i-COME'18

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"Connecting Diverse Networks: Managing Self and Others"

20-21 OCTOBER 2018

RAINBOW PARADISE BEACH & RESORTS | PENANG | MALAYSIA

Editors:
Mohd Khairie Ahmad
Che Su Mustaffa
Joyce Cheah Lynn-Sze
Mohamad Noor Salehhuddin Sharipudin

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**School of Multimedia Technology & Communication
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Preface

We welcome you to join us for our Sixth International Communication and Media Conference (i-COME'18). The conference provides a broad platform for the discussion of emergent and interconnected issues shaped by the meaning of communication, cultural, images and identity as understood in the South East Asian region as well as in other parts of the world. The 2018 conference theme "Connecting Diverse Networks: Managing Self and Others" is aimed to advance scholarship in the field of communication and media which can then be of benefit to communities who are experiencing diversity and managing challenging issues in the fields.

With the advancement of knowledge and technology, people are constantly searching for ways to manage themselves in finding points of agreement in personal and business matters. Industrial Revolution 4.0 is part of the upcoming revolution that may change how people work, play and manage themselves. Public and private institutions are faced with various issues that are new and need to find the best strategies in managing the stakeholders. All parties - community, industry, institutions and governments need to work together in connecting these diverse networks and prepare for future challenges. It is time for local and global networks to understand and appreciate each other as we live in this one big space we call home.

After careful peer review process, the i-COME 2018 proceeding publishes 32 articles related particularly to current theoretical and practical issues in Communication field. The papers are from local and worldwide participants including Thailand, Indonesia, Philippine, Australia, Algeria, India, Nigeria, Pakistan, Sudan, United Kingdom, New Zealand, Japan and Oman.

Finally, we would like to thank the presenters for their willingness to share their latest work and ideas, without their efforts, this conference would not be possible.

i-COME'18 Proceedings Committee

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Communication as one of the critical success factors in TQM implementation: A pareto analysis of secondary data

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Abstract Regardless of any type of organizations, communication always play a crucial role within and between organizations to improve the likelihood of an organization being successful. The purpose of this paper is to prove that communication should be included as one of the critical success factors (CSFs) of Total Quality Management (TQM) implementation. With that intention a list of previous study related to CSFs were collected from various resources to be analyse using Pareto analysis. A list of vital few CSFs of TQM were then sorted and arranged in the order of criticality. The examinations of CSFs in TQM organization were resulted in 23 CSFs including communication, which placed 5th on the list of criticality based on previous studies done by various researchers.

1. Introduction

Effective two-way communication between employees and managers will enhance emotional bonding, committing time and effort to help the organization achieving their objectives (Mishra, K., Boynton, L. & Mishra, A., 2014). On the other hand, TQM has received great attention as the consequence of global competitions and the necessity to produce everything right the first time every time is one of the TQM slogan. As it significantly improve the way many organizations operate, they require clear and effective communication from the top management to all the employees to explain their aims and the need to improve. It is critical for organizations to consider this before the beginning of an improvement effort and implement it right from the very beginning. Every element of the improvement must be talked about, presented and discussed across levels of hierarchy in the organization (Falkheimer, F., 2014). Everyone will need to know roles in understanding processes and improving their performance (Oza, S. H. & Shiroya, D. S., Oakland, J., 2000). The researchers further noted that the role of communication is also to illuminate the connections between different pieces of information and to provide employees with all the information they needed to do their job. Therefore, communication is undoubtedly lubricant for organizations' engine to operate smoothly and cement to hold each of the organizations' bricks together. Thus, communication is critical in helping or enhance organizations in implementing TQM.

However, there are previous studies that have shown many organizations adopted integrated quality management strategies has not been successful (Mosadeghrad, A., 2014). Most of the studies reveal that the quality management initiatives end-up demanding the management to struggle to gain support and commitment from their subordinates (Johnson, S. & Kleiner, B., 2013; Kumar, V., Choisne, F., de Grobois, D & Kumar, U., 2009). Many of previous studies revealed that there are barriers and challenges to implementing TQM successfully in organizations (Johnson, S. & Kleiner, B., 2013; Mosadeghrad, A., 2014). Furthermore, according to Talib, F., (2011), Jaeger, M. & Adair, D. (2016) one of the obstacles in implementing TQM is lack of communication which they put this element under management commitment. However, not many research has been done to confirm that communication should be place as one of the critical success factors in implementing TQM, resulted in very few research done on how communication plays the role in TQM implementation. Thus, many of TQM frameworks do not include communication as one of the critical elements.

2. Communication and TQM

According to Conrad and Poole (2005), communication is defined as a process, in which people acting together, create, sustain and manage meaning through the use of verbal and nonverbal signs and

symbols within a particular context. In other words, to communicate effectively (for effective communication) people must be able to analyze the situations they encounter, determine which communication strategies are available and suitable and enact effectively. These processes are similar in the context of communication in organizations. From the perspectives of organizational communication, strategies are constructed through the permanent relationships that exist between organization and people and also between people themselves (Cheney, Christensen, Zorn & Ganesh, 2011). Insight, these processes can come from examining communication practices as revealed within organizational environments, as stated by Marchiori & Bulgacov (2012), people create and modify everyday communication strategies based on their interactions, meanings and thoughts while inserting new actors, resources and environments into the process. In fact, effective organizational communication can build employees' trust and commitment, which in turn will lead to employees' engagement (Mishra, K. et. al, 2014) which stated as critical element in many TQM framework (see Table 1).

Many researchers have proved that effective communication is a prerequisite for a positive external corporate reputation of an organization and build a strong sense of commitment among organizational members (Argenti, P. A, & Foreman, J., 2003; Michael, D. F., 2014; Mishra, N., Sharma, N. & Kamalanabhan, T. J., 2015). Organizations also provide some resources or means for communication, interpersonal and mediated. All these will create a network or chain of information and flow of communication, a pattern of organizational communication. Besides what are available, employees also form informal communication networks usually to compensate the weaknesses of formal networks so that information is shared continuously (Ruck, K. & Trainor, S., 2012). The interpersonal face-to-face communications between sources and receivers are believed to be the core of TQM, both internally and externally. The effectiveness of this core will generate commitment to quality, recognition of the need to change the culture of the organization to create total quality and of course communication to communicate effectively the quality messages. These factors are critical to the success of TQM, and they are supported by the key management functions of people, processes and procedures, and systems in the organization. All these elements combine together make a total quality organization successful (Nofal, Omaim and Zairi, 2005).

3. Critical Success Factors of TQM implementation

Critical success factors (CSFs) as defined by Saraph, Benson & Schroeder (1999) are "critical areas of managerial planning and action that must be practiced to achieve effective quality management in business unit". Further explained by Mandal (2006) TQM CSFs are those elements that must be continually emphasized and campaigned across the organization as enablers for achieving quality goals. CSFs can help in understanding and removing barriers to TQM implementation (Kalra, N. & Pant, A., 2013). Thus, CSFs are elements that can effect organizations for better or worse, therefore require special attention. The experience of TQM implementation's teach us that we must study and find proper factors that are important for successful TQM implementation. We generally do not know, for example, what and how the key elements influence the TQM implementation process and how these elements should be address and managed in an organization. Therefore we may need further empirical testing. Before that a set of quality factors critical to successful quality initiative in organizations need to be identify.

Among the first published paper to address the determination of the critical factors of TQM was in 1989 by Saraph, Benson and Schroeder. This study involves thorough analysis of the literature written by quality gurus, experts and academic (Zairi, 2005). Saraph et. al (1989) used judgmental process by categorized these prescriptions into eight categories of critical factors. An operational instrument to measure these eight critical factors was established utilizing the 120 prescriptions. Similar studies include those that had been conducted by Ahire, et.al (1996), Black & Porter, (1996), Ockland (2000) and many other studies until now.

Thiagarajan & Zairi (1997) presented the study in identifying quality factors for effective TQM implementation and the understanding of the dynamics of TQM implementation in a Malaysian context, which are critical for TQM implementation to success in Malaysian industries. The authors had divided various TQM elements into few critical categories. There are leadership, internal shareholders' involvement, and management by customer-driven processes and the adoption of continuous improvement. The authors concluded that although the "key concepts" of the framework

represent most of the current philosophical understandings which underpin TQM, it is recommended that organizations complement the guidelines by continually seeking out and studying the best implementation practices. Although the authors had addressed all the elements and the implementation guidelines well, and agreed on the importance of effective communication but there are no further explanation on the applications.

Nofal, A., Zairi, M. & Ahmad, A.M. (2004) compared critical success factors of TQM in four studies done in Malaysia, Palestine, Saudi Arabia and Kuwait in order to establish the degree of consensus and generalities that might exist between various cultural settings. This comparative study suggests that the quality culture has big impacts on successful TQM implementation. They proposed that cultural factors may play a role in determining why and how some of the critical factors are identified. They found out that in Malaysia, leaders help to build energy but Palestine leaders suggest a clear belief in the benefits of TQM. In Saudi Arabia, the developments of steering committees and in Kuwait the appointment of TQM support manager may be more effective. The researchers see several common unidentified factors between these four countries. They are employees' union support, zero defects as quality management standard and long-term relationship and working partnership with key suppliers. Regarding the number of unidentified factors, Malaysia has the lowest unidentified factors which are 9, Palestine has 12, Kuwait 11 and Saudi Arabia has 10. They argue that it is difficult to explain why the three factors are both common to unidentified factors between the countries. One of the strongest explanations they stated is culture. Indeed, one might argue that the essence of TQM is cultural change (Zairi, 2004). In an automotive industry, Kalra, N & Pant, A. (2013) also study on CSFs. They named seven critical factors in improving performance of Indian automotive industry, such as leadership, customer focus, education and training, supplier quality management, teamwork, process management and product design. This research used quantitative survey to gather information from 48 automotive manufacturers in India. The main contribution of this study was to persuade managers of the organizations to put serious attention on the identified CSFs elements of TQM.

In one of study done in Malaysia, Zakuan, N., Muniandy, S., Saman, M. Z., Arif M. S., Sulaiman, S. & Jalil, R. A., (2012), they listed seven CSFs of TQM implementation although some of the elements might not be the same as other research. This research presented management commitment and leadership as one and to be put as the first priority on the TQM implementation. Second on the list is continuous improvement followed by total customer satisfaction. Forth on the list is employee involvement. Training, communication and teamwork. They conclude that even though CSFs of TQM brings wide range on the excellence of organizations, they are lack of adoption of the approach in several organizations.

4. Objective and Method

From the examples of studies done on identifying CSFs of TQM mentioned before, Table 1 are the summary of 16 other researches on TQM CSFs. The table shows 23 factors which are critical according to the researchers in various organizations and countries especially on manufacturing and service organizations between 1986 to 2017. The objectives are to identify CSFs of TQM obtained from literature reviews and to arrange them in descending order according to the frequencies of their occurrence using excel and Pareto analysis. The total cumulative frequency is summed to 100 percent, with the study found 135 occurrence of these 23 CSFs. The finding of the Pareto analysis give a list of "vital few" TQM CSFs which is presented in Figure 1. At the end of this paper, a list of communication as defines by several authors as important in TQM implementation is provided in Table 2. The papers reviewed were selected from Google search engine and Google scholar engine which study on CSFs of TQM. Only the TQM frameworks with CSFs ranging from five to fifteen factors were selected, based on quality management practice prescribe by quality gurus including Deming, Juran, Crosby and Ishikawa, who used the concept in developing their framework with 12 factors.

Table 1. The Summary of CSFs in TQM Implementation According to Literature Reviews

Summary of Critical Success Factors (CSFs) of TQM implementation according to literature Reviews from 1986 to 2016

		Deming 1986	Saraph et. al 1989	Black & Porter 1995	Tiagarajan & Zairi	o:kland 2000	Sham Ur Rahman 2002	Baidaun 2003	Nofal et al 2005	Das et al. 2008	Koh & Low 2010	Kumar et. al (2011)	Norhayati et al. (2012)	Kalra & Pant 2013	Oza & Shiroya 2015	Fatemi et al. 2016	Aletaiby Kulatunga Pathirage (2017)	TOTAL
1	Leadership management	1	1		1	1	1	1	1	1	1	1	1	1	1	1	15	135
2	Involvement	1			1		1	1	1			1			1	1	8	
3	teamwork	1		1	1	1	1	1	1		1	1	1	1			11	
4	Training & Edu	1	1		1	1	1	1	1	1	1	1	1	1	1		14	
5	Employee Relations		1											1			2	
6	Commitment				1	1										1	3	
7	Customer Focus	1		1	1	1			1	1	1	1	1	1	1	1	14	
8	Communication	1		1	1		1	1			1	1		1		1	9	
9	Information Quality					1				1				1			3	
10	Trust/ Empowerment			1		1	1	1								1	5	
11	Rewards/ Recognition			1			1	1	1		1			1			6	
12	Q Culture			1										1	1	1	4	
13	Innovation								1								1	
14	HRM													1			1	
15	Continuous Improvement											1				1	2	
16	Benchmarking				1			1	1					1			4	
17	Strategic Planning			1		1	1							1			4	
18	Policy & Planning	1			1	1		1	1								5	
19	Supplier Mgmt	1	1	1				1	1	1		1	1				8	
20	Process Mgmt		1	1		1	1			1			1			1	7	
21	Product/ Service Quality		1						1					1			3	
22	Quality Reporting		1														1	
23	Quality Improvement			1				1	1		1			1			5	

5. Pareto Analysis

Relatively, Pareto analysis is a simple method that rank data in descending order from highest frequency of occurrences to the lowest. The total frequency is equated to 100%. In principle, the "vital few" items represent 80% of cumulative percentage of occurrences and the "useful many" occupy another 20% of occurrence. And, this is also known as 80/20 rule (Talib, F, Rahman, Z. & Qureshi, M.N., 2011). The result of a Pareto analysis is represented in the following Figure 1. This chart helps to see clearly which factors are vital few by providing a clear indicator through superimpose line graph that cuts an 80 percent cumulative percentage and also helps in determining those factors that have least of benefits to TQM implementation (Talib et. al, 2011).
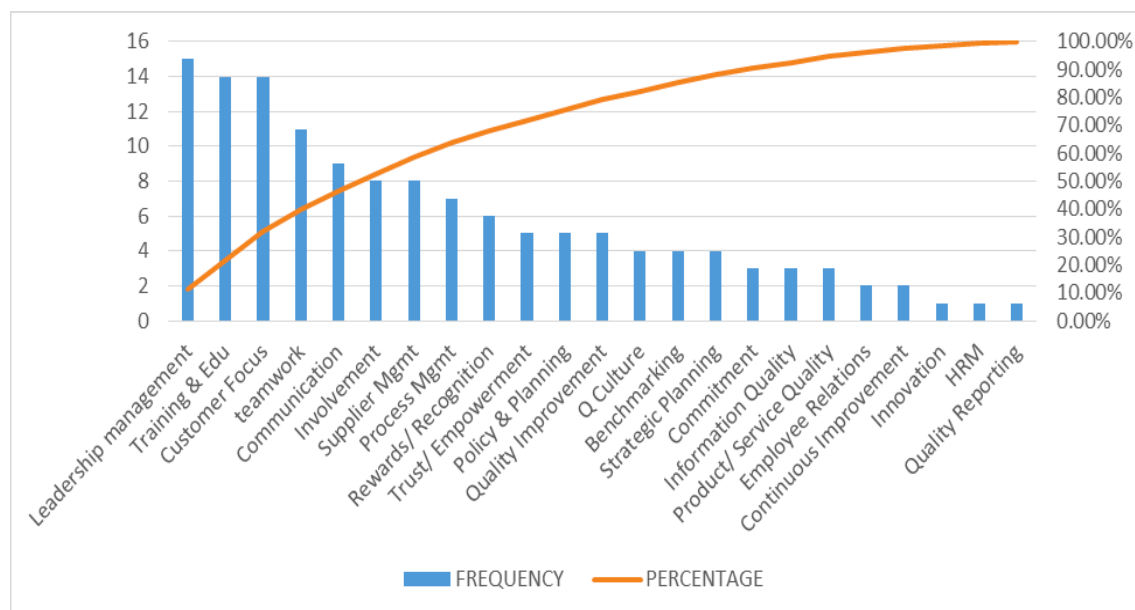
Figure 1. Pareto Analysis of CSFs of TQM Implementation

Through a judgmental process of grouping similar names and labels of CSFs, the frequencies of CSFs were grouped under single label. In "vital few" group, eleven CSFs accounted for 80% (Figure 1). The remaining 12 CSFs are group in the 20% of occurrence which is "useful many". The vital few CSFs as plotted in Pareto chart are 1. Leadership and management, 2. Training and education, 3. Customer focus, 4. Teamwork, 5. Communication, 6. Involvement, 7. Supplier management, 8. Process management, 9. Rewards and recognition, 10. Trust and empowerment, and 11. Policy and planning. As we can see, communication has been proven through this literature review analysis as one of the CSFs of TQM. Table 2 display the interpretation made for communication aspects based on previous studies on CSFs.

