff in using technology and creating effective communication channels with current and potential clients/service users. which is considered as an important role that should be performed by PR departments (Bsharah, Gasaymeh, & Abdelrahman, 2014; Koszembar-Wiklik, 2016). While the Jordanian government is working to improve all sectors and to direct them towards technology, including the education sector, unfortunately, the adoption and usage of ICT in the teaching- and learning-process is quite low among users in higher education institutions in Jordan (Khasawneh, 2012, as cited in Al-Shboul, Al-Saideh, & Al-Labadi, 2017). Consequently, both the non-utilization or proper utilization in this

technology by universities may cause significant losses in the government budget.

RESEARCH QUESTIONS

Based on the problem statement discussed earlier, the main research questions for this study are: 1) how PR practitioner utilize online PR as a tool to communicate with their audience and 2) what factors effect this use?

The Theory of the Diffusion of Innovation

The basic questions related to the theory of innovation address how, why, when, who, where and at what rate innovative ideas and technologies spread in a social system (Wani & Ali, 2015). Moreover, this theory specially addresses individuals as the unit of analysis (Young, 2017). These innovations allow PR practitioners to target their publics directly without the intervention of editors and reporters who can act as both gatekeepers and censors of information (Savery, 2005). Furthermore, the Diffusion of Innovations Theory address the idea that innovations can diffuse from organization to organization through interorganizational networks, much in the same way that innovations diffuse across individual social systems (Rogers, 2003). Furthermore, many scholars and researchers have used the diffusion of innovation theory to explore how and why PR practitioners use online PR in their organizations and their impacts on improving and developing relationships between an organization and its internal and external audiences (Alasfor, 2016; Al-Shohaib, Al-Kandari, & Abdulrahim, 2009; Al-Shohaib, Frederick, Jamal Al-Kandari, & Dorsher, 2010; Inya, 2017; Liptak, 2012; Moran, 2014; Moreno, Navarro, Tench, & Zerfass, 2015; Young, 2017). According to these scientists, this theory is best suited to the impact of Internet technology on the performance of individuals working in an organization and how Internet technology contributed to the development of their work.

CONCLUSIONS

This study is expected to be provided solutions to the decision makers in the universities in order to improve the practice of PR in its communication with the public and the achievement of other goals such as improving the reputation, mental image and promote itself through those effective tools that are accessible to all and in contrast to traditional tools of PR. In the same time, the findings of this study are expected to provide guidance for improving PR practitioner's practices in Jordan, especially in universities.

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Social Interactions in the Workplace: Homophily and Structure in a Formal Organization

Nor Aqilah Maseli

School of Multimedia Technology & Communication, Universiti Utara Malaysia

Hassan Abu Bakar

Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia

ABSTRACT: Social interactions are crucial at both an organizational and individual level such as collaboration. Homophily among employee arises from both individual preferences and selective opportunities for interaction in workplace. The purpose of this article is to outline how social interaction occur in a formal organizational structure with its job task requirement because we believed that individual will choose their interaction partners within business units, job function and offices. This leads us to expect to find a higher proportion of homophilous interactions within these organizational structures than across their boundaries.

KEYWORDS: workplace interaction, homophily, organizational structure, spatial distance

INTRODUCTION

Social interactions are notoriously homophilous (McPherson et al. 2001). Many researchers have studied homophily across a range of relationship types (e.g., Lazarsfeld and Merton 1954, Fischer 1982, Marsden 1988, Ruef et al. 2003, Goodreau et al. 2009) and various empirical contexts (e.g., South et al. 1982, Shrum et al. 1988, Reagans 2005, Marmaros and Sacerdote 2006, Kossinets and Watts 2009), research has shown that people will communicate frequently and effectively (Reagans 2011) with others who have similar demographically to themselves. It is easier to have high and strong potential social interactions with people who are nearby rather than those who are distant. Miller McPherson and Lynn Smith-Lovin (1987) point to two kinds of explanation for the existence of homophily in social relation. The theory of choice homophily shown that individual will tend to interact and establish links with similar others. Induced homophily, theory is when people are surrounded disproportionately

by others who like themselves (McPherson and Smith-Lovin 1987).

Potential social interaction in the workplace are contained by a specific space and occur at a certain time. Beyond these aspects, other factors also shape encounters, including homophily or the tendency for individuals to associate with similar others, spatial proximity, and organizational structure. Prior research on organization theory has demonstrated that people have many potential social interactions, but only a few of them will turn to actual interaction among in workplaces. However, potential social interaction has not received much attention as an important process in workplaces. There are two significance theoretical gaps of homophily in organization context. First, although we know homophily occur when individual are more likely to interact with others who have similar to themselves across various types of characteristics and also from demographic makeup of organization interaction occur in an organization context, with its job task requirement is not well understood (Reagans 2011). Second, researchers have investigated the effect of gender homogeneity on the outcomes of team work (Stvilia et al., 2011). Gender homophily leads to an increased high rate of social interaction (Ibarra, 1992) and we know little about how

interaction pattern differ between men and women in organizations.

