

ENHANCEMENT OF MALAYSIA ICT VOLUNTEER (MIV) PROGRAM
PERFORMANCE AT (PERKEP) PDRM THROUGH EFFECTIVE SOCIAL
MEDIA ENGAGEMENT

SAIFUL RIDZWAN MAT DARUS

UNIVERSITI TEKNOLOGI MALAYSIA

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SAIFUL RIDZWAN MAT DARUS

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DEDICATION

I dedicate this project to Allah s.w.t God Almighty, my creator, my strong pillar, my source of inspiration, wisdom, knowledge, and understanding. I also dedicate a special feeling of my dissertation work to my loving parents, wife, and children for their encouragement and support.

Along with the hardworking and respected lecturers, particularly my supervisor, this entire journey would not be possible without unending support, guidance, knowledge, and motivation.

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ABSTRACT

The focus of the Malaysian ICT Volunteers (MIV) study with the PERKEP organization (PDRM) is on the approach and use of social media in ICT volunteer work. MIV aims to help the community be sensitive to disseminating news presented on social media besides developing ICT in the community. The use of social media as a platform to spread information is very effective in this century. However, there are some of the information presented on social media whose authenticity and truthfulness are questionable. In general, Malaysians are still unaware of the laws imposed for abusing social media, including the sharing and disseminating fake, obscene, threatening, obscene, and indecent content and news. There are three (3) objectives identified for this study: to determine the impact of independent and uncontrolled use of social media platforms, to measure the effectiveness of the interactive use of social media platforms, and to recommend the development of social media usage models through interactive factors. The mixed-method used for this study is to obtain the results from the analysis from the interview session involving two (2) officers at MCMC by using NVivo software (qualitative) and using the software 'Statistical Package for the Social Sciences (SPSS) collected from 30 ICT volunteers from PERKEP (MCMC). The triangulation approach was used to combine quantitative and qualitative results for this study to be acceptable and reliable. There are two (2) cycles to complete this study, namely by using the intervention of the use of social media platforms (AR1) and by holding a workshop with PERKEP (PDRM) staff for the next cycle (AR2) to get more detailed feedback for the study. There was an increase in positive outcome findings for the pre-and post-cycle for both cycle implementations even though the score values obtained were minimal for the intervention for the second cycle (AR2).

Keywords: ICT Volunteers, Social Media Platforms, Online Collaboration, Involvement

ABSTRAK

Penumpuan kajian Sukarelawan ICT Malaysia (MIV) bersama organisasi PERKEP (PDRM) dikhususkan kepada pendekatan dan penggunaan media sosial dalam tugas kesukarelawananan ICT yang bertujuan untuk membantu masyarakat untuk peka terhadap penyebaran berita yang disampaikan di media sosial disamping untuk perkembangan ICT dalam komuniti. Penggunaan media sosial sebagai platform untuk menyebarkan sesuatu berita adalah sungguh efektif pada abad ini. Walaubagaimanapun, terdapat sebahagian berita-berita yang disampaikan di media sosial diragui kesahihannya. Umumnya, rakyat Malaysia masih tidak peka berhubung akta yang telah dikuatkasakan bagi penyalahgunaan media sosial termasuk perkongsian dan penyebaran kandungan dan berita palsu, jelik, mengancam, lucah dan sumbang. Terdapat tiga (3) objektif yang dikenalpasti bagi kajian ini iaitu mengenal pasti kesan penggunaan platform media sosial yang bebas dan tidak terkawal, mengukur keberkesanan penggunaan interaktif platform media sosial serta mengesyorkan pengembangan model penggunaan media sosial melalui faktor interaktif. Kaedah campuran yang digunakan bagi kajian ini untuk mendapatkan hasil kajian adalah daripada analisis sesi temu ramah daripada dua (2) orang pegawai di MCMC dengan menggunakan perisian NVivo (kualitatif) serta analisis deskriptif dan ujian-T yang menggunakan perisian 'Statistical Package for the Social Sciences (SPSS)' hasil daripada data kuantitatif dan soal selidik tinjauan daripada 30 sukarelawan ICT. Pendekatan triangulasi digunakan bagi gabungan hasil kuantitatif dan kualitatif untuk kajian ini agar boleh diterima dan dipercayai. Terdapat dua (2) kitaran untuk melengkapkan kajian ini iaitu dengan menggunakan campur tangan pendekatan penggunaan platform media sosial (AR1) dan dengan mengadakan Bengkel bersama anggota PERKEP (PDRM) bagi kitaran seterusnya (AR2) bagi mendapatkan maklum balas yang lebih terperinci. Terdapat peningkatan dapatan hasil yang positif bagi kitaran sebelum dan selepas bagi kedua-dua pelaksanaan kitaran yang telah dijalankan walaupun nilai skor yang diperolehi adalah minima bagi campur tangan bagi kitaran kedua (AR2).