Table 2. Communication aspects mention by Authors in CSFs of TQM researches

Author	Communication aspects
Deming (1986)	Communication minimize uncertainty and variability in the way information is delivered
Black & Porter (1995)	Communication of improvement and information
Tiagarajan & Zairi (1997)	Leaders should involve actively promoting TQM in formal and informal meetings, communicate key quality value
Oakland (2000)	Need for face-to-face communication
Baidoun (2003)	Clear and consistent communication of mission statement and objectives, values and expectations
Nofal, Omaim & Zairi (2005)	Quality must be conveyed effectively, communication strategies directly influence satisfaction. Communicating responsibilities, goals, deadlines, providing trainings and career development
Kumar, Garg & Garg (2011)	Better communication reduce misunderstanding and confusion, explaining goals and policies to employees
Aletaiby, Kulatunga & Pathirage (2017)	Effective communication

6. Conclusion

The analysis of literature reviews on CSFs using Pareto analysis has proved that communication is one of the CSFs of TQM. A set of "vital few" CSFs of TQM which should be emphasized by researchers and practitioners also listed. There is an also brief interpretation on communication based on pass studies as a guideline for further research.

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Human and strategic benefits arising from embedding Transactional Analysis in an organisation

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Abstract This paper explores how Transactional Analysis (TA), a humanistic method for personal, interpersonal and organisational development, influences explicit and implicit strategic aims of a single regional government department case organisation in Switzerland. For two decades this organisation responsible for helping unemployed people find work has trained its employees in TA to professionalise counselling and communication. The study analyses in-depth interviews with senior executives and accredited trainers using Saldaña's (2016) coding techniques. The findings indicate TA is helpful for aligning the needs of the organisation and employees. Analysis revealed five positionings of TA positively associated with explicit and implicit strategic aims: Human in the centre; Competent growing people; Respectful and purposeful interactions; Agreed internal communication customs; and Mastering core business. The findings show that the organisation benefits from self-responsible employees, respectful and purposeful interactions, and a constructive atmosphere where aims are achieved efficiently and effectively.

1. Background of the subject

Organisational communication is "an important factor for overall organizational functioning and success" (Rajhans, 2012, p. 81). Effective communication motivates employees, stimulates their performance, and helps them to cope with challenges and to understand the organisational culture (Watson, 2004). One way of improving organisational communication is through Transactional Analysis (TA), introduced in psychotherapy by Berne (1961). In the organisational context, TA is "a systematic approach for growth and personal change in individuals, groups and organizations [which] promotes and improves communication, thereby enhancing relationships" (Mountain & Davidson, 2011, p. 1). This paper examines TA as it is applied in a case organisation in Switzerland dealing with reintegrating jobseekers into work. This government organisation provides unemployed people with regular counselling sessions. Additionally, it must monitor their job-seeking efforts, provide placement opportunities, and offer labour market measures such as courses on how to write a CV and how to prepare for a job interview (State Secretariat for Economic Affairs SECO, 2013). There are many factors contributing to effective reintegration of jobseekers into work placement, such as the economic situation, the education and experience of the jobseekers, and the season. Another influencing factor, as discussed in this paper, is the quality of the regular compulsory counselling sessions between personnel consultants of the public administration unit and the jobseekers (Behrendt, Tertocha, Heuer, & Aeschlimann, 2016).

The researchers considered it important to distinguish between an organisation's 'explicit' and 'implicit' aims. This paper investigates, firstly, how TA contributes to achieving the case organisation's explicit strategic aims, such as providing quality services and reintegrating jobseekers quickly and permanently into work placement. The explicit strategic aims are published in an archival and a current organisational vision statement (Public administration unit, 1998, 2017) and are measurable through organisational artefacts such as the so called "impact indicators" (personal communication, September 15, 2017) and "customer satisfaction surveys" (Public administration unit, 2017). Those organisation-centric tools belong to what Hay (2000, p. 230) refers to as organisational "hardware" and what the researchers understand as purpose; the organisation and its employees work with planned *Strategies*, *Structures* and *Systems* towards certain purposes. Secondly, the paper studies TA's contribution to more implicit strategic aims such as efficient and purposeful internal communication, productive relationships and employee engagement (Ruck & Welch, 2012). These are characteristics of systematic organisation of people and their efforts that support achievement of the explicit aims of the organisation. Such implicit strategic aims are similar to Hay's (2000, p. 230) notion of organisational "software" consisting of *Safety, Stroking* and *Stimulation,* and are grouped by the researchers under the label of respect. The research interest was to explore the reasons an organisation would invest in TA. Therefore the research question was: *How does TA contribute to a case organisation's explicit and implicit strategic aims?* A qualitative method was developed to address this question.

2. Method

2.1 A case study

Organisational Case study method (Yin, 2014) was used to explore TA's contribution to strategic aims. An organisation in Switzerland was selected as a single case because of its experience of TA application for two decades. It is a regional government department case organisation assigned to rapidly and sustainably reintegrate jobseekers into work. This overarching strategic aim is highlighted in the vision statement of the larger unit of the organisation:

> "[P]rovid[ing] high quality services to achieve a high level of customer satisfaction….; professional and attractive services are provided….; jobseekers are quickly financially supported, motivated and encouraged so that they can return as quickly and as sustainably as possible to an appropriate job." (Public administration unit, 2017, p. 1)

In 1996, when the case organisation started its activity (State Secretariat for Economic Affairs SECO, 2013), the managers decided to provide leaders and employees—mainly personnel consultants and admin staff—with a meaningful instrument for effective counselling and communication (personal communication, August 16, 2017). Since 1998, all employees must complete a compulsory TA basic training course after about six months within the organisation. Personnel consultants do a six day training focusing on counselling and communication, while administration staff complete a shorter training limited to communication. For leaders and long-term employees, the organisation also offers specialised respectively advanced TA courses within the setting of its regular internal education and training programme.

2.2 Interview strategy and sample

In-depth interviews were used with the case organisation's executives and accredited (TA) trainers. The approach sought to understand the participants' social constructions (Charmaz, 2014) around TA in their organisation. The researchers followed Patton's (2015) approach to enter the field with an open mind but not completely "blank" (Patton, 2015, p. 359). As suggested by Charmaz (2014), the researchers created an interview guide composed of "sensitizing concepts" (p. 30) which originate from selected case organisation artefacts "to engage with participants, guide the dialogue and keep conversations on track" (Würsch, Fenton Taylor, & Simmons, 2017, p. 6). The six interviews of around one hour took place between August and November 2017 in Switzerland.

Data analysis was conducted based on the English translations of the interview transcripts using Saldaña's (2016) *Initial* coding, combined with *In Vivo* coding which shows how interview participants use specific terms themselves (Strauss, 1987). A second cycle coding was inspired by Manning and Kunkel (2014) which applied *Values* coding (Saldaña, 2016) to investigate the values systems of interview participants. According to Saldaña (2016), "Values Coding is the application of codes to qualitative data that reflect a participant's values, attitudes, and beliefs, representing his or her perspectives or worldview" (p. 131). *Values* coding is particularly useful for qualitative studies "that explore cultural values and belief systems, identity, intrapersonal and interpersonal participant experiences and actions in case studies" (p. 132) and therefore suits this study. This second cycle coding revealed 40 values, attitudes and beliefs which, according to Saldaña (2016, p. 133), are "part of an interconnected system" and represent the participants' perspectives or worldview around TA and its contribution to strategic aims.

3. Findings

Five categories of interwoven and imbricated values, attitudes and beliefs—the participants' *positionings*—emerged from the analysis: *Human in the centre; Competent growing people; Respectful and purposeful interactions; Agreed internal communication customs*; and *Mastering core business*. Table 1 shows TA's contribution to the case organisation's explicit and implicit strategic aims. The first column lists the five *positionings*. The second column synthesises and summarises contributions of TA to the case organisation as communicated by the participants. The third column lists the organisation's principles and attitudes as published in its general vision statement. Finally, the fourth column highlights the overarching explicit and implicit strategic aims of the case organisation which are, as expressed by one participant, strongly interconnected:

> "[I]t is always about the fast reintegration of jobseekers into work placement and the personnel consultants must through their consultation support and accelerate this process.

Therefore the consultation competence including the personality of the personnel consultant is a crucial factor." (Trainer, 2017)

The following will illustrate and discuss each of the participants' five *positionings* with excerpts of the interviews.

Table 1. TA's contribution to the case organisation's explicit and implicit strategic aims.

Participants' *positioning* around TA	Contribution of TA to the organisation expressed by participants	Organisational principles and attitudes	Overarching strategic aims
1. *Human in the centre*	TA supports humanistic attitude	Current vision statement: In daily work, people stand in the centre. We take them seriously, give them appreciation and meet them with openness (Public administration unit, 2017).	**Explicit aims: Current vision statement (Public administration unit, 2017):**
2. *Competent growing people*	TA fosters personal development	Current vision statement: We promote personal responsibility (ability to criticise/be criticised and self-reflection)….and professional development of our employees (Public administration unit, 2017).	- provide high quality services; - achieve high level of customer satisfaction;
3. *Respectful and purposeful interactions*	TA builds interpersonal competencies and sustains collaboration	Current vision statement: We cultivate a constructive feedback culture….[and] resolve conflicts directly with the people concerned (Public administration unit, 2017).	- fast and permanent reintegration of jobseekers into adequate work placement. **Implicit aims: Interview excerpts:**
4. *Agreed internal communication customs*	TA provides "common language" and "culture of dialogue"	Implicit: We encourage effective internal communication which supports our interactions with external stakeholders.	- committing employees to focus in their work;
5. *Mastering core business*	TA sustains proficiency in counselling and communication	Archival vision statement until 2004: The personnel consultants agree on goals and define steps to reach their goals in regular counselling sessions with the jobseekers (Public administration unit, 1998).	- employees take responsibility for their tasks; stay well in a demanding professional environment; interact respectfully and purposefully with internal and external stakeholders; and contribute to a constructive atmosphere where aims are achieved efficiently and effectively.

Human in the centre

The first *positioning* is *Human in the centre*. It refers to the participants' shared belief that "TA supports a humanistic attitude" (Executives & Trainers, 2017) as a precondition for successful counselling and communication. This *positioning* corresponds also to the first of TA's three basic assumptions "I'm OK/You're OK" (Cornell, de Graaf, Newton, & Thunnissen, 2016d, p. viii) which views people as being on equal footing one with another. As such, TA helps leaders—especially when recruiting—and employees—when counselling and communicating—remain conscious of such an attitude. This strengthens the organisation. One participant highlights:

> "I basically want to hire people or try to hire people who already have that attitude. I am quite convinced that someone who has a bad attitude….of such people I cannot make a good consultant not even with TA. Maybe you can work on that in order that they perceive things differently or try to perceive them differently or try to adjust the behaviour themselves. But honestly, if someone has a wrong attitude or a bad attitude, then it is the wrong employee. So ideally they have the right attitude and in those cases where, for example, we also notice...., it may well be that we say: Okay, it's good if he/she [employee] now is doing TA. And that's why we say the first basic course should already [be] after six or seven months. Because when things start to sneak in there, you can give it some counter-tax, but the attitude must be right from the beginning." (Executive, 2017)

This suggests a humanistic attitude that is carried by all employees and TA reinforces it. Such a humanistic approach is "person-oriented rather than symptom-oriented, whereby the person is his own

expert who strives towards personal growth, self-reflection, and self-awareness" (Cornell, de Graaf, Newton, & Thunnissen, 2016b, p. 34). It also means communication "on eye-level" (Trainer, 2017) where, for example, personnel consultant and jobseeker are cooperating to find solutions. TA accords with and supports the organisation's attitude of providing people a central role, taking them seriously, giving them appreciation and meeting them with openness (refer to Table 1).

Competent growing people

The second *positioning* is *Competent growing people*. This links to the participants' belief that TA fosters personal development of leaders and employees. This *positioning* refers to the second and third basic assumptions of TA: "Everyone can think. Change is possible" (Cornell, de Graaf, Newton, & Thunnissen, 2016d, p. viii). According to the case organisation's internal training booklet, TA training develops, for instance, counselling competence, reflection, self-responsibility, and strategies for dealing with difficult situations (Public administration unit, 2018). Self-reflection is crucial for becoming proficient in counselling, as explained by one participant:

> "Thus counselling means for me not just chatting a little bit together and I believe it is what a lot of people [from outside] have the impression of....I believe people have no idea what that means and that counselling also signifies a permanent [self-reflection], that is confronting oneself again and again with that [TA] and to do further training and to analyse situations. Without that it doesn't work. If not we are doing somehow a strange job which doesn't bring anything." (Executive, 2017)

TA provides leaders and employees with the necessary skills and tools for being proficient in counselling and communication. It helps employees to be more resilient and desirous of personal growth. According to one participant, "reflection has a lot to do that I, a) have an instrument, and b) can reflect at the end of the day what really has happened" (Executive, 2017). TA and its models for structural analysis—"what is the background of the behaviour of a person?" (Cornell et al., 2016b, p. 5)—and functional analysis—"What can be observed about a person's "outside"?" (Cornell et al., 2016b, p. 5)—support reflection about oneself and the other as part of a learning process. As such, TA sustains the organisation's principle of promoting personal responsibility (e.g., self-reflection) and professional development of the employees (refer to Table 1).

Respectful and purposeful interactions

The third *positioning* is *Respectful and purposeful interactions*. The interviewees generally shared the belief that TA builds interpersonal competencies and sustains collaboration. One participant stated: "I am convinced that the people interact a bit differently with each other" (Executive, 2017). That is, conversations with external and internal stakeholders may be different after the TA training. One participant reported:

> "I would claim that one is, to a great extent, more aware of how one as a person enters a conversation, how I address things. This is what I believe, already an important part that the people have a different behaviour in conversation. I would say a more reflective, I would say. Maybe this is not true but I believe it." (Executive, 2017)

This excerpt overlaps with the second *positioning* of *Competent growing people* emphasising 'self-reflection'; if employees have the ability and instruments to reflect the quality of their social interactions will improve. One participant said:

> "The behaviour of the people, the communication of the people, the interaction with the people—those are topics which then should be changing inevitably if this [TA] is trained and taught, and reflection is done. Then it should have an influence on the behaviour: how we interact with each other, how we speak to each other, how we resolve conflicts with each other. It would be like that." (Executive, 2017)

As a result of TA application in the organisation, there are, according to some participants, fewer complaints from external stakeholders:

> "We have a few complaints. But I feel we would have many more complaints if we did not find ways to defuse such situations or bring them back to a constructive level. Yes, yes, I think so, that otherwise we would probably have more complaints, although we also have complaints. [laughs] It's impossible to clear that out of the world completely. But I think that with it [TA] you can get back to a more constructive level faster." (Executive, 2017)

Also internally, employees are able to resolve conflicts in a pragmatic way. One interviewee emphasised:

> "We are not an organisation in which everything goes in harmony. I actually won't say that. I think that there is a strong disposition to look at things, to resolve conflicts, to deal [with

them] and resolve [them] on a pragmatic level. This is also something of which I believe TA
contributes to it." (Executive, 2017)

In this sense, TA adds to a smooth collaboration between internal and external stakeholders, to
fewer complaints, and helps to create a constructive atmosphere and work climate (de Graaf, 2016) in
the organisation. In this way TA helps the organisation to implement the principle of cultivating a
constructive feedback culture, resolving conflicts, and higher customer satisfaction (refer to Table 1).