In this study, we believed that potential of social interaction are significance influenced by a formal organizational structure and by its spatial distance because people are more likely to associate with others who are assigned in the same office building, job function or same business unit. Furthermore, we expand this theory in two ways. First, we argue that larger organizational structures have high rate of freedom or individual to choose their interaction partners because it impose fewer constraints on who communicate with whom which results in a higher level of choice homophily. Therefore, we expect that the results of social interaction occur large magnitude in large groups than in small groups. Second, we argue that the role of geography is differs theoretically from the organizational structure: whereas organizational structure is the framework of the relation of jobs, systems, operating process, people and group making efforts to achieve the goals and create convenience samples of local interaction partners. Therefore, we argue that social interaction and preference for homophily are much more likely occur within-office than other interaction within companies.

HOMOPHILY IN ORGANIZATIONAL SETTINGS

Previous study has shown that individual tend to associate more often with others who are similar to themselves because similarity or homophily is a core principle of social interaction. Why is this so? One possibility is that they often share interests or possess comparable backgrounds, similar people often sort (or are sorted) into similar situations. As a result, they find themselves in places, groups, or positions, such as jobs (Bielby and Baron 1986, Kaufman 2010), college courses (Kossinets and Watts 2009), neighborhoods (Laumann 1966), or voluntary organizations (McPherson and Smith-Lovin 1987), that are disproportionately populated with others like themselves.

The individual and groups behavior is shaped by the interconnected patterns of relationships they

are embedded in (Ferris et al., 2009). There is evidence from prior research that choice homophily in friendship networks among children (Shrum et al. 1988), college students (Marmaros and Sacerdote 2006, Lewis et al. 2008), and adults (Lazarsfeld and Merton 1954); confiding networks among adults (Marsden 1988); social support networks in the government (South et al. 1982); interaction networks among coreligionists (Fischer 1982); and co-founding networks among entrepreneurs (Ruef et al. 2003), to cite a few among myriad examples (cf. Ingram and Morris 2007).

Even though people choose their interaction partners without regard to membership in social categories, but we still need to observe social interaction rates with individual that have similar demographic characteristics across time, space, social positions, and social roles. When interests are relatively homogeneous within groups and serve to focus social relations, they produce structurally induced homophily (Feld 1981, McPherson and Smith-Lovin 1987). Much of the relevant literature from previous study has examined homophily in society, rather than homophily within business organizations. For example, Bossard's (1932) classic study examined the propinquity effect on spouse selection in Philadelphia. More recently, Aral et al. (2009) examined the role of homophily in driving co-adoption of technology services by friends, and a recent spate of studies has examined homophily in educational settings (Marmaros and Sacerdote 2006, Lewis et al. 2008, Goodreau et al. 2009, Kossinets and Watts 2009). This literature provides insight into the mechanisms and consequences of homophilous interaction, but findings may not generalize to business organizations, where the existence of elaborate task and authority structures often prescribe patterns of interaction.

THE MECHANISMS OF HOMOPHILY IN ORGANIZATIONAL SETTINGS

For individual preference to be an important source of homophily in social interaction relationships within organizations, they must have latitude to choose others as their interaction

partners. To what extent do they have this in present-day organizations? And, in what dimensions of organizational structure that individuals are most likely to have the larger discretion to choose their partners? Structure in a formal organization is designed to perform a set of tasks, and therefore the structure itself lead a great deal of interaction. We rely on several, classic lines of organization theory to describe in what under conditions that individuals are more likely to be free to choose with whom to interact.

BUSINESS UNIT

In this view, individuals whose task requirements necessitate reciprocal interdependence are organizationally co-located within a task-oriented business unit, which minimizes the costs of coordination within the organization (Thompson 1967, Galbraith 1973). Therefore, the business units of a multidivisional firm are designed to be largely autonomous of one another, with interactions concentrated within, rather than between, them (Galbraith 1973, Williamson 1975). When actors communicate across business units, we predict that social interaction are likely to be episodic and driven by a narrow, non-recurrent set of task requirements. This suggests that individuals will be less likely to know a broad set of colleagues with the authority, responsibility, or expertise for the task at hand. Because these cross-unit interactions are more likely to be narrowly prescribed by the formal task responsibility, and because knowledge of the set of potential collaborators is limited, individuals often will communicate with a specific alter, rather than choose someone from among a set of possible, redundant exchange partners. Given that their choice set may be limited to those relatively few people whom they happen to know, they have less discretion in choosing their interaction partners in cross-unit communications. We therefore expect to observe less choice homophily across business unit boundaries than will occur within them. We hypothesize the following.

Hypothesis 1. The rate of homophilous interaction will be higher for dyads in which

members are employed in the same business unit than for dyads in which members work in two different business units.