Kata Kunci: Sukarelawan ICT, Platform Media Sosial, Kolaborasi Dalam Talian, Penglibatan

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LIST OF ABBREVIATIONS

MCMC	-	Malaysian Communications and Multimedia Commission
PDRM	-	Polis DiRaja Malaysia
CMA1998	-	The Communications and Multimedia Act 1998
CMED	-	Community Engagement Department
MIV	-	Malaysia ICT Volunteer
ICT	-	Information and Communication Technology
PERKEP	-	Persatuan Keluarga Polis
NGO	-	Non-Governmental Organization
LEA	-	Law Enforcement Administration
SPSS	-	Social Science Software
NVIVO	-	Qualitative Data Analysis
COVID-19	-	Coronavirus Disease 2019
AR	-	Action Research
SOCMED	-	Social Media
KEM	-	Kirkpatricks' Evaluation Model

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Malaysia ICT Volunteer, known as MIV, is a platform that aims for ICT Volunteers to organize ICT as a resource that can help the community in various areas identified in the use and development of ICT in the community. MIV program is organized by the Malaysian Communications and Multimedia Commission (MCMC). The MIV program is a creative platform where Malaysians are recruited from different backgrounds to teach, guide, and empower individuals and communities to improve their digital literacy and become smart digital citizens.

The basis for the existence of this MIV is one of the initiatives to assist Malaysia in the prudent use of social media. The use of social media that can be used widely is also considered to facilitate collaborative learning among PDRM representatives, namely PERKEP. Therefore, this study seeks to reduce the literature gap by examining the use of social media for learning and active collaborative engagement to influence the performance of PDRM staff (PERKEP) through a research-based on Kirkpatrick Model of Evaluation.

The recent development of information and communication technologies (ICTs) has opened up new platforms and contexts for volunteering, apart from the conventional in-person, on-site pattern. While in traditional volunteering, each step of the process is executed through face-to-face interaction. It is now possible to search for volunteer opportunities, select an organization for which to volunteer, and perform specific types of work at a physical distance from the organization through modern ICT tools. Many leaders believe that the use of ICTs will increase the efficiency of the volunteer management process and of the supply of volunteers, including people from the ICT community, youth, and those who are out of the workforce or who face time and travel restrictions. (Helen K. Liu et al., 2016).

1.2 Background of the Study

There are several criteria needed for the volunteers to become MIV. The volunteer manager must attract, recruit, and screen potential volunteers (Boezeman & Ellemers, 2008). This includes spreading the word about the volunteer program through various channels and creating a volunteer application to gather necessary information about volunteers. The volunteer manager must screen applicants, a process that can differ from organization to organization. Some organizations have a simple interview to find a good position match; others require background checks, interviews, and verification of references (Abel, Wiegel, Jordan, Harlow, Hsu & Martinez, 2012).

These verifications and selection of ICT volunteers for MIV are the same procedures used and practiced by MCMC's management team to find people who are a match for the organization and at the same time acquire the quality to be ICT volunteers. Volunteers who truly appreciate the true meaning of volunteerism who do not claim any remuneration and interest alone are eligible to be considered part of the ICT volunteer. Numerous research studies have focused on identifying an individual's motivations toward specific activities because motivations have been proven to directly and significantly affect actual and future behavioral intentions. Research also provides empirical evidence that motivations are the most important determinants for activities associated with volunteering. (Burns et al., 2008).

Previously, the program targeted only the public group, including university students, teachers, lecturers, parents, and the community. The MIV program also has been interacting with four (4) focus groups, namely MIV with Community, MIV with School, MIV with International (IIV), and MIV with Institute of Higher Education (IHE). The duration of ICT volunteer programs and activities carried out is done at least three (3) months for each focus group. Before carrying out ICT volunteering duties and activities, interested ICT volunteers must attend a particular workshop conducted by the MIV.

Most of the public is unaware of the Acts and the compounds imposed under CMA1998 on unethical social media use such as fake news, cyber-bullying, stalking, and online threats involving sensitive issues on religion, belief, political sentiment, and culture. The situation is worsened by the widely spread of false information through social media. Therefore, by collaborating with the PDRM representative on the awareness of using platforms on social media, it is hoped that at least it can help provide information on proper vigilance and ethics for using social media on the internet.