Agreed internal communication customs

The fourth *positioning* is *Agreed internal communication customs* which synthesise participants'
beliefs that TA provides a "common language or may be a common or a similar behaviour, a mutual
contact, a mutual culture of dialogue which is generated by it [TA]" (Executive, 2017). Some
participants are "convinced that by training the people [employees], one also gets an influence towards
the internal" (Executive, 2017). They said that TA provides the organisation with a common
foundation, expressed by terms such as "common language" (Executive & Trainers, 2017), "common
understanding" (Executive & Trainers, 2017), and "common culture (of dialogue)" (Executive &
Trainer, 2017). One participant says, for instance:

> "I think, it [TA] contributes that among the people [employees] there is a common
> understanding about roles and consultation. Also in combination with the Collegial
> consultation[1] there is a kind of a calibration in the sense of: how do we understand ourselves
> in consultation? How do we understand ourselves in our role? How do we act as an
> organisation with each other? I think, this automatically goes along and provides a common
> culture, a common benchmark. This already is happening but I think more implicit than
> explicit in the sense that one would apply it consciously, but this [rather] goes on alongside."
> (Trainer, 2017)

This quote integrates several contiguous *positionings*. There is the aspect of *Competent growing
people*: self-reflection ('How do we understand ourselves in consultation?') and role clarification
('How do we understand ourselves in our role?'). There is furthermore the *positioning Respectful and
purposeful interactions* ('How do we act as an organisation with each other?'). There is also the
positioning Agreed internal communication customs ('a common understanding', 'a kind of
calibration', 'a common culture', 'a common benchmark'). Such a common TA foundation with a
common language fosters—similar to a "lingua franca" (Gardner & Lau, 2018, p. 2)—a better
understanding of internal stakeholders. One participant states:

> "There is the need of a kind of a common language with which one can speak together about
> common topics and which one must not develop each time anew, but when one speaks about
> the drama triangle[2] then everybody knows what it means. And this is very helpful towards the
> outside and towards the inside." (Trainer, 2017)

The interview excerpts show the participants' worldview that TA contributes to the organisation a
common language which helps leaders and employees map conversations and give them orientation.
The case organisation in its vision statement (Public administration unit, 2017) mentions various
strategic aims around elements of internal communication on the personal (e.g., self-reflection),
interpersonal (e.g., conflict resolution) and organisational level (e.g., feedback culture). The findings
also suggest TA supports the organisation's implicit principle of encouraging effective internal
communication which eventually supports interactions with external stakeholders (refer to Table 1).

Mastering core business

The last *positioning* is *Mastering core business*. It refers to the participants' belief that TA sustains
proficiency in counselling and communication. The personnel consultants must be able to perform a
consultation session within 20 minutes. First, TA training focuses on attitude and enlarges the
employee's frame of reference, "an organising and limiting structure" (Cornell et al., 2016b, p. 16).
During the TA training, employees learn, respectively, gain the attitude of, "Yes, it [counselling] is

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[1] Collegial consultation is a specific organisational vessel where personnel consultants meet
periodically to discuss difficult cases; one personnel consultant presents a case, a moderator leads the
discussion according to a defined proceeding and the others give feedback.
[2] The drama triangle was introduced by Karpman (1968) as a diagram for "understanding the dynamics
of games….[where] people always take on one of the following three roles….: Rescuer, Persecutor, or
Victim." (Cornell, de Graaf, Newton, & Thunnissen, 2016c, p. 88)

possible in 20 minutes!" (Trainer, 2017). In addition, the training also provides know-how about how to perform a focused consultation, for example by making good contracts[3]. One participant noted:

> "When the consultants have competencies in consulting then it is possible for them to come relatively quickly to the point as well as to see where the relevant points are and to agree on related aims which really bring people [jobseekers] forward and are sustainable…. Here I think, on the basis of which they acquire know-how in consultation, they are able to perform a relatively quick and focused consultation and to decide what now is important and what is a good way [to go]." (Trainer, 2017)

The case organisation furthermore refers explicitly in its "reintegration concept"[4] (Public administration unit, 2016) to TA. That concept emphasises that through TA "all consultants can learn and apply effective questioning techniques [as] important work instruments for reintegration. Personnel consultants should apply [TA] in all conversations" (p. 3). Asking the right questions, and determining steps to reach distinct objectives are part of "[t]he consulting expertise [which] is crucial for being able to successfully support reintegration" (p. 3). In this sense, TA supports personnel consultants to become proficient in conducting the regular counselling sessions with the jobseekers (refer to Table 1).

In addition to illustrating the five *positionings* of the participants as contributions to explicit and implicit strategic organisational aims, it is important to give space to some peculiarities mentioned by the participants which can be interpreted as limitations of TA. Some interviewees mentioned that TA is not always successful. TA requires the willingness and openness to question and engage with oneself—however not all are willing. One interviewee explains:

> "[T]he employers…. again and again emphasise that self-reflection, the confrontation with oneself in this role [as a personnel consultant], is crucial for the quality of their consultation. This is seen similarly by about 80% of the [course] participants but there are about 20% who have some difficulties with it: focus on oneself, the frame of reference….: how do I manage to enlarge the frame of reference? Where am I open? Where am I doing something for myself for being helpful for the unemployed person? This actually is the classical example of whether I can make good consultation or not." (Trainer, 2017)

Participants furthermore have diverse perspectives on whether TA influences the health of the employees. Some participants believe that there is such a link, others see no clear link. Another revealed characteristic is that TA has to be applied as a process; it is a big investment in terms of money, time and efforts, and needs strong management support to succeed.

> "[I]t is important to see [that] it is not a training in the sense of which one can make and then all are able to apply TA, but it really is a process one has to remain involved with. This would be a basic condition for me that there is the willingness to say: yes, let's go [together] into the process! It is not a training which all do once and then they are able to do it, but we are conscious that, again and again, we have to deal with it. This also needs the will of the leader to deal with it and in this sense he/she must take the first steps. It is what I would recommend—organise it as a process and it is important that it's carried by the leaders and they have to do it too. If not, it will not be successful to really get it going in the sense of a change in culture." (Trainer, 2017)

This final point about the importance of leader support is an essential reminder that this case organisation was selected primarily because TA has been embedded with executive support for more than two decades.

4. Concluding discussion

This paper makes an original and significant contribution to understanding ways that TA can contribute to an organisation's strategic aims, both explicitly and implicitly. The study revealed an interwoven values system (Saldaña, 2016) of executives and course trainers that helps to balance and align the needs of individuals and the organisation. These values, attitudes, and beliefs were presented as five *positionings* of TA in positive association with explicit and implicit strategic aims; *Human in the*

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[3] The contract is a fundamental concept in TA where "it is always about achieving clarity with the client about what will be done together." (Cornell, de Graaf, Newton, & Thunnissen, 2016a, p. 190)

[4] The "reintegration concept" (Public administration unit, 2016) is an organisational artefact which provides personnel consultants exact consulting guidelines.

centre; *Competent growing people*; *Respectful and purposeful interactions*; *Agreed internal communication customs*; and *Mastering core business*. The *positionings* associate the embedded practices of TA with the quality of counselling services and communication, with customer satisfaction, and with the fast and permanent reintegration of jobseekers into the work placement.

Effective counselling is seen by most participants as a crucial element and "main lever" (Trainer, 2017) for the explicit strategic aims of the case organisation. However, some participants attribute other internal elements (e.g., resume preparation support) and external elements (e.g., economy; jobseekers' general education) more influence on reintegration. The study indicates that TA does contribute to the organisation's purpose through supports similar to organisational "hardware" (Hay, 2000, p. 230) of *Strategies*, *Structures* and *Systems*.

Furthermore, most interviewees associated the five *positionings* with more implicit strategic aims: committing employees to focus on their work (e.g., counselling in 20 min sessions), respectful and purposeful interaction with internal and external stakeholders (e.g., equal communication; fewer complaints), employees taking responsibility for their tasks, staying well in a demanding professional environment, collaborating smoothly with each other, and contributing to a constructive atmosphere ("common language" and "culture of dialogue") where aims are achieved efficiently and effectively. These findings are consistent with organisational "software" (Hay, 2000, p. 230) of *Safety, Stroking* and *Stimulation*. According to most participants, TA contributes—in an organisation where it has been embedded in strategy for more than two decades—to internal communication at the personal, interpersonal and organisational level and facilitates these multidimensional contributions through its models and systemic reinforcement.

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Komunikasi, Budaya dan Penggunaan Media Sosial: Analisis Terhadap Kompetensi Penggunaan Whatsapp Dalam Penyaluran Maklumat Organisasi

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Abstrak Penggunaan media sosial yang berleluasa dalam penyaluran maklumat organisasi merentasi amalan tradisi komunikasi organisasi yang mengiktiraf pola komunikasi berbentuk ke atas, ke bawah, serta mendatar. Ini kerana penggunaan media berkenaan membolehkan maklumat disalurkan merentasi berbagai saluran formal organisasi menyebabkan aksesibiliti subordinat kepada pihak atasan turut meningkat. Berkaitan dengan fenomena ini, berbagai implikasi positif dan negatif dari aspek budaya komunikasi timbul dari meluasnya penggunaan media berkenaan dalam kalangan kakitangan organisasi. Sehubungan itu, kajian ini dilakukan bertujuan untuk meninjau persepsi kakitangan terhadap apakah elemen-elemen budaya dan kompetensi yang terlibat dalam menggunakan media sosial. Kajian ini mengaplikasikan kaedah temubual mendalam dengan pihak pengurusan atasan dan subordinat. Hasil kajian menunjukkan responden berpandangan bahawa antara elemen penting yang perlu diterapkan dalam berkomunikasi melalui media sosial dalam organisai ialah budi bahasa, adab, tatabahasa, ketelitian, hormat menghormati, sensitiviti, berfikir panjang dan masa.

1. Pengenalan

Pengurusan maklumat dalam organisasi kian mencabar lantaran wujudnya berbagai media tidak formal yang menyaingi saluran-saluran formal yang wujud dan diiktiraf dalam organisasi. Di antara saluran formal yang kerap digunakan dalam organisasi adalah hebahan, surat pekeliling mel eletronik dan mesyuarat. Kini wujud pula saluran media sosial seperti penggunaan Facebook, Twitter dan juga WhatsApp yang menjadi antara sumber maklumat yang baru kepada organisasi (Che Su Mustaffa (2014). .

Media sosial melibatkan beberapa elemen penting yang terdiri daripada himpunan laman web, perkhidmatan, dan aktiviti kolaborasi, perkongsian, dan amalan demokrasi pengguna Internet. Media sosial merupakan platform interaksi sosial yang melibatkan satu cabang komunikasi baharu yang terhasil daripada persekitaran komunikasi yang biasa. Lokus komunikasi menerusi media sosial adalah tidak terbatas. Fenomena ini telah mengubah cara perhubungan di dalam organisasi, komuniti, dan individu berinteraksi antara satu sama lain.

Variasi pendekatan media sosial ini membolehkan pengguna Internet mempunyai pilihan untuk berkomunikasi. Tambahan, media sosial mempunyai kuasa yang luar biasa bagi membantu organisasi misalnya untuk membina penjenamaan produk menerusi rangkaian jaringan, komunikasi dan penstrukturan komuniti. Oleh itu, fenomena ini memerlukan penelitian berterusan bagi memahami kompetensi penggunaan media berkenaan dalam penyaluran maklumat lantaran keupayaannya merentasi masa dan sempadan hirarki organisasi.

2. Jejaring Sosial Dalam Perspektif Budaya Komunikasi

Jaringan sosial adalah hubungan dalam struktur sosial baik hubungan individu dengan individu atau hubungan individu dengan kelompok atau organisasi. Hubungan itu diikat dalam kepentingan bersama dari segi nilai, idea, persahabatan, hubungan darah atau kepentingan ekonomi. Manakala budaya pula

adalah suatu pola hidup yang menyeluruh, atau cara yang berkembang dan dimiliki bersama oleh suatu masyarakat yang diwariskan dari generasi ke generasi. Budaya terbentuk dari berbagai aspek yang saling berkaitan antara satu sama lain yang merupakan identiti sesuatu bangsa.

Media jejaring sosial pula merupakan laman web yang menghubungkan komunikasi antara pengguna, atau kumpulan yang memiliki minat yang sama (Che Su Mustaffa & Nan Zakiah Megat Ibrahim (2013). Dari segi kelebihannya hubungan sosial tidak lagi dibatasi ruang dan waktu, tanpa bertatap muka sehingga proses komunikasi menjadi semakin mudah. Manakala kelemahannya pula ialah terjadinya perubahan elemen budaya dalam proses komunikasi menyebabkan munculnya akses berupa tindakan kejahatan atau tergugatnya nilai, norma, dan lain-lainnya.

Perubahan faktor budaya akhirnya mendatangkan implikasi berupa perubahan drastik pada kelompok sosial, baik bersifat negatif maupun positif. Lantaran itu kajian diperlukan agar faktor budaya bersifat positif boleh bersimbiosis dan mendorong kemajuan kelompok sosial. Faktor budaya yang bersifat negatif perlu dihapuskan agar jati diri kelompok sosial maupun sebuah bangsa dapat dilestarikan.

Masyarakat Melayu mempunyai nilai dan tatacara tersendiri dalam berkomunikasi. Nilai dan tatacara yang diamalkan dalam konteks kehidupan seharian turut dibawa ke dalam organisasi dan menjadi sebahagian dari budaya organisasi. Misalnya, masyarakat Malaysia terutamanya orang Melayu mengelakkan untuk memberikan teguran yang negatif kerana bimbang akan menjatuhkan air muka seseorang. Tambahan pula masyarakat Malaysia sukakan harmoni dalam persekitaran termasuklah di tempat kerja. Ini terpapar dari budaya komunikasi yang diamalkan di tempat kerja. Misalnya, memberikan pandangan secara terbuka dan berbeza sering kali jarang dilakukan. Apabila berkomunikasi, orang Melayu berkomunikasi secara tidak langsung dalam menyampaikan pandangan. Sesuatu yang benar mungkin tidak dinyatakan secara terang-terangan . bagi mengekalkan keharmonian.

Masyarakat Melayu juga tidak selesa dengan serangan lisan daripada mereka yang berbeza kedudukan hierarki. Subordinat biasanya enggan untuk menyatakan pandangan mereka kepada superior, lazimnya mereka lebih gemar memberikan cadangan berbanding perbezaan pendapat. Subordinat tidak gemar menentang pandangan ketua dan subordinat yang bertengkar dengan ketua akan hanya menjatuh air muka beliau. Dalam hal-hal tertentu, kadangkala subordinat berpura-pura memahami arahan ketua supaya tidak dianggap bodoh atau jahil. Sehubungan itu, kakitangan jarang meminta bantuan apabila mereka kurang memahami sesuatu. Subordinat juga enggan memberitahu masalah mereka kepada ketua.

Superior pula mendapati sukar untuk mengkomunikasikan sesuatu perkara yang negatif kepada subordinat menggunakan pendekatan bersemuka. Pandangan pihak atasan pula tidak akan dicabar oleh pihak subordinat atas sebab menghormati hierarki. Maka, komunikasi dua hala dan langsung antara pihak atasan dan subordinat dalam mencapai matlamat organisasi jarang berlaku (Hassan Abu Bakar & Che Su Mustaffa, 2013). Untuk mendapatkan maklum balas daripada subordinat, pihak atasan mestilah menggalakkan subordinat untuk menyatakan idea dan maklum balas mereka secara kolektif. Orang Melayu biasanya berpuas hati dengan kerja mereka apabila mereka boleh membina dan mengekalkan hubungan yang harmoni dengan ketua dan subordinat.