FUNCTIONAL UNIT

The first objective of the organization of work into job functions is to provide a locus for interaction across business unit boundaries. Many organizations promote cross-business-unit, within function sharing of best practices (Galbraith 1994). A second purpose of job functions is to create further specialization within each business unit, narrowing the range of tasks performed by each person and co-locating the most reciprocally interdependent tasks within a smaller partition of a larger business unit. In the process, job functions also sharpen the set of relevant interaction partners for each person. Thus, like business units, job functions prioritize interactions within their boundaries, relative to cross-functional interactions.

In a typical organization, it would be reasonable to expect a higher level of cross-function-unit than cross-business unit interaction. Nevertheless, we believe that most cross-functional interactions remain formalized, with interfaces that are prescribed by the design of the organization (Galbraith 1973). Thus, despite a greater level of theoretical interdependence between job functions, we still expect that, as in business units, job functions will serve to focus interactions within their boundaries. Therefore, as with business units, we expect that individuals will have greater discretion to select homophilous communication partners in their within-function, relative to their across-function, communications.

Hypothesis 2. The rate of homophilous interaction will be higher for dyads in which members are employed in the same job function than for dyads in which members work in two different job functions.

GEOGRAPHIC UNITS

Previous study have found that ties are much more likely when two individuals live or work near one another (e.g., Zipf 1949, Festinger et al.

1950, Blau and Schwartz 1984, Kono et al. 1998, Sorenson and Stuart 2001). This is true of geographic space, of functional spaces within physical structures, and of microspaces within buildings (Marmaros and Sacerdote 2006, Liu 2010). In fact, despite rampant speculation that the proliferation of electronic communication will herald “the death of distance” (Cairncross 2001), the evidence on the issue contradicts the view that modern communication technologies have dramatically reduced the impact of geographic proximity on the likelihood of interaction (Marmaros and Sacerdote 2006, Mok et al. 2010). In formal organizational contexts, geographic colocation is a residual category of social organization. It may coincide with business unit and functional memberships, as organizations often choose to geographically group individuals who share common structural units. After accounting for affiliations to particular organizational units, however, colocation captures the ease of interaction. Net of common organizational affiliations, we expect that collocated individuals will have a high degree of discretion in selecting interaction partners.

Hypothesis 3. The rate of homophilous interaction will be higher for dyads in which members are employed in the same office location than for dyads in which members are employed in two different offices.

OFFICE BOUNDARIES

Indeed, there is reason to expect that the greatest levels of homophily will occur within office boundaries. This is because of the nature of within-office ties: relative to other interactions that occur within organizations. Why? Coffee and lunch breaks, casual banter, office and company gossip, and so forth all are forms of interaction that are greatly facilitated by physical proximity. Communications that are purely social in nature are indications of what Allen (1977) calls neutral social interactions: even if these interactions are not themselves generating productive output for the company, they indicate to the analyst and reaffirm to the individuals themselves an existing interpersonal relationship that makes each person a potential candidate to

help the other person meet her discretionary informational needs (Kleinbaum 2012).

Although the myriad incidental interactions that occur within offices begin as social ties, ultimately many of these connections become components of the productive effort of the enterprise. Regardless of where they fall on the continuum between social and work communications, we suspect that, as a proportion of total communications, interactions of a social nature are more prevalent within geographic office spaces than across them. In establishing informal interactions of this nature, individuals are relatively unconstrained by the organization’s formal task structure relative to when their interactions are strictly task based. This leads us to postulate the following.

Hypothesis 4. The rate of homophilous interaction for dyads in the same office will exceed the comparable rates for homophilous dyads in the same business unit or job function.

THEREOTICAL EXTENSION: GROUP SIZE

In Hypotheses 1–4, we identified four organizational boundaries and argued that individuals will have greater discretion in the choice of partners when they are interacting within boundaries relative to when they are communicating across them. We extend this argument by positing that within each of these organizational units, the level of discretion in the choice of communication partners will be greater in large groups than in small groups. In each case, our argument is that, to a large extent, the formal and quasi-formal structures in large organizations determine the boundaries of individuals’ social spheres: within these structures, people have many, often redundant, contacts; across them, interaction is less prevalent and less open to discretionary choice. If this line of reasoning is correct, we would further anticipate that one’s ability to select into homophilous exchanges will be strongest within larger organizational units, for the simple reason that there is a greater availability of potential contacts from whom to select. Consequently, our theory suggests that the homophilous

communication premium that we hypothesize to exist within business units, job functions, and offices should be more pronounced within large organizational units relative to small ones.²

Hypothesis 5. The effect of homophily on the rate of interaction will be greater in magnitude in large business units, job functions, and offices than in small business units, job functions, and offices.

CONCLUSION

According to the organizational literature, it is evident that that interaction patterns are strongly influenced by a firm's organizational structure and by its geography: unsurprisingly, people are far more likely to interact if they are assigned to the same business unit, job function, or office building, as well as if they share overlapping affiliations in work groups. However, much of the relevant literature has examined homophily in society, rather than within business organizations and more work is needed with respect to establishing causality in the link between physical space, networks, homophilous factors, structure and other organizational factors, and encounters and collaborative behaviors at the workplace.

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