Additionally, several studies regarding organizational team collaboration demonstrated that cohesive groups within a certain organization resulted in more positive attitudes toward collaboration and more productive outcomes compared with those non-cohesive groups (Cohen et al., 2012). Each information shared by netizens on social media is not investigated in advance. Things spread on social media would lead to misunderstandings and cause the perception of the story to impact the other netizen on social media.

Nowadays, netizens do not have sensitivity, empathy, and responsibility for their actions on social media/online platforms. Thus, an intervention to introduce appropriate social media engagement is needed to enhance awareness of fake news, cyber-bullying, stalking, online threats and inappropriate news, and spreading unethical information in social media. The term “Fake News” has been gaining the attention of societies worldwide since the end of 2016. For instance, there has been a spike in the usage of the term by leaders around the world (Gabbatt, 2018). Thus, a netizen might need someone as a role model or source of reference, such as PDRM representative, due to their trust and image, which is expected to increase participation in MIV. Approaches such as making a uniformed body such as PDRM to educate and provide awareness are felt necessary to evaluate its level of effectiveness.

1.3 Problem Statement

The ease of use of the Internet and social media widely used today has given many positive and negative effects to users in cyberspace. Many social media platforms are available today that allow internet users to share various information among the most popular platforms used for social media platforms, including Facebook, Instagram, YouTube, WhatsApp, Telegram, Twitter, etc. According to W. Akram et al. (2017), social media is an online platform that people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds, or real-life connections.

However, all information conveyed through social media platforms often raises questions about the validity of the information or news conveyed. This is an important issue, and if there is no participation and control of the relevant parties, it is feared that all the information shared on social media will cause confusion and harm our society in the future.

The social media platform introduced today has been widely used as a communication tool to interact with acquaintances and family. Social media is a collection of applications based on web 2.0, and it allows the user to create whatever content on it. Social media will stop if there is not any user-filling content. The characteristic of social media is the message conveyed not only for one person but also for many people. The message tends to be faster than the other media since the interaction with many users makes this media lively (H B Tritama et al., 2016).

The use of social media through various free applications provided by service providers such as Facebook, Instagram, WhatsApp, Telegram, Twitter, and others has made it easier for all information to be conveyed. Social media technologies are rapidly becoming an important part of people's lives. People use them to communicate, read, comment, share, like, and create content (Chen and Sakamoto, 2013; Ma et al., 2014).

However, users' convenience for social media platforms is seen as not being used prudently and adequately by communities. The use of free social media without control, such as voicing opinions and disseminating fake news, cyber-bullying, stalking, and online threats, confuses information received by the community that uses social media platforms. It is feared that if there is no oversight or notification regarding proper use, it will become cancer that will infect all users on social media to do the same.

While some countries uphold “Freedom of Speech” to protect the voice of their people, some prefer to opt for the content regulation model. Content regulation could either be controlled by states or guided by conditions. While many argue that content regulation suppresses the freedom of expression, it is vital to manage and ensure that the information ecosystem remains harmonized and society is not under threat due to the mismanaged information shared online (Agus Suwignyo et al., 2019).

The use of free social media without control, such as voicing opinions through images, videos and disseminating fake news, cyber-bullying, stalking, and online threats, are seen to confuse information received by the community that uses social media platforms as well. Definition of online media, in general, is any media format that can only be accessed via the Internet containing text, images, video, and sound. Online media can also be interpreted as a means of online communication (H B Tritama et al., 2016). Therefore, awareness for social media must be increased to provide information to users on social media to use the platform provided prudently. Maybe closed supervision from someone we can trust could influence social media usage in a community group. It is hoped that the findings of this research will help the authorities, such as PDRM representatives, find ways of integrating social networks as part of teaching and learning to the public.

1.4 Research Questions

The researcher identified the questions for this study based on issues related to the use of social media in communities. Therefore, the main research questions that the researcher wants to answer are as follows:

1. What interactive factors affect the collaborative performance of the representative of PERKEP (PDRM)?
2. What is the relationship between interactive and perceptual factors and collaborative performance?
3. How can a model of social media platform used through interactive collaboration be relevant, and how can it be developed?

1.5 Research Objectives

The main objective of this research is to see to what extent of awareness and participation from PERKEP (PDRM) efforts towards increasing to assess the impacts of the MIV program that will change behavior among the Internet users. This research is also to develop a model of social media use for active collaborative learning and engagement by interactive and perceptual factors that influence the performance of the Malaysia ICT Volunteer (MIV) program and the use of the Kirkpatrick Model of Evaluation. The specific objectives of the study are as follows:

1. To determine the impact of independent and uncontrolled social media platforms, including interactive factors towards social media users.
2. To measure the effectiveness of interactive use of social media platforms in reaction, learning, behavior, and result.
3. To recommend model development of social media usage through interactive factors.