Masyarakat Malaysia juga dedikasi untuk melaksanakan tugas dengan baik. Mereka juga gemar menggembirakan orang lain dan amat sukar untuk mengatakan tidak. Berikut adalah senarai tingkah laku yang boleh mempengaruhi komunikasi masyarakat Malaysia di tempat kerja (Asma Abdullah, 1992):

    i. Stail pengurusan autoritarian yang dominan.
    ii. Boleh bekerja dalam kumpulan kerana 'sense of belonging' yang tinggi.
    iii. Kritikan yang terbuka dan 'outspokeness' dielakkan.
    iv. Kurang bersedia untuk menyatakan pandangan dan pendapat.
    v. Tidak selesa dalam memberikan penilaian yang kritikal terhadap rakan sekerja dan subordinat, memberikan maklum balas yang negatif adalah ganjil dan sukar.
    vi. Berkomunikasi secara tidak langsung merupakan norma terutamanya melibatkan mesej yang negatif.
    vii. Mempercayai bahawa mereka dijangkakan akan menjadi articulated dan assertive untuk berjaya dalam persekitaran kerja masyarakat barat.
    viii. Bukanlah spontan, terbuka dan ekspresif dalam mengkomunikasikan perasaan dan idea kepada orang lain.
    ix. Tidak selesa menjadi spontaneous, secara langsung dan terbuka dalam menyampaikan pandangan.

Berdasarkan perbincangan di atas, persoalan yang dikemukakan dalam kertas kerja ini ialah adakah ciri-ciri yang sama turut dipraktikakan ketika berkomunikasi melalui media sosial?

3. Kaedah Kajian

Kajian ini mengaplikasikan kaedah temubual mendalam. Informan didedahkan dengan 20 soalan berkaitan dengan penggunaan media sosial dalam konteks organisasi. Seramai lima orang informan yang dipilih untuk terlibat dalam pra kajian ini. Tiga orang informan adalah berlatarbelakangkan pengalaman jawatan sebagai ketua dalam jabatan dan dua orang informan adalah mereka yang dikategorikan sebagai subordinat.

Proses temubual yang dijalankan mengambil masa lebih kurang 1 jam 30 minit. Sepanjang proses temubual dijalankan, perakam audio digunakan untuk merakam setiap perbualan dalam temubual yang diadakan. Informan terlebih dahulu dimaklumkan bahawa sepanjang tempoh temubual tersebut, ianya adalah dirakam dan ini dilakukan bagi tujuan transkrip temubual tersebut.

4. Hasil Kajian

Informan turut dikemukakan dengan soalan berkaitan dengan tindakan yang diambil dalam proses menghantar sesuatu maklumat di media sosial. Dapatan kajian telah mendapati bahawa tingkah laku yang perlu diamalkan sebelum menghantar maklumat adalah meliputi menekankan kepada aspek budi bahasa, adab, tata bahasa, ketelitian, hormat dan berhati-hati, sensitivity, jangaan kesan/berfikir panjang dan kesedaran tentang masa. Setiap satu aspek berkenaan dihuraikan seperti berikut:

Budi Bahasa

Salah satu aspek yang perlu diberikan dalam proses menghantar maklumat di media sosial adalah berkaitan dengan Budi Bahasa. Informan menyatakan bahawa aspek Budi Bahasa perlu diberikan penekanan dan diberikan perhatian oleh mereka sebelum menghantar atau berkongsi tentang sesuatu maklumat. Ini adalah sebagaimana yang diperkatakan oleh informan berikut:

Informan 1: haaaa kalau dari segi sosial, kalau kak Noya nak mintak sponsorship dengan dia, kak Noya akan "PM" dia. Personal WhatsApp jugak la dekat dia. Maknanya walau kita "PM" ermmmm dalam kita, ermmmm itu dari segi adalah sebagai kapasiti as a lecturer UUM. Walapun kita 'PM' dia macamana pun Bahasa tu kita kena jaga jugak. Walaupun kita panggil Tuan Haji Din tapi sebab kita kenal kita boleh la panggil "Din" tapi sebab tujuan formal kita pun cakap "ok Tuan Haji Din saya nak mintak tolong, walaupun Bahasa kita lebih santai tapi ermmmm kena lebih ermmmm beradab la. Tapi dalam group sosial ada masa nya ermmmm kita kena tengok konteks dengan siapa kita bercakap tu. ermmm sebab dalam group sosial.

Adab

Pada masa yang sama turut menekankan kepada aspek adab yang perlu dijaga semasa berkongsi maklumat. Ini juga diakui oleh informan 1 seperti yang berikut:

Informan 1: Hurmmmm dulu mungkin ramai yang tak kenal kak Noya, ada yang ingat ingat lupa kot. Ada sorang tu dia panggil Kak Noya professor, sebab kita ni lecturer, saya pun dah maklumkan kepada mereka saya bukan professor, saya pensyarah. So itu la kita kena jaga la, part tu, walaupun kita bukan professor, tapi ermmm ada masanya errr kita akan berkomunikasi secara intelek. Ermmm sebagai seorang academician. Ermmmm kalau diaorang mintak advice kan, kalau macam ni, kita kena macam ni, macam ni. Kadang tu kita bagi la idea jugak. Kita pun tak nak lah dalm group sosial tu, ermmm apa orang kata ermmm idea kita terlalu tinggi sampaikan boleh buat orang fikir, amboii mentang la dia lecturer, jadi takde la, jadi kita kena jaga jugak status sosial kita tu, at the same time ermmmm kita cuba jugak jaga imej kita as a person dan juga jaga imej kita sebagai ermmmm as a lecturer.

Tata Bahasa

Informan turut menyatakan bahawa penggunaan tata bahasa perlu dititikberatkan dalam proses menghantar maklumat. Ini adalah kerana pengguna media sosial lebih terdedah menggunakan singkatan perkataan yang sukar untuk difahami oleh penerima maklumat yang dikongsi, dan ini adalah sebagaimana yang diakui oleh informan berikut:

Informan 2: Satu lagi yang benda saya boleh kongsi, dia ada setengah orang ni, saya tak tahu lah kan, macam saya ni, bila saya ni dah makin ermmmmm, macam kita ni lecturer kan jadi errr kita jadi sangat particular about ermmmm tulisan yang, ermmmm penulisan ayat yang kena penuh-penuh ni. Contoh macam nak tulis, ermmmm contoh budak-budak sekarang ni nak tulis, macam AKU kan, kita eja bagi penuh tapi dia budak-budak sekarang guna AQ tu untuk AKU. Kemudian apa lagi, ermmmmmmmm itu satu lah. Itu yang saya rasa saya pantang la kot, kalau macam saya even nama School tu pun saya akan guna huruf yang besar SMMTC contohnya atau pun kalau urmmmm nama orang kan, ermmm macam Norsiah. Apa salahnya kalau you be particular sedikit, ambik effort sikit, nama orang tu kena eja huruf besar, so benda-benda macam tu dia reflect jugak ermmmm dia punya

ermmmmm kredibiliti kita. Ermmmm semua orang perlu faham benda ni, sebab ermmm dia balik kepada sikap kita jugak.

Keteltian

Informan turut menyatakan bahawa sebelum menghantar maklumat, memerlukan tindakan berfikir dahulu sebelum penyebaran maklumat dilakukan. Ini adalah sebagaimana yang diperkatakan oleh informan berikut:

Informan 1: Ok ermmmm most of the time, kita memang akan fikirkan dulu, tapi adakalanya kita tersilap jugak, ermmmm ada masa kita akan fikir, ok kita perlu forward, kita perlu viralkan benda ni tapi mungkin kita tersilap but pada kita its ok but untuk orang its not ok. So errr benda-benda macam tu, kak Noya fikir dulu haaa ni memang perlu kita viral kan, errrr perlu kita hantar kat orang. Tapi errrr bila kita dah viral kan tu, akan ada la orang yang sensitive, ada orang yang cakap ini tak betul, ada yang ni tipu errr dan sebagainya. So errr kita sendiri yang mungkin errrr as a sender kita tak betul-betul filter benda tu betul ke tak. Kita pun mungkin terlepas, kita ermmmm tak semak betul-betul errrr kita tak fikir errrr kita fikir based on kita punya errr apa yang kita dapat. Pada kita its ok, tapi bila kita nak bagi pada orang its not ok. So kadang-kadang benda itu akan happen la, so ermmmm kak Noya sekarang lebih careful la benda-benda yang macam ni, errr akan tanya, errrr akan verify dulu betul ke tak betul.

Informan 2: Ermmmm pada saya tengok pada konteks, dia kalau dalam konteks yang kita perlu buat decision, atau pun kita nak semua orang tahu, jadi kita memang nak semua orang baca lah pasal tu. Biar semua orang ambil peduli lah. Kalau macam share tu, tak kisah lah siapa-siapa nak baca ke, siapa nak simpan apa ke semua tu, itu semua tak kisah. Peduli tu kadang-kadang peduli jugak lah. Contoh dalam satu group, atau projek tu dalam WhatsApp ermmmm masa tu tengah malam, saya pun masa tu kena buat decision kan, ermmm saya check siapa yang dah baca, saya check on dekat information tu, jadi saya tahu siapa yang masih stay up masa tu. sambil-sambil tu saya melawak jugak lah ohhhh ada orang tak tidur lagi ni, so saya tahu masa tu jugak ada orang yang akan take action ke kan. Tu kalau kita dapat something and share or forward je benda tu saya tak kisah sangat orang nak baca ke nak delete ke.

Hormat

Pada masa yang sama, isu hormat juga turut ditekankan oleh informan dalam memperkatakan tentang tindakan sebelum menghantar maklumat kepada umum di media sosial. Ini adalah seperti diperkatakan oleh informan yang berikut:

Informan 1: Ermmmm student misalnya., ok student suka guna Bahasa-Bahasa yang yang yang slang, yang ermmm menganggap kita ni faham. Walaupun kita ni tak faham. Hurmmmm tu satu yang tak faham, hurmm dengan ejaan lagi yang kita tak faham, ermmmm and then cara macam tadi tu la kan, cara dia menulis tu, niat tu tak macam tu, jadi ayat tu jadi macam as a instruction. Padahal as a student you should not give the instruction to your lecturer kan, tapi errr itu la orang sekarang tak nampak benda-benda tu ok, and perkataan perkataan yang I rasa bukan hanya di media sosial, tapi di TV, di radio, penyampai menggunakan Bahasa macam "korang, korang". Kenapa tak boleh nak guna perkataan anda, kenapa orang dulu boleh guna anda, tapi sekarang guna "korang macamana" in public media. So itu tak mengajar orang lain untuk berbudi Bahasa, mengajar perkataan perkataan yang slang, yang kasar, guna perkataan macam "poyo la", benda benda macam tu. those word yang memang takde dalam kamus, yang errr yang err datang dari mana pun kita tak tahu.

Informan 3: Etika tu ermmmmmm faktor umur tu kot, sebab rasa la ni budak-budak sekolah rendah pun duk rajin rajin WhatsApp. Siap ada group bagai. Kadang tu apa maklumat dengan kawan-kawan depa, kita tak tahu ada maklumat apa kan. Duk cakap apa dalam WhatsApp tu. betoi ka dak betoi kan. Satgi duk tengok video apa apa ka. Apa ni kalau macam, kerja pejabat tu, guna time waktu kerja saja ka. Kadangnya staf banyak terganggu, tak suka guna pasai tu la. Kadang bos ni nak hantaq mesej tu pukui 1 duk hantaq lagi. Mesej macam kata, nak buat, nak buat ni. Apa salah bagitahu kata pukui 8 pagi ka. Time tu kita ready dah nak kerja. Macam tu takpa lah.

Informan 5: Saya errrr jarang share maklumat sebabnya saya menghormati orang punya privacy sebab bila kita share mesti orang akan baca. Bila orang tu baca akan ambik masa orang tu. Bila ambik masa orang mungkin pulak ambik perasaan orang. Jadi saya memang jarang untuk share. Tapi kalau saya nak share pertama saya akan pastikan benda tu simple je, kita masuk dalam google kita tengok benda tu ada dak. Kalau macam benda tu ada, dan memang dari sumber yang kita anggap sebagai berkredibiliti boleh la errrr kita share. Kalau tidak, kita tak share.

Berhati-hati

Pada masa yang sama, informan juga menyatakan bahawa penggunaan media sosial juga memerlukan sifat berhahti-hati dalam memperkatakan tentang sesuatu perkara.

Ini diakui oleh informan yang berikut:

Informan 4: Ermmm imej tu, ermmm memang saya pikiaq. Sebab saya belajaq jugak dari pengalaman sebelum ni, ada yang jenis upload suka hati, upload ikut dan je. Kadang-kadang walaupun

kita upload sebagai kapasiti personal tapi dia tu masih penjawat awam benda tu memang akan diambikira la oleh kerajaan lah. Baru-baru ni yang kes PTD tu macam dia komen, yang pasai, PTD tu hina Adnan Satem tu, yang dia tu PTD, tinggi dah level tu. Dia macam tak puas hati dengan Perdana Menteri, dia komen dalam Facebook padahai dia komen atas kapasiti komen peribadi je. Memang kena la tindakan, gantung kerja. Tapi kalau saya, nak komen personal pun saya akan pikiaq la. Adakah kita komen tu akan jejaskan organisasi? Takut effect diri sendiri ka. Kena pikiaq la.

Sensitiviti

Informan turut menyatakan bahawa penggunaan media sosial juga perlu mengambil kira tentang aspek sensitiviti individu lain terutamanya melibatkan pengguna yang berbeza bangsa dan agama. Ini adalah sebagaimana yang dinyatakan oleh infroman berikut:

Informan 1:   Errrrr satu kena respect, respect the other person, penerima atau pun kita kata, kita dalam group misalnya, kita tahu dalam group tu ada orang yang tertentu yang akan sensitive dengan apa yang kita cakap, misalnya kita dah lama dalam group multiration misalnya dalam group sekolah kan sebab sekolah kan, ada yang anti agama la, ada yang cakap orang Cina macam ni, India macam ni. So memang takde la menyentuh pasal benda-benda sensitive macam tu sebab kita tau ada orang-orang macam ni dalam group. So kita takkan masuk la benda macam tu dalam group.

Jangkaan kesan mesej

Informan turut menyentuh tentang jangkaan terhadap kesan mesej yang disampaikan. Ini adalah sebagaimana yang dinyatakan oleh informan yang berikut:

Informan 3:   Ermmmm macam saya, kalau nak selfie pun jadi segan. Pasai pikiaq kita ni bini orang. Tu yang buh kat profil tu, beda bagi orang kenai ja. Nak selfie sakan sangat, jadi segan gak kita pun. Lepaih tu kita tengok jugak, kalau kita nak share gambaq tu, kita tengok jugak pakaian dia macamana kot kawan kita tu pakai seksi ka apa, kita pulak duk share, share ke apa kan. Hurmmmm macam tu kita tengok jugak tu.

Informan 4:   Ishhh banyak dah jadi prof. Tu yang kes, yang mengata kat TMJ kena, yang kata Perdana Menteri pun kena, yang kata menteri-menteri pun kena. Sebab rules ni yang dibuat oleh SKMM ni so depa akan ada akta yang boleh dikenakan tindakan kepada pengguna atau netizen yang menyalahgunakan medium seperti WhatsApp dan juga Facebook ni. Sebab dengan WhatsApp ni pun depa boleh pantau. So benda tu ermmm memang under kerajaan punya pemantauan lah. Dia kan ada kan, akta ermmmm akta multimedia, yang mana kata boleh ambik tindakan lah.

Kesedaran tentang masa

Informan turut menyentuh berkaitan dengan penggunaan masa yang diperuntukkan untuk menggunakan media sosial. Kebanyakan informan menyatakan bahawa kesedaran tentang masa amat diperlukan apabila menggunakan media sosial sebagaimana yang diperkatakan oleh informan yang berikut:

Informan 3:   Ermmm takdak sangat prof. Dia effect tu kalau kita duk 24 jam mengadap yang tu je. Kalau kita duk rajin melayan sangat satgi kerja rumah pun takdan buat, tu kalau kita rajin melayan telepon sangat kan. Tu yang keburukan dia tu. ermmmm kalau ada Internet kat rumah lagi tak jadi apa lah. Satgi masak pun duk tengok yang tu jela. Tengok handset je. Haaa yang tu memang berlaku kat saya prof (informan dan penemubual ketawa). Kalau time tu lah kawan nak luah perasaan la apa lah, kita duk layan jer yang tu haaa satgi masak pun dakgi, apa kerja tak jalan, haru jugak prof.