1.6 Research Scope

Based on the research questions and research objective above, the current study aims to develop a theoretical model of using social media for active collaborative learning and interaction through engagement. Therefore, this research will focus on measuring reliable theoretical models for social media platforms such as Facebook, Instagram, and other social media platform available today.

Today, social media has been widely used for educational purposes. Various social media platforms have been used to cover online technology attributes. The researcher has targeted a group consisting of PDRM representatives (PERKEP) for the research and study.

1.7 Importance of the Proposed Research

Today, Internet users can use their social media accounts as an unlimited intermediary platform to transmit and disseminate information that involves topics in the country, current policy, fake news, cyberbullying, online harassment, and threats or sensational news such as the COVID-19 epidemic. Therefore, appropriate research applications are necessary to obtain the study results that may influence the proposed argument. The collaboration for this study will be carried out with the PDRM representative.

As a result, various information and data related to social media accounts like Facebook, Instagram, WhatsApp, Telegram, YouTube, and so on must be obtained from them to complete the search and survey. Given the dynamic nature of social media and the richness of the context, there are opportunities for the researcher to directly observe communication and information exchanges, typically within the context of an observable social network (Roger Debreceeny et al., 2017).

To be a part of the MIV, the representatives from PDRM will also use their social media accounts, such as Facebook, to engage with their contacts and followers in Facebook account. The sharing of information about social media ethics, value, and related acts regulated by the government is the beginning of the exposure and awareness through the social media platform by the PDRM representatives. It will be stated, then, that the online volunteer is perfect knowledge management, actor and that knowledge transmission seems to be is his or her main role in solidarity (Peña-López, Ismael, 2007).

Hence the reaction, learning, and behavior of the PDRM representative for this MIV program are significant. The study must be measured in advance to see the extent of their interest in participating in this MIV program and their knowledge of the legislation created for social media misuses, such as the Malaysian Communication and Multimedia Act of 1998 (CMA1998). To indirectly inform netizens that there are acts and penalties to be imposed for the crimes committed, it is necessary to assess the level of understanding of the CMA1998 regarding the abuse of network facilities, such as the misuse of social networks.

1.8 Justification of Research

The review of participation from PDRM representatives as MIV agents is deemed necessary to provide awareness of the information disseminated accurately and correctly to their followers. An involvement of PDRM representatives as MIV agents will also help enhance other social media users' understanding, especially to use social media ethically. According to Palen & Liu (2007), The evolution of social software established infrastructures for virtual collaboration, which enable emergent activities during crises in different ways and may influence established behaviors. As it is common to distinguish between real and virtual communities, a distinction within volunteer groups seems reasonable: Virtual volunteer groups originate on the internet and mainly carry out their activities online (Reuter et al., 2013).

Thus, this research will allow PDRM representatives to become MIV agents and provide opportunities for them by practicing and improving their knowledge of Communications Acts virtually. The PDRM representatives will use a personal account of the social media platform, namely Facebook, at the beginning of the study. The usage of their own Facebook account ensures their interaction with their followers and relative is more comfortable. A fair amount of research has been conducted on specific areas of volunteer management technology. Popular topics include online or virtual volunteering (where a volunteer can contribute without being physically present), as well as the use of social media to recruit or communicate with volunteers (Mark A. Hager et al., 2014).

1.9 Summary

Sharing notification and information of the CMA 1998 Act, content, and modules will be much more straightforward when shared by PERKEP (PDRM) representatives in the social media platform. The contents and modules that will be shared include the campaign of ‘Freedom of Speech but Not Freedom to Lie’ as well as other contents including Fake News, False Information, Online Risk, Oversharing, Rights, Responsibilities, Computer Security, etc. According to (White et al., 2008), Existing services like Facebook have the advantages that they already possess a net of social relationships before the actual crisis occurs. Its functionalities do not have to be learned in situations. Wikis, like Emergency Wiki, Quake Help Wiki, or Scipionus, are helpful to collect information and knowledge collaboratively and create collective intelligence but have deficits in the aspects of communication and, as a consequence, of coordination. Based on the PDRM’s image and role, the collaboration will make the PDRM representative more comfortable with the technology, primarily through social media. The use of information technologies (IT) can provide nonprofits with a competitive advantage by allowing them to supply more information to a broader audience (Finn et al., 2006). Therefore, hopefully, with the cooperation of MCMC-PDRM can further expand the use of ICT and share all the information regarding the action allocated for the use of the network provided.

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