Informan 4:   Saya tengok dalam kalangan kita ni pe'el perangai orang kita ni terus terima je. Nak check tu memang jarang. So keburukannya tu lah terima sebulat-bulatnya. Yang keduanya kita tengok takdak waktu kerja. Waktu office bila, waktu rehat bila, jadi takdak. Haaa so dia kalau sesetengah orang yang boleh memahami orang bawahan, jadi tak kacau lah kawan tu. kalau kata yang fahamlah. Ni tengah malam pun ada, dia jadi kadang-kadang kita ni sebagai pekerja dah tak pandai nak differentiate bila waktu kerja, bila waktu dengan ahli keluarga.

5. Perbincangan dan Rumusan

Hasil kajian juga menunjukkan kompetensi penggunaan WhatsApp dikaitkan dengan aspek budaya dalam kalangan pengguna. Isu budaya yang dikenalpasti adalah berkaitan dengan Dapatan kajian telah mendapati bahawa tingkah laku yang perlu diamalkan sebelum menghantar maklumat adalah meliputi menekankan kepada aspek budi bahasa, adab, tata bahasa, ketelitian, hormat dan berhati-hati, sensitivity, jangaan kesan/berfikir panjang dan kesedaran tentang masa.

Berdasarkan kepada hasil kajian dapatlah disimpulkan bahawa komunikasi dalam konteks media sosial dalam kalangan kakitangan organisasi perlu mengambil kiraaspek-aspek yang dibincangkan bagi menjamin kelangsungan kompetensi berkomunikasi dan mengelakkan konflik berlaku. Apabila seseorang itu berkomunikasi, beliau perlulah mengambil kira aspek seperti persekitaran dan lokasi beliau berkomunikasi. Selain dari itu, dengan siapa beliau berkomunikasi juga perlu dititikberatkan kerana keluruhan elemen ini mendatangkan kesan terhadap kandungan komunikasi.

Secara keseluruhannya kajian ini telah mengenalpasti kepentingan peranan budaya dalam penggunaan media sosial khususnya WhatsApp. Adalah dicadangkan supaya kajian akan datang mengambilkira penggunaan media sosial yang kian popular dalam kalangan kaki tangan organisasi serta implikasinya.

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Cultivating Students' Confidence by Adapting Persuasive Communication Modes in Leadership Communication Undergraduate Class

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Abstract   Phenomenon of increasing unemployment rates among graduates in Malaysia become more serious. This is because the level of graduates' marketability is not satisfied especially in terms of communication skills. Therefore, this study has been conducted to cultivate students' confidence and improve their persuasive communication skills. However, persuasive communication skills are closely related to individual self-esteem. By highlighting public speaking as an activity that enhances self-confidence, communication skills, problem-solving skills, teamwork ability and critical thinking skills to create a competitive advantage among future graduates in search of a career, this study takes initiative to explore strategies that can be used to enhance self-confidence in public speaking activities. This study has been conducted at Universiti Utara Malaysia with a sample of 12 informants. This study uses qualitative methods of face-to-face interviews. Data transcripts were processed through thematic analysis using NVivo 8 software to produce relevant themes. The findings show that speech anxiety and lecturer's role are two key strategies that contribute to self-confidence in public speaking. The researcher has applied two persuasion theories; Aristotle's Art of Persuasion and Elaboration Likelihood Model (ELM) to explain the entire findings of the study. Overall, this study can be guide students as a step to enhance self-esteem theoretically and practically in order to improve their persuasive communication skills which can help in the future career.

Introduction

Confidence plays a huge impact in helping students to speak in public or during interpersonal communication. Lacking of confidence among graduates is one of contribution factor to poor communication skills which often mask off their amazing talents (Rajaendram, 2016). During undergraduate studies, each subject courses require students to present their work in class in order to help them familiarize with idea pitching and open discussion which will help them to build their confidence. However, most students take this for granted or seen it as a simple, unimportant task. Hence, low confidence level has become a threat to them because they cannot seem to 'sell' themselves in front of potential employers (Sani, 2016).

Generally, the increasing unemployment rate among graduates in Malaysia is caused by the inability to communicate effectively, low confidence level, and poor listening skill. These factors can be overcome through speech practices, specifically public speaking. This is because public speaking has known to be an activity that cultivates confidence, builds personality, enhance communication competency, and encourages active listening and problem-solving skills (Iksan, Zakaria, Mohd Meerah, Osman, Denise, Mahmud & Krish, 2012 ; Schreiber & Hartranft, 2013).

Persuasive communication is one way that people communicate with other people. In addition, the purpose of the interaction is not easily achieved without the existence of rapport among those involved in public speaking (Dickinson & Gubb, 2016). Public speaking is a process that is set between individuals and groups of individuals who convey the message or information directly. It is a two-way communication in courses, conference, debates, commercial activities and others (Baccarani & Bonfanti, 2015). Communication is a fundamental persuasion in public speaking to invite listeners to think, to create awareness about the topics presented, and subsequently take appropriate action. Communications soliciting is human communication affects listeners to change their attitudes beliefs or values and it is much more related to the persuasion power (Briñol, Petty, Durso, & Rucker, 2017).

Research scope

This study focused on how persuasive communication modes can contribute to enhance level of confidence among undergraduates studets. Since public speaking requires high level of confidence, this study provide strategies to enhance students' confidence. Thus, 12 informants from Undergraduate class (SCCA2103 Leadership Communication) have been selected to be interviewed because the course syllabus covers topic about human interactions including verbal and nonverbal communication, interpersonal communication, small group communication, and public speaking.

Students' confidence by developing persuasion modes

Kankam and Boateng (2017) found out that 77.5% of respondents agree that lecturers play a significant role in managing speech anxiety among students (Figure 1). A conducive and supportive climate in the classroom will enhance students' confidence in public speaking. A lecturer acts as a moderator and also ethos (personality) that controls the situation and the flow of communication in learning and teaching process because learners vary in terms of learning styles. Hence, it is crucial for the lecturers to create an environment where students are comfortable to express themselves and be completely confident to present their views, opinions or ideas in such a way that everyone's voices are heard and respected not only with their lecturers, but also among their classmates. In addition, classroom climate will determine students' ability to listen and even determine their overall performances in class. Moreover, comments which are constructive will likely reduce speech anxiety among students.

In other research conducted by Nguyen and Tran (2015), there are five factors that contributes to speaking performance, they are (i) performance conditions which include time pressure, planning, standard of performance and amount of support; (ii) affective factors such as motivation, confidence and anxiety; (iii) listening ability; (iv) topical knowledge; and (v) feedback during speaking activities. All of these contribution are matching with *pathos* and *logos* in persuasion modes.

Nation and Newton (2009) explained planning as the initial stage of preparing a speech in order to measure the effects on fluency, grammatical complexity, and grammatical accuracy. Some techniques that can be used in the planning stage include retelling; to eliminate words repetition and utilize the meaning of a word to avoid redundancy, and class judgment to explore speaker's knowledge about a topic. On the other hand, time pressure showed that on-line planning have a positive effect on grammatical accuracy when compared to pre-task planning. On-line planning is when the speaker produces ideas on spot during the speech, but this will only work if the speaker was given plenty of time for the speech. While pre-task planning or prepared talks allow the speaker to explore speech topic, construct ideas and organize them to produce a quality speech (mixed between the roles playing by *ethos* and *logos*).

Strategies to Increase Confidence Level through Aristotle's Art of Persuasion: *Ethos, Pathos* and *Logos*
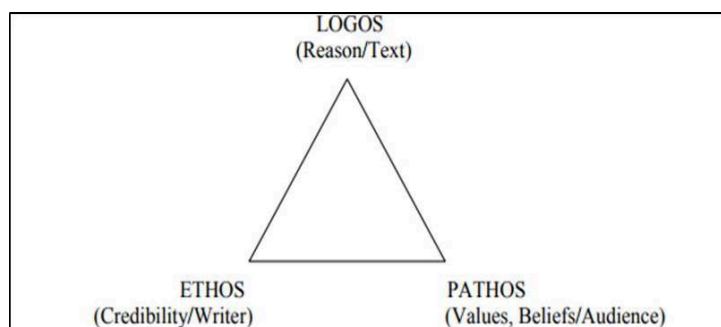
Figure 1 : Persuasive communication modes

Roos (2013) supports the five canons of rhetoric by addressing the art of persuasion; *ethos, pathos* and *logos*. The author stated that *pathos* is the emotional appeals shown by the speaker to create shared values with the audience. On the other hand, *logos* are the practice of presenting arguments based on facts, deductive or inductive reasoning and irrefutable conclusions to persuade the audience. Whereas,

ethos is how the speaker convinces the audience through his or her originality, honesty and credible character to adopt into his or her ideas. Roos (2013) also stated:

> *"There are three kinds of persuasive modes. The first kind depends on the personal character of the speaker (ethos); the second on putting the audience into a certain frame of mind (pathos);and the third on the proof, or apparent proof, provided by the words of the speech itself (logos)"*

According to Demirdöğen (2010) the first rhetorical strategy that has been addressed by Aristotle is the speaker's character. It is important for the speaker to make audience think that he is credible to give a speech. Introduction part plays huge role in *ethos* where speakers impress the audience by explaining the speaker's experiences, field of expertise and awards they earned from the knowledge on the topic. Besides, speakers' physical appearance, vocal tone, volume and pauses in giving speech serve as nonverbal communication that will complement *ethos*, thus, creating trust between audience and speaker which will make it easier for the speaker to influence their mind. Next, *pathos* is shared emotions between the speaker and the audience in order to set their mind on the same page as the speaker's thought. Speakers usually create emotional appeal through storytelling or sharing experience to build up relational empathy. While *logos* is the factual arguments provided by the speaker based on his knowledge on the topic such as logic, data and evidence .

Data analysis

There are three themes have been developed as strategies to increase confidence level in public speaking. According to Roos (2013), *ethos, pathos, logos* are the fundamentals in art of persuasion. These three rhetorical strategies have been applied by public speakers in order to deliver their speech effectively. Author has chosen the art of persuasion as strategies to increase confidence level in public speaking because the model has existed for such a very long time and has been used by scholars in their research about persuasive speech. Thus, the model is valid and reliable to be utilized in this study.
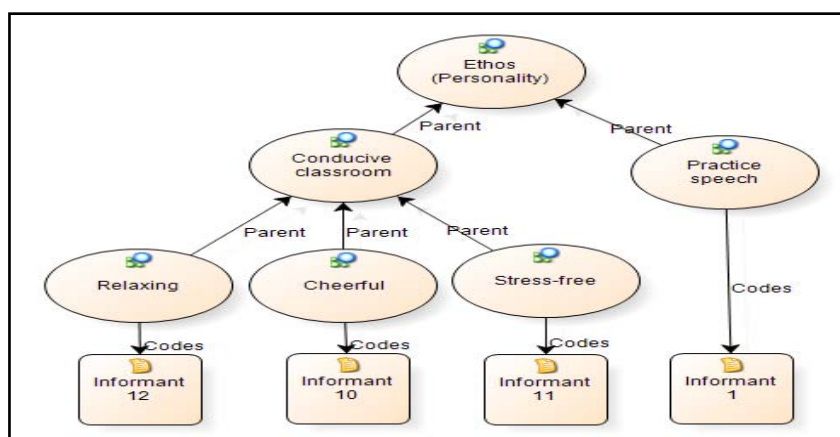
Figure 2: The influence of Ethos (personality)

Based on Figure 4, the first theme is *ethos*. According to Roos (2013) *ethos* refers to the personality of the speaker. The honesty and sincerity of the speaker in delivering speech ensures the credibility of information that is being disseminated to the audience. In this study, informants 10, 11 and 12 stated that conducive classroom environment may help personality development among students.

> *"Moreover, positive classroom condition and learning styles which is always cheerful and fun helps me not to feel awkward and easy to fit in."...I$_{10}$*

> *"I feel it is easier for me to speak out my views in a relaxing and conducive environment."...I$_{12}$*

However, only one of the informants agrees that practice speech is crucial in shaping student's personality in effective public speaking. Practice speech can be done through retelling and class judgment in the betterment of speech performance by questions and answers activity (Nation & Newton, 2009). Informant 1 stated that:

"I feel like I have to practice frequently in front of a mirror until I am confident with my points before I present them in front of the class. If students have enough preparation, I believe they will be ready and more confident in presenting their speech,"...I$_1$
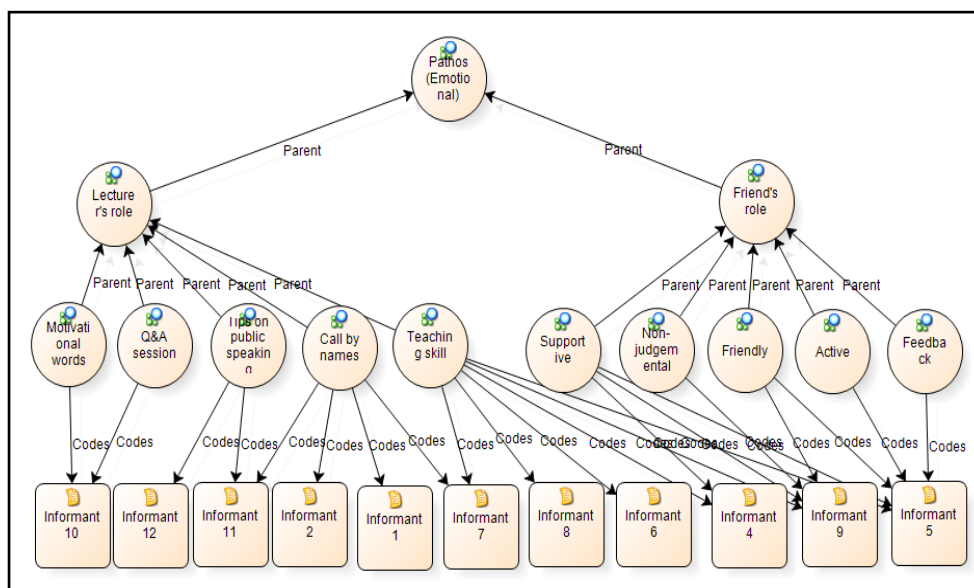
Figure 3: *Pathos* as strategies to increase confidence level

Pathos refers to the emotional appeal given by the speaker to the audience in order to create shared values (Nation & Newton, 2009). In this theme, lecturer plays a role in portraying how emotional appeal can be developed. Informant 1, 2, 7 and 11 stated that one of the ways to create harmony between the audience and the speaker is by calling their names. Through this way, audience will feel appreciated because they know they have been noticed by the speaker and continue to develop interest towards the speaker's speech. It appears that called upon audiences' names could be the strategy to develop *ethos* too.

"Dr. Azlina (lecturer) always called (upon) her students by their names. I think this is a good way to guide students to be brave and confident in speaking in front of the class. I think if the students are frequently called upon to speak in front of the class, they will be more confident to speak (publicly) in the future,"...I$_2$

"Yes, this class has given me the chance to improve my confidence level through the teaching styles implied by the lecturer by calling students' names to speak or to answer question in front of the class. Students can share their knowledge and understanding on a same topic that may differ from others."...I$_7$

"Yes, through this class, I will try to speak in front of the class (every time my name was called upon) and I could understand what my weaknesses are through the lesson. If I was given the chance to speak, I will try my best to present my ideas or information that anyone might need to hear."...I$_{11}$

Moreover, informant 10 stated that Question and Answer (Q&A) session may help in increasing student's confidence level because it helps them understand the topic being discussed. Also, by sharing opinions, students may find same answers as the other do, subsequently, will make them feel like there is someone who thinks alike. Hence, a shared value has been developed.

"My lecturer will conduct Question and Answer (Q&A) session after each lesson to measure students' understanding on the topic. Plus, the lecturer's personality makes me feel comfortable and more confident to give my opinion."...I$_{10}$

In addition, informant 10 also stated that lecturer gives motivational words which make the students feel highly encouraged to speak in front of a large number of audiences. Saying positive words results in positive moods which make students feel delighted to express their arguments because they knew someone is paying attention.

> *"...Moreover, the lecturer also gives us (students) motivational words for both mental and emotional support along with speech practices in order to elevate our confident in public speaking."...I₁₀*
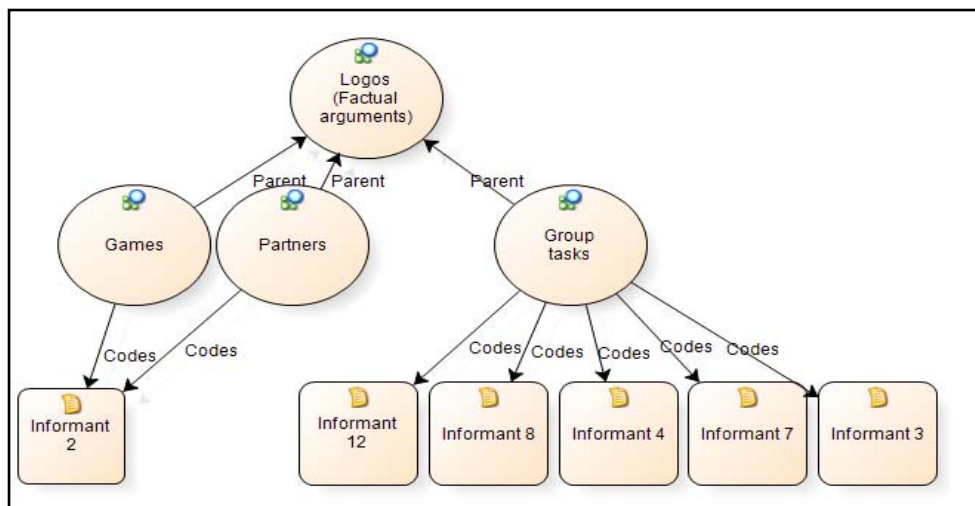
Figure 4: *Logos* as strategies to increase confidence level

According to Nation and Newton (2009), logos refer to the factual arguments provided by the speaker to the audience in order to clarify his or her points. Informant 2 suggested that games and debate partners can be done to make students familiar with arguments and practice their speech before actually deliver it to the audience.

> *"In my opinion, the first thing that can make people comfortable (in a short time) is through games. This activity can be done in group so they can start talking to each other confidently. Secondly, students who are afraid to talk in front of the class must be accompanied by other (partner) to feel secure so it is easier for them to converse in the communication process, hence, make them feel comfortable,"...I₂*

While informant 3, 4, 7, 8, 12 agree that group task is the most effective strategy to increase confidence level in public speaking among students. This is because, during group tasks, students in small group able to discuss and contribute ideas in order to solve a problem. Through this way, they communicate within each other, each with different views and opinions, where each views and opinions are accompanied by facts from reading materials or experience.

 Conclusion

This study categorized themes under three themes according to persuasive modes; *ethos, pathos,* and *logos* where *ethos* refers to the personality of a speaker, *pathos* is the emotional appeal and *logos* is referred to factual arguments provided by the speaker.

Under the first theme, conducive classroom and practice speech are classified under *ethos* because speaker needs to feel comfortable with his or her surrounding and audiences in order to be themselves while on the stage. Being the center of attention will cause anxiety, especially to people who struggle with stage fright. Thus, a relaxing situation can help them overcome their anxiety and deliver their speech confidently. In addition, conducive environment will encourage speaker and audience to interact honestly and be open within each other. On the other hand, practice speech can help to improve personality of a public speaker because the speaker could learn and set the right tone, pauses, volume and pitching at particular part of his or her speech. Through these paralinguistic cues which cover 38% of communication process, audience will not be bored and constantly pay attention to the speech.

The second theme, *pathos* developed two subthemes which informants agree lecturer and friend play a role in creating shared value among speaker and audience. Emotional involvement is important in persuading the audience to affirm with the speaker. In university, friends and lecturers are the closest people to rely upon. Thus, Questions and Answers session, motivational words, tips on public speaking and teaching skills conduct by the lecturer are effective strategies to increase confidence level. While having active and non-judgmental friends who offer great support and give positive feedback during public speaking activity are important to help speaker gain confidence.

The third theme is *logos*; which refer to factual arguments such as statistical data and evident is one of the strategies to increase confidence level in public speaking. Informants stated that *logos* can be achieved through activities such as games, debate partners and group tasks to promote interaction among classmates. These activities require planning to solve a problem which will encourage students to brainstorm and present their ideas so they would reach a common ground that everyone agreed on. In addition, these activities will train students to listen, to accept, to counter, to modify or to combine each other's opinion based on their respective knowledge. Hence, from the group interaction, it will increase their confidence level because the participants know that their opinions are being heard, all they have to do is to express it.

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Youth leadership communication and Confucian values: A conceptual review

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Abstract Youth are the future leaders of Malaysia that play a role to help improving the nation's development as healthy and insightful youths can produce the required intellectual resources for high-technology and information-based industries. The greatest challenges for them now is to stay relevant and effective to the changing environment, especially the need to prepare the youth with the skill sets built on the principles of the Fourth Industrial Revolution (4th IR). One thing is certain, however is the nation's ability to respond and prosper will depend on the values of leadership demonstrated that shapes and inspires every aspect of the youth. Moral values in youth leadership cannot be underestimated. Thus, this study aims to understand the concept of youth leadership, discussing about Confucianism on leadership and the concepts of leadership in Asian youth. Implications will be discussed and conclusions will be drawn from the discussions. It is proposed that this study has scholarly implications, including demonstrating the relevance of traditional Asian thought to extend Western-centric theories of leadership and identifying impactful leadership values to meet the demands of the youth development based on the Core Strategic of the Malaysia Youth Policy and better still the needs of the 4th industrial Revolution.

1. Introduction

Nowadays, youth are the main pillar and future leaders that will continue to lead the development of the country. Many youth development programs are focusing on the effectiveness of the leadership training. It is because developing youth leadership skills today will assures effective leadership tomorrow. The challenges that will be faced by leaders in Malaysia including social, technical, demographic, environmental, and economic issues will require knowledge and values.

And yet, the Malaysian public perceives a crisis of leadership in our nation. We need a new generation of leaders who can bring about positive change in local, national, and international affairs. Historically, the role of moral values played an important part in leadership. News report regarding personal greed, corporate failures and leader corruption are the evidence of our nation's moral character in peril. Leadership needs to be taught of as a collaborative process for effective, positive social change. And rather than just focusing on those who hold recognized positions of leadership, we must broaden our notion of who is a leader, so that many more young Malaysians are empowered and able to lead in the future. Thus, communication is one of the necessary competencies for any leader, particularly youth leaders (Ricketts & Rudd, 2002).

Organizational values are often seen as important factors in determining the environment of the organization, as well as their relationships and performance (McDonald, 2012). Chinese cultural values are largely formed and created from interpersonal relationships and social orientations. This is shown in the work of Confucius, whose ideology is still a basic pillar of Chinese life today. It also plays a fascinating role in the dynamic business environment of the People's Republic of China (China). Despite the economic growth over the past decades that has given China a modem look, Chinese business persons are still keenly aware of Chinese values.

Today's generation of leaders is increasingly business savvy and educated in cutting-edge business practices, often developed through interaction with the West. Yet, amid this incredible commercial growth and ambition, Chinese business persons continue to pay attention to social traditions, among which are values. Chinese values are still relevant for today's leadership communication, in which their lessons and insights can be retrieved and taught in widely differing cultural contexts. Malaysia have

youth development based on Malaysia Youth Policy *(Teras Strategik)* which provided youths the opportunity to design the country's future which targets the idea of a Malaysian race beyond racial values.

Recently, researchers have become interested in youth leadership within different cultural contexts. Along this line, some researchers began to study leadership communication in the Chinese cultural context (Ma & Tsui, 2015; Miles & Goo, 2013; McDonald, 2012). Malaysia have also been influenced by Confucianism. Du (1996) pointed out countries in East Asia have the same feature where Confucian culture as a common characteristic of Chinese societies and an important cultural inheritance. Interestingly, there are many Chinese based organizations that are renowned locally and internationally such as Tan Chong Motor, Boon Siew Honda and AliBaba.

Thus, this study aims to understand the concept of youth leadership, discussing about Confucianism on leadership and the concepts of leadership in Asian youth. Implications will be discussed and conclusions will be drawn from the discussions.

2. Problem Statement

According to George and Uyanga (2014), all people have the potential to take leadership roles, especially the young adults. However, research about leadership has focused on adult leadership in terms of personality, characteristics, styles and behaviors (Karagianni & Montgomery, 2018). There is a need to know the experience of leadership among young leaders. Historically, organizations have provided limited opportunities for young adults to experience in a leadership role. Despite the large body of research on leadership, it is noteworthy that little research exists with regard to the moral values of developing young adults to be leaders.

Today, understanding leadership among young people is attracting more attention. Indeed, improved technology and greater mobility has 'shortened' the distance between countries and as a result, leadership is about going global (Lee & Olszewski-Kubilius, 2014). Not surprisingly, younger adults are taking the lead with regard to use and adaptation of social media and new technologies. In attempting to understand leadership, it is not sufficient to consider only the personal traits of leaders. Research on leader communication with their followers and their moral values are also essential.

It can be argued that the greatest influence on Chinese culture and leadership practices can be traced to the value system of Confucianism. This is a moral value that emphasized the importance of hard work, loyalty, dedication, learning, and social order. As Sheh (2010) proposed, leadership researchers have failed to appreciate the importance of history in explaining the leadership practices of the Chinese. A deeper understanding of a culture is achieved when one explores the historical antecedents of the beliefs and values of the people comprising the culture.

Moreover, the understanding of different cultural perspectives on leadership communication is essential to multicultural countries like Malaysia. Cross-cultural misunderstanding occurs principally because different cultures have different expectations of what constitutes good leadership communication. Leaders working in multi-cultural landscapes need to understand the concept of culture as a learned and adaptive response to contextual needs. They need to aware that Malaysian cultures are composed of many cultural elements such as roles, rituals, regulations and policies. Thus, in order to be able to have an effective leadership in Malaysia, the purpose of this research is to explore the Confucian perspective on leadership communication, which in many ways has come to define Asian modes of communication. A model of leadership communication also needs to be developed in a multicultural context for both Malay and Chinese leaders in Malaysia, rather than simply adapting a theory from the West (Cheah, Norhafezah & Mohd Khairie, 2014). So, it is appropriate to use the model of leadership communication that involves Chinese values.

In this research, we propose a concept of Confucianism by incorporating Confucian values, and it should be taken as criterion for evaluating effective leadership. Virtuous youth leadership in modern society not only benefits organization, but also serves the wellbeing and harmony of the whole society.

3. Literature Review

3.1 Understanding youth leadership

Youth are the future of the society and eventually will become leaders of tomorrow. They are the drivers of any developmental trend and activity in society and major determinants of the extent of growth and development in any given society (George & Uyanga, 2014). They are usually very energetic and always willing to go the extra mile if need be to achieve what they believe in and hold on

to. The National Youth Development Policy of Malaysia defines youth as people aged between 15 and 40 years old. The number is now about 11.9 million people, which is 41.5 percent of the total population of the country.

Youth leaders are more likely to take up managerial positions in the organization, and leadership skills developed early on can have a positive impact on their future (vanLinden & Fertman, 1998). Youth is an important time for leadership growth. Increasing leadership in adolescence can reinforce self-esteem and be a catalyst for flourishing adulthood. Yet many youth are never offered the chance to act as leaders, and adult leadership models are often inappropriate for teens that have unique developmental needs (Linden & Fertman, 1998).

George and Uyanga (2014) said that besides leaders who communicate their thoughts and feelings, help others understand and act on their beliefs, influence others, most importantly, youth must embedded with the right moral values that make them positive oriented. vanLinden and Fertman (1998) described that there are three stages of youth leadership development as awareness, interaction, and mastery, which fit into five dimensions. Communication skills were on the top list of top ten personal qualities that employers seek besides leadership information, leadership attitude, decision making and stress management.

Meanwhile, Karagianni and Montgomery (2018) addressed the great demand for communication education in youth leadership. An examination of leadership competencies across all disciplines stressed on the inclusion of communication skills in the leadership curriculum model. Cooper, Healy, and Simpson (1994) reported that students who possess leadership positions in student organization achieve better than non-leaders on scales such as educational participation, career development, involvement in cultural and standard of living planning.

Thus, it is useful to examine leadership among young adults as what occurs during the developmental years can have an impact on the leadership behaviour exhibited later in the workplace as an adult. Studying youth leadership should further our understanding of adult leaders (Schneider, Paul, White, & Holcombe, 1999).

3.2 Confucianism on leadership

Confucianism is one of the major philosophical traditions that can be applied not only in Chinese business context but also in leadership context. Confucian values can be of importance when it comes to leadership and communication. Undoubtedly, Confucianism also has impact on leaders in Malaysia. In the field of communication, researchers have studied the implications of Confucianism for communication theories and practices in the last two decades (Chen & Chung, 1994; Ding, 2006; Garrett, 1999; Lu, 1998; Xiao & Chen, 2009; Yum, 1988, 2007).

Confucian values
Confucius emphasized the importance of cultivating human virtues (*de*). These virtues are *ren* (benevolence), *yi* (righteousness), *li* (propriety), *zhi* (wisdom), and *xin* (trustworthiness).

In this study, the author focused on all Confucian values relevant to leadership communication studies in important ways. *Ren* is "benevolence, kindness or humanity. *Ren* is the core aspect of Confucian values. Three elements of *ren* related to leadership include love for others, compassion and benevolence. The Confucian leader is expected to achieve self-control and be a role model for others. For Confucius, the leader should study, have expertise, talent, ability, and should be willing to serve the people.

Li, or propriety, is the conventionally accepted etiquette and courtesy. For Confucius, *li* is the means to cultivate *ren*. *Li* is an important means to establish and maintain human relationships and harmony (Ding, 2006; Yum, 1988, 2007). *Li* also provides particular insights into leadership communication, such as it requires the leader to be considerate and supportive, always listen and taking the advice of others, and be concerned for the followers' well-being (Lin & Clair, 2007; Taormina & Selvarajah, 2005). A leader has certain responsibility and obligations, such as protection and concern for followers. In turn, the followers have obligations toward the leader, such as loyalty or commitment. This reciprocal relationship between the leader and followers has been regarded as *paternalistic leadership*, a style that combines authority with fatherly benevolence and moral integrity (Cheng et al., 2004; Farh & Cheng, 2000).

Yi, can be described as righteousness requires a leader to recognize what is morally right to do, as opposed to being driven by desire for material gain and self-interest. *Yi* is something a good leader values and holds important. Knowing *Yi* lets one understand how making decision according to what is right should be the best option.

While *Zhi* is the inherent knowledge by which one discerns right from wrong and good from evil. A person possessing *zhi* is able to judge situations accurately and make correct decisions. Finally, *xin* requires one to be loyal to moral principles and to rules of propriety. Together, these virtues serve as an unwritten code to guide individuals in their behavior and in their relationships with others.

3.3 Leadership in Asia

Leadership as role model

Confucius said that leaders should be role models to their followers to demonstrate the moral values (Ma & Tsui, 2015). The attitude of knowledge and learning must be sincere and honest. Confucius is also famous for his teaching to individual students. For example, he offered different recommendations to followers with different action orientations. Leaders also should offer support and encouragement by creating a healthy environment and taking time to understand their followers' problems or difficulties.

Chinese traditional values associated with leadership communication include the need to avoid conflict, an emphasis on courtesy and good manners, consultation, and the avoidance of direct confrontation. A leader, therefore, needs to instill benevolence, loyalty, wisdom, trust, filial piety and moderation.

Respecting and developing followers

Confucianism emphasizes that leaders should use respectful approach in their ways to manage, lead and encourage their followers. If the leader treats followers with dignity, they will respect the leader in return. As the Confucian version of the Golden Rule states: "What you do not want others to do to you, do not do to others" (Watson, 2007).

Confucianism also emphasizes the importance of developing their followers in order that they engage in continuous improvement in the organization. According to Confucius, the continuous development of people will help the population to become noble, and the officers wiser with a stronger devotion. People need training and support throughout their careers to develop their skills and continue to work effectively (Ma & Tsui, 2015).

Finding and promoting leaders with virtue and ability

Confucius always placed high importance on promoting virtuous leaders (Ma & Tsui, 2015). He stressed that virtuous and capable people should be discovered and promoted into leadership positions to enhance leadership teams. Continuing such process would lead to a stronger leadership team in an organization. As a leader, they can identify members with specific talents, help to retain them, and develop their abilities.

Furthermore, Confucius offered suggestions consistent with the long-lasting trait approach observe the candidates' goals, actions, and intentions, all virtue-relevant personal characteristics (Zaccaro, 2007). By observing leaders from all different angles, we can discover the leaders' characteristics.

As a conclusion, Confucianism requires leaders to be role models, embraces personalized relationships within organizations, encourages members to bond with and support one another, and builds a "family culture" in which leaders show generalized care for all employees. In turn, employees will respect and care about both the leader and the company.

4. Implications

Findings from the proposed study will have several implications. Firstly, this study represents the theoretical or empirical research implication regarding the leadership communication and Chinese values in the youth development. Despite the fact that leadership communication is an important factor as a basic requirement for the effective used of commitment, there have been very few empirical research on leadership communication and organizational Confucian values in youth development. It is believed that this study have added value to the literatures on Malaysia youth leadership communication especially in the Malaysian settings since there were limited literatures done on similar setting.

5. Conclusion

This research has attempted to investigate the underlying dimensions of Chinese cultural values, in terms of youth leadership communication. In recent years, Western thought and ideology have played an important part in the cultural changes of many business societies, especially in Malaysia. It seems that it is timely to investigate the Chinese cultural values and leadership communication in youth leadership. We hope that this study will propose an intellectual value of looking into the cultural fabric of Malaysian society to understand the multiple sources influencing the leaders' beliefs, values, and actions.

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Role of Communication in Doing Negotiation

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Abstract The most frequent reason of not reaching agreement is the failure of communication, and its main problem is misunderstanding. In order to avoid misunderstanding is to listen actively to others. Effective communication, especially active listening, is important. In order to find out their real needs, we need to sincerely listen to others. We need to look how the other person, we are negotiating with, is perceiving the world by carefully listening to what and how he/she says and what he/she does not say. There is no way to do any negotiation when people do not listen to each other. When the other people starts listening to us, we may be able reach agreement. How to attack the problem without attacking a person, how to lead us to proper decision-making and how to fill the gap of different perceptions will be discussed at this presentation.

1. Problems on communication

We cannot deliver any message when the other person is not ready to listen to us. Just providing information is not enough. We need to give a concrete picture little by little, and step by step at the pace of the other party.

There are three basic problems on communication: (1) Not talking to each other; (2) Not listening to each other; and (3) Misunderstanding. When negotiators want to impress third parties or his/her own constituencies, they are not talking to them instead of talking to each other. Another problem is that the negotiators are not listening to each other. When this is the case, they are busy thinking in how to respond, which means busy thinking in how to defend himself/herself, or how to fight back to the other party. Otherwise the negotiators may be thinking only about their constituencies, to whom they have to explain the results of the negotiation and/or wants to satisfy. Since people tend to look at things from their own viewpoint, there is no gurantee that the message from the sender will be exactly transmitted to the receiver. He/she may not interpret the message in the same way. This is misunderstanding.

2. How to deal with communication problem

In order deal with communication problems at negotiation is to keep the communication line open, to listen actively, to show respect, to refrase the talk, to try to look at thing from the view point of the other party, and to separate the human issue from the negotiation.

2.1 Keep communicating

Even though we have serious conflict with the other party but still the perspective agreement looks better than the BATNA (Best Alternative to a Negotiated Agreement), which means what we will do if we cannot reach agreement, we need to keep the communication line open. The communication can be realized not only by face-to-face direct talk, but also by telephone, email, or by inviting a third party. Any means of communication has to be considered as options. By having no communication, there is no way for anybody to show respect. Valuable new information like the other party's needs or real interest will be unnoticed when there is no communication.

Nevertheless, we need to be careful when we notice a tricky manipulative tactic is used by the other party. He/she may say, "I will come back to the negotiating table if you accept …" His/her aim is to control the negotiation process by showing he/she wants to keep negotiating with us. This is, however, against the fair order of negotiation, because talks should come before the proposal. In the above example, proposal came first before talk, so the above proposal is that he/she will reopen the negotiation on condition of our concession.

2.2 Active listening

When negotiating, the first priority should be given to the other party, and the second priority will go to the third person/party, who can influence the decision of the other party. Ourselves will take the third place. What the other party says should be treated more important than what we say, and what and how the party listens are more vital than what and how we say.

In order to persuade the other party, we need to actively and sincerely listen to the other party. When we are actively listening to the other party, we are not only paying attention to words but also to the message behind the words. Listening carefully with respect without blaming what the other party had said or done and when this communication activity is perceived by the other party, he/she will start listening to what we say. Both parties are heading toward principled negotiation instead of taking positions when they start listening to each other. Active listening helps not only us but also the other party to make a good decision. By communicating with each other to attack the problem, creative options can be invented by both parties and both parties may be able to come up with practical options selected from the creative options. Usually a good decision is made from among creative and practical options.

People need to listen to each other if they want to build trust. Building trust between each other is the key to reach a happy agreement for both parties; however, trust building and liking each other are different. In order to lead the negotiation to a successful stage, it is highly recommended to build trust and to establish a working relationship. When we feel that we are not getting along with the other party, we need to communicate with each other to build at least a working relationship. Without restoring the relationship, it is difficult to reach agreement. The agreement achieved may not be able to last long since both parties compromised just to reach agreement without satisfying their underlying needs and real concerns.

2.3 Showing respect

What are the differences between blaming and showing respect?

When either one of the negotiating party is blaming the other party, he/she is looking at the past and telling one way what was done, what was said before, which is past-oriented. Since effective communication is not taking place, there is a little possibility to create enough number of options. Information sharing will be poor, and both parties may become nervous and impatient. Exchange of groundless remarks or statements will lead them to a vicious cycle of attack and defense.

Showing respect at the negotiating table is future-looking. Both parties are looking for the future and are thinking "who will do what" to improve the situation. The meaningful communication will stimulate more information sharing, and will help both parties to create a variety of options. Atmosphere of the negotiation will become friendly, cooperative, and collaborative. Forward-looking remarks and statements will be exchanged between the negotiators. To respect the other person, therefore, is one of the keys to satisfy our needs and to achieve our goal. When people feel that they are respected by others, they tend to try to do something good in return.

2.4 Building trust

One of the most important things for negotiators is to understand the picture in the other party's head. If we can understand the picture in his/her head, it will become the starting point to change his/her idea. Then how can we learn what is in his/her head.

We need to respect his/her judgement, and the time and effort he/she had spent for the career. We then express the respect toward him/her sincerely from the heart in order to make him/her perceive that we respect him/her. We need to make him/her understand that we are showing respect and are serious in learning his/her needs and real interests. When this works, we will be able to build a working relationship with the other party.

How can we build trust with the other party? We need to continue talking with him/her, so communication is important. A sincere attitude toward him/her and showing full curiosity to know him/her as a person will be effective to open his/her mind. By trying to know him/her, we may be able to understand what he/she is thinking and what his/her feelings is by getting into his/her head. To get closer and to draw his/her attention, we need to show a genuine interest in him/her in order to invite him to communicate.

When both sides trust each other, a working relationship can be established. Trust is important in establishing, maintaining and improving human relationship. The outcome based on trust is immeasurable and valuable. On the other hand, the compensation of no trust is fatal. To be diligent with sincerity and with an open heart is one of the key points to build trust. Trust in negotiation is, therefore, important.

2.4.1 What is trust

Trust is based on the feeling of security. When we feel safe, it means that the other party will not monopolize the outcome, or he/she may help us until a better opportunity comes. When the level of trust is very deep, he/she may try to help us even he/she gets some damage by helping us.

2.4.2 What is not trust

Insincerity and telling a lie are opposite of trust. The followings deeds are all against building trust and their aim is to deceive us: (1) Give wrong impression by hiding a part of the facts; (2) Give wrong information; (3) Intentionally hurt our reliability by delivering wrong information to others; (4) Manipulate our feelings and/or emotions; (5) Make a promise but have no idea to carry it out; and (6) Make threats.

2.4.3 How to cope with an unfaithful person

Some people, who just meet or who we really do not know, may say, "Trust me" or "Don't you trust me?" However, trust should be separated from negotiation. It takes time to build trust, and trust is based on ethics, goodwill, and mutual respect. After a long and thoughtful observation, trust can be built.

The quantity of giving information to the other party depends on the degree of trust, but of course we do not need to tell everything as far as we do not tell an incorrect information.

When we feel uncomfortable toward relationship with the other party, the condition is that we do not fully trust him/her. Even when we feel he/she is insincere and/or unfaithful, we should not take an insincere reaction. We should not react in the same way as the other party. We do not have to lose trust by giving the same reaction of the other side. When we react differently, it will help us not to be regarded as an insincere and/or unfaithful person. Lie and trick will invite discord and distrust by people who have high moral sense. Those ethical people will notice when other people in the same organization say different things compared to what the immoral people had said. Those people, who concerns with moral and conforming to the standards of behavior based on moral principles, may attack the immoral act by pointing out contradictions, which are created by lie and/or trick

2.5 Summarize in our own words

It is effective to summarize what we have heard in our words frequently with respect. This will show us are seriously listening and trying to understand the other party. He/she will start listening to what we say when he/she feels that he/she is seriously and sincerely listened to. Our interpretation and the perception of others do not always match, because people tend to look at things from their own perspective. When we paraphrase what we have learned from the other party and when our interpretation is not correct, he/she will correct us. This will also give the opportunity to keep the communication line open.

2.6 Look at things from the other party's viewpoint

It is effective to look at things from the viewpoint of the other party. Exchanging roles or putting ourself in their shoes is effective in finding out his/her real needs, desires, and interests behind his/her words and actions. It is important to show the other party how serious we want to understand his/her real feelings. Exchanging roles help us understand more about how he/she is perceiving the situation. We need to fill the gap between different perceptions of each other. We need to show how his/her needs will be fulfilled when he/she accepts our proposal. Observing the negotiation from the perspective of the other person is useful to avoid misunderstanding.

3. What we can do

Here the discussion is what we can do to realize a win-win negotiation.

3.1 Do not get emotional

It is vital to separate the people from the problem. Feelings and emotions are different. Feelings is tentative but emotions last long.

Objective in negotiation is what we want to have at the end of the negotiation. Needs and real interests are the basis of the objective. However, emotional people often make decisions different from their objective. Words and behavior of the emotional people contradict with their objective. When we

see the other party is emotional, we need to sit back and should not fight back to the other party. Our reaction will lead to negotiation into a vicious cycle of attack, defense and reaction. We need to consider what lies behind the words and actions of the emotional counterparty, and interpret his/her emotional words and behavior as one option to solve the problem.

3.2 Confirm the goal frequently

We set up a goal before going to the negotiation; however, new information and new events may come up during the negotiation. We need to reconsider the objective when something new or something we have never thought of come out. We also need to check, when working as a team, that everybody still shares the same understanding after getting new information. We need to check whether our words and deeds match in order to achieve our goal in both cases as working as a team or as a single person.

3.3 Tough to the problem

We need to be tough to the problem and attack it with a frank and honest manner without blaming the other party. We should give an impression that we are attacking the problem. When the other party perceives differently and interpret our attack as a personal attack, they will become emotional.

In order to attack the problem fairly is to use objective criteria, which both parties accept and is independent of will. People tend to become emotional when will is involved. In order to avoid this trouble, the criteria have nothing to do with will of both parties. We can be nice and kind to the other party, but we have to be tough and hard on the problem.

3.4 Involve key persons before making a decision

It is next to impossible to ask everybody's opinion especially at a large scale organization, but at any organizations usually we need to involve other people in the decision-making process. We need to ask at least the opinions of the key persons before making a decision. When some key persons are not involved in the decision-making process, we are sending an unexpressed signal to them that it is not worth listening to their opinions.

We cannot wait for their response forever, so we need to tell the deadline beforehand and the reason of setting a deadline. Even though we ask opinions of the key persons within the organization, we do not have to take in everybody's opinion. Asking for opinions itself gives impression to other key persons that we show respect, so they will not get emotional. We need to tell what decision we have made to other key persons, and tell them the reasons of why we have made that decision in order to avoid any conflict later within the organization.

3.5 The best person for negotiation

We need to find out who is the best person to achieve the objective because the goal of negotiation is to achieve what will be better than no negotiation.

Who can be the most appropriate negotiator? It is not necessarily a CEO or a person with a lot of negotiation experience. A person who has power and/or authority may not pay careful attention to the needs of the other party. People, who do not consider the needs and the underlying interests of the other party, are not so good at listening actively of what he/she says and are usually not so good at expanding the size of the pie at the negotiation. The person who has power at negotiation is the one who can make a decision and/or who can influence the decision-maker. By considering these factors, we need to select the best person as a negotiator.

3.6 Look for the future

Unfortunately, a lot of people trap themselves in talking about the past; however, negotiation is by its nature look for a better future. The talks at the negotiation should look for the future instead of looking back.

We need to, therefore, avoid the argument of who was right or wrong. Admitting to be wrong is difficult to anybody, so people tend to guard themselves when they feel an attack come from the other party, blaming the past words and/or deeds. When people pursue responsibility, they need to have a third party to do so. Lawsuit or mediation is the choice when either party pursues responsibility of the other party. When either one of them do not stop blaming the other side and still wants to reach agreement, the agreement will not be a satisfactory one to both parties. Otherwise the last choice will be to adapt the BATNA and terminate the negotiation.

Negotiation is to talk about what we can do together or how we can avoid what happened in the past again. We cannot change the past, so it is not efficient and practical to just blame against each other about the past. It is meaningless to quarrel against what had already happened before. Dispute over the past will usually end up fighting, lawsuit, no deal, or war. We have to spend a lot of time and effort, suffer physical and mental pain, and the confrontation will not be resolved because the emotional issues cannot be removed from each other even though the case is solved at the court. Lawsuit focuses on yesterday and who was responsible, and will not be able to solve any human issues like emotion. Negotiation by its nature is to focus on today, tomorrow, merits and value. Concentrate on what we can do to make the situation better, to maintain the situation, or not to make the situation worse are the reasons why we do negotiation. We need to look for the future.

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A study on the co-cultural communication orientation of Filipino *kasambahays'* negotiation of days-off

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Abstract   "Kasambahays" as used in this paper refer to Filipinos who live and do domestic work in Filipino households. As domestic workers and part of the care economy, Republic Act 10361 or Batas Kasambahay protects their rights and privileges; including their entitlement to days-off. As cultural institutions, kasambahays have become integral to the growing-up experiences of many Filipinos, and are fondly considered family members. However, they are still subject to the power structures endemic to employee-employer relationships. We conducted in-depth focus interviews with 19 female kasambahays in Metro Manila and explored the communication approaches they utilized in negotiating for their days-off. Our analysis of their narratives through the lens of Orbe's (1998) Co-Cultural Theory, which details communication structures between dominant and inferior cultures, uncovered sub-themes describing how the kasambahays' acknowledgement of and adaptation to this cultural divide set between them and the household are what shape the communication approaches they utilize.

1. Introduction

A survey by the Philippine Statistics Authority (2013), reports that 19.7% of female salary workers work for private households, and about 35% of domestic workers are found in the National Capital Region of the Philippines. They were recruited most commonly through informal methods like word-of-mouth and referrals in regions from the Visayas, Bicol, Southern Tagalog, and Northern Mindanao. According to Republic Act 10361 or the Kasambahay Law, domestic workers in the Philippines are referred to as kasambahays, and are defined as people engaged in work performed in a household or carried out for the employer's convenience, with tasks that include, but are not limited to cooking, sweeping, laundry, and paying bills. These are jobs said to be mostly done by women, and thus this provision of care work serves as a viable source of employment for Filipino women in their young age (Elson, 2000; Folbre, 2006; Folbre, 2014; Ibarra, 1979).

In a usual workplace set-up, there is a tighter hierarchy between the employers and employees than in a domestic set-up where there is a more comfortable and intimate established relationship between the two. Due to the close-knit nature of the Filipino family, and the fact that kasambahays come in at an early age to take care of young children, kasambahays can and have been considered family members. They can go so far as to be perceived as institutions in Filipino households and an integral part of growing up for many Filipinos. Because of this, it is possible for the kasambahay to obtain a high level of job satisfaction and sometimes forget real and marginal position among the household of service (Arnado, 2003; Tarroja, 2010). The employment of domestic workers in and out of the country is a historically-embedded practice that provides important advantages to Philippine households and the nation. In the Philippines, most of the domestic workers are from poor families, and so the hiring of domestic helpers or workers is mutually beneficial; the hiring household is enabled to strengthen their participation in the labor force, and thus increase their household earnings, while the kasambahay receives a steady source of income to support her needs. (Asuncion, 2014; Sayres, 2007).

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However, narratives of the kasambahay experience are mostly marked by the daunting nature of their work realities. The conditions wherein domestic workers move around are precarious; thus, this makes domestic workers vulnerable. Kasambahays have been exploited and abused in ways that extend to violence, and in applying a qualitative analysis of interview and secondary data reveals that a lot of employers do not have a contract with their employees, and that there is a lack of protection towards the domestic helpers because of the insufficient provision in the Labor and Civil Code. (Asuncion, 2014). There are a lot of cases in which "domestic workers showed some tendency to let their employers make decisions about their work conditions" (Battistella & Asis, 2011), exemplifying a culture of meekness that may be taken advantage of. Theirs is an occupation that is a "low prestige, low salary, transitory nature, and non-contractual relationship," (Ibarra, 1979, p. 77) making them usually the least compensated as compared to other kinds of workers, considering other benefits that domestic workers receive such as board and lodging.

An example of a benefit kasambahays are entitled to is the right to day-off. The Kasambahay Law details that the employer must afford a kasambahay a total of twenty-four hours of rest per week in addition to a resting time of eight hours per day. However, according to the Department of Labor and Employment (DOLE) survey of kasambahays, their average work time hovered at around 14 hours, with reports even extending to 18 or 19 hours per day, and they were not afforded a set rest day. Furthermore, the situation is exacerbated by the fact that the kasambahay does not hold her own time, with the manner of how she spends her rest day still subject to the approval of her employer (Sayres, 2007). These rights are often abused by employers due to their or the kasambahay's lack of knowledge (Nabong, 2015). Although the law speaks of the kasambahay's rights, specific instances where kasambahays have to ask for days-off for family emergencies and sick leaves became a phenomena outside the control of the kasambahay and the coverage of the governing law.

2. Research Problem and Objectives

Given the draining nature of domestic work, the instances where a kasambahay plans a request for days-off or incidentally finds herself in a situation that calls for it, and the extreme cases that find such requests highly discouraged by the employer, this research seeks to explore the question: How do female kasambahays negotiate for their days-off? In general, this study aims to assess the communication approach of kasambahays in negotiating for their days-off, in the context of Co-cultural theory (Orbe, 1998).
Specifically, this study intends to:
1. Understand how kasambahays make meaning of their position among the household;
2. Explore the extent and nature of the division between the kasambahays and their employers in terms of power relations; and
3. Explore the communication approaches employed by kasambahays in negotiating for their days-off.

It is to be noted that for the purposes of this paper, the terms negotiation and to negotiate refer to how the kasambahay approaches the employer and requests for their days-off similarly contrasted to the concept of *paki-usap* (asking) from Enriquez's (1976) *Sikolohiyang Pilipino* (Philippine Psychology). Unlike the more common use of the term 'negotiation' (i.e. in the context of organizational communication, wherein two parties sit down to reach a compromise), the researchers use it in order to capture not just the act of asking, but also the kasambahay's consideration of different factors that influence the asking.

3. Theoretical Lens

The framework of the study adopts the theoretical design of Mark Orbe's (1998) Co-cultural Theory, which explores the communication dynamic of members of a co-culture who are oppressed, disadvantaged, or marginalized, with members of the dominant culture. The theory explores the the binary view of power— of the powerful (dominant), and the powerless (co-culture), which assumes the unequal positioning of the two groups. In addition, the theory specifically explores the communication orientation a co-cultural member might take in terms of the six (6) universal influences: preferred outcome, field of experience, abilities, situational context, perceived costs and rewards, and communication approach, which are the factors members of the co-culture take into account while interacting with members of the dominant culture.

In consideration of these influential factors, Orbe's Co-Cultural Communication Orientation chart presents how the dominant culture imposes possible preferred outcomes to the co-culture as it employs one of three communication approaches (non-assertive, assertive, or aggressive). These preferred

outcomes are accompanied by communication behaviors that a co-culture member employs to achieve their goal; and these communication behaviors are as follows: (1) separation, which is manifested through the rejection of the formation of a common bond between the dominant culture and the co-culture; (2) accommodation, which pertains to when the dominant culture dictates the pace and the set of rules to be followed; and (3) assimilation, which entails to when all cultural differences were cleared in order to let the co-culture fit with the dominant culture.

As per the Co-cultural Theory, kasambahays are recognized as a co-culture wherein they have little room to negotiate their lives outside a kasambahay identity in relation with their employers, or the dominant culture. In order to understand how they make meaning of their position among the household and which communication approaches they employ to negotiate their days-off, the study focused on two (2) of the six (6) universal influences— communication approaches and preferred outcomes. In theory, kasambahays employ either one of the three communication approaches (non-assertive, assertive, or aggressive) in order to further their meaning-making in the household, and eventually leading to the negotiation of their days-off to their employers. Furthermore, said communication approaches are thus accompanied by communication behaviors constituting to their preferred outcome, which is conceptualized into: (1) separation, or when a kasambahay wants to be identified as a separate group from her employers therefore rejecting the idea of having a bond with them; (2) accommodation, or when the employers acknowledge the kasambahays through the latter's life experiences therefore causing an impact to the society; and (3) assimilation, or when a kasambahay tries to fit in with their employer by getting rid of their cultural differences.

4. Methodology

Nineteen focus interviews were conducted with female kasambahays who lived in their employers' houses, and were aged fifteen and above and working in Metro Manila. Nine of the informants had stayed with their employers in for less than a year while ten had been employed for more than a year.

The individual interviews were either conducted during the informant's free time in the living rooms, dining areas, or kitchens of the respective households that each kasambahay worked for, or in an out-of-household place set by the kasambahay during her day off. In the interviews, kasambahay's reflected on their experiences of working in their past and current households of employment, benefits and privileges afforded to them, and their practices and approaches in asking for their days-off. These interviews were recorded and later transcribed, and field notes were also taken during each interview.

Thematic analysis was utilized and each transcribed interview was individually coded by each researcher. Following each researcher's individual assessment and noting of striking pieces of dialogue and anecdotes, the qualitative data was further fleshed out and conceptualized into overarching themes. Group discussions among the researchers also resulted in further subthemes resulting from deeper analysis into the narratives of each kasambahay.

5. Themes and Interpretation

5.1. Position

Establishment of position, literally and figuratively, in the household paves way to power relations. This notion actually impacts kasambahays differently. After having her role and actual placement in the household laid out, a kasambahay either gets detached, attached, or assertive in special cases. Detachment happens when a kasambahay begins to literally identify herself with a certain place in the house. She forms a connection with it, then after sometime, an attachment manifests as well. An emotional bond with that certain place brings her to think that her importance to the household is linked to that place.

This is seen in narratives like Grace's, who, having to work for her current household for the second time, has borne a sense of duty in her workplace. Ironically, she has preferred to detach herself from the family. Even though she has formed a relationship with them, she chooses not to let it progress into a much deeper level, as she shares, "Kasi pagkatapos nilang kumain, papasok ng kwarto. Tas's ako naman, maghuhugas na. Pagkatapos nun, papasok na rin ako sa kwarto. Pinapatay ko yung TV" (After they eat, they will all head to their rooms. Meanwhile, I will wash the dishes; and afterwards, head to my room as well. Then I turn off the TV). Turning off the television means that the conversation or interaction between her and one of her employers has come to an end, for the day at least. Apart from small talks when they see each other in the morning, as well as the conversations she have with the children, chats on television shows and news was all she can get. On another note, detachment may also spring up from one's agency. Taking to account Grace's narrative, she shares that

she makes decisions that aim to pursue what is best for the children that she takes care of; saying that they are already too old to need her to go with them on family trips. There is a possibility for attachment in her case, but because she acknowledges her independence when it comes to decision-making, the process is short-lived.

Moving forward, attachment takes place when a kasambahay's recognition of their position develops to the formation of ties among specific household members. Their position, instead of taking up in a literal sense, evolves to somehow having a role in the family; more specifically to perform the roles of household heads upon their absence. Merlinda, who has been with the household for twenty years, shared what it feels like to be a mother to one of the children of the family, "Wala masaya, masaya. Sa ilang taon na ring nandito ayun di ko narin tinuring na iba kahit sabihin mong hindi parin naman nawawala yung sila yung mga bata... Pareho lang [na hindi siya iba sa kaniyang mga anak]. Kung tutuusin pa nga, mas ano ako[malapit] dito eh" (*Nothing, it's just happy. In my few years here, I did not treat the children differently. I treated them like my own children, and actually, I feel closer to them*). In the case of Grace, when asked what her role in the household is, she shares, "Sa mga bata, ate-ate nila ako. Yung tipong malambing sila sa 'kin. Oo. Yung tipong halimbawa, may kakainin yung panganay. 'Ate, tikman mo 'to!' 'Pag sinabi kong ayoko, kailangan siya pa yung magsusubo sa 'kin. Yayakap sa 'yo, ganon" (*To the children, I'm like their big sister, in the sense that they act sweetly towards me. For example, the eldest child has something to eat, she'll tell me, 'Big sister, try this out!' When I tell her that I don't want to, she'll feed me, and then hug me afterwards*). Unfortunately, this is only her source of social contact inside the house. Apart from childish banters with the kids, she has no confidant amongst them to share her feelings with. Merlinda and Grace actually are the same, as their main interactions in the household are just among the children; as they both assume maternal roles toward them.

However, there is a special case that emphasizes the thin line between detachment and attachment— and that is assertiveness. It is when a kasambahay goes out of her comfort zone, abandons either their state of detachment or attachment, and perform the opposite of their bias. Grace actually exemplifies this. When she expressed that, "Pag gusto kong umalis, aalis ako...ugali ko kasi pag ganon na day-off ko--tapos di ako pinayagan. Umaalis lang naman ako pag may importante, eh" (*If I want to leave, I'll leave. It's my habit when I supposedly should have my day-off, but I wasn't allowed to that day. I just go out if it's something important*). Grace illustrates a strong conviction by which she lives and works in her household, and applies the same internal standard to people and situations beyond what is deemed her jurisdiction or control. It can be both rewarding and disappointing, but despite the consequences, she knows they come from her actions and way of seeing.

5.2. Power

There is a clear hierarchical divide between employer and kasambahay, and it is manifested by the presence of power relations between the two parties. Findings from the interviews have presented three manifestations of power relations: Verbal, Nonverbal, and Verbal-Nonverbal. The verbalization of power can be contextualized in the setting of rules by the employer that is expected to be followed by the kasambahay. One of the informants shared, "Hindi kasi sila nagsasabi kung gusto ganito, kung gusto niyo mag day-off linggo linggo pwede kasi sinasabi nila bago kami pumasok" (*They do not actually let us do what we want, in terms of day-off preference. However, we're allowed to take a day-off every week because they have already set that before we started to work for them*). This occurrence is an example of a verbally established power relation, where the sense of hierarchy is literally constituted.

The next manifestation is Nonverbal establishment. Annie, who is very shy in person, actually sees that her female employer is the one with the sense of authority in the household, for she is the one who is responsible for the money matters of her family. Putting that aside, she knows that she should place herself as to how "ma'am" wants her to be. The simple infliction of power through behavior and roles in the household can be deemed to have influence over those who are considered subordinate. However, it is important to take into account that subordinates should actually be aware that they are inferior to the other party for nonverbal power relation to take place. Another example is how Mars had the agency to distance herself from her employer, because she thought that this was the right thing to do due to her status as a kasambahay. In the interview she said, "Kailangan, ano ka rin na distance lang uh between employee at employer. Diba?" (*There is also a need to maintain a distance between an employee and employer, right?*). She has a notion that distance is a necessity in order for a kasambahay to be able to truly rest as she was sharing. She further points this out when she said, "pero siyempre boss mo, siyempre ano ano ba, siyempre bigyan mo na sila sa, ano nga, may kami, employee, may

sariling mundo, parehong may sariling mundo din sila" (*Of course, they are your boss. It is a given that their world is different from us employees*).

Lastly, there is Verbal-Nonverbal power relation; which is acts as the in-between. An example of this is expereinced by Regie, who feels loved by her employers through the constant expression of concern by them towards her. Although she also shared that she is being treated as family already, she is still expected to follow rules as a kasambahay that were set by her employer.

5.3. Adaptation

A kasambahay's adaptation is characterized by a progression from the time she enters the household until the end of her service in it. As time passes by, she begins to make meaning of her role as a kasambahay. The progression she takes pertains to her relationship with the other members of the household, especially her employers. This timeline she is in has a definite beginning and an indefinite end. It starts, as mentioned above, with her entry as a kasambahay and ends whenever her exit is which varies from one case to another. In her experience, Nini shares that she only started opening up about her personal struggles to her employers later on her journey. "Noong una, kasi di ba, nahihiya ka pa, siyempre, kailangan mo pang magadjust, nahihiya ka pa magopen ng mga problema mo, pero habang tumatagal, nawawala naman" (*Before, it is already expected that you will get shy, because you're still adjusting. You will be too shy in opening up to your employers about your personal problems, but later on, it actually fades away*). It was also evident that in the progression of her relationship with her employers, she started as someone who was closed regarding her personal problems but ended up open as time went by. With this same progression comes the development of the kasambahay's role as one of the members of a household. She not only feels important because of her role as the house help but because of perceiving herself having familial relationship with her employers. Leonora explains how she feels one with her employers' family as time progressed, "Hindi naman nila ako itinuring na iba sa kanila. Lalo na dito sa pinakahuli kasi twenty years na ako sa kanila. So parang kapamilya na ako sa kanila... Parang nanay ko na siya" (*They didn't treat me differently, especially that I have been with them for almost twenty years. So it feels like that I'm already part of the family… like she's already my mother*). These positive points found within the relationship progression between the employee kasambahay and her employers is outweighed by their original roles. The kasambahay might feel like a member of her employers' family but this will be overshadowed by the fact that she is still works for her amo. This is manifested by the manner she requests for days-off. However, there is are instances where the line between role and imagined role vanishes. Carlyn shares, "tapos dito naman kay nanay iba kasi parang tinuring nila akong anak, apo ganyan. Ang kakaiba naman diyan ay lahat pwede kong gawin" (*Here at nanay's it's different, for they treat me like a daughter or granddaughter. The only difference is that I can do exactly whatever I want*).

6. Summary and Conclusion

Even though the current study highlights instances of negotiating for days-off, the study as a whole does not simply revolve around that context. A lot of themes have emerged that touched on the aspect of either the development of power relations, or its existence; and how the kasambahays deal with it. The negotiation of days-off serves as a stepping stone in going deeper on the relationship between those from the care economy and dominant culture, for it provides hindsight on the possible occurrences of different phenomena related to it. Understanding how kasambahays make meaning in the household meant looking into their psyche and their understanding of themselves, as exemplified in the themes of their ego and moral compass. Moreover, each kasambahay's communication approach differs according to what need they would ask from their employer, or how their employers actually interact towards them.

It is important to consider that these communication approaches do not solely focus in a kasambahay's negotiation of her benefits, such as day-off, but it is actually how she has adapted from the existence of a "divide" set between her and the household. It is also important to note that the kasambahays are still the ones who approach their employers in negotiation for day-off, in both assertive and non-assertive manners. But in terms of decision-making process, the kasambahay accommodates her employer's demands and factors their need for her in her decision of taking a day-off or not, but the outcome still depends on the employer's final decision. This is the reinforcement of Orbe's defined cultural divides, as no matter what happens, the dominant culture and the teach retain their sides of the divide, no matter how much power is exchanged between them. This is evident in the themes of conditional love, wherein an informant is seen and treated as a member of her employer's family up until she felt that after just one wrongdoing, her employers would start to reinforce the divide

between them. Another instance where this is seen is when another informant feels like a vital part of the household she is working for, but only because of the work she provides for the household. Recurring themes have reinforced the presumptions of Orbe's Co-Cultural Theory.

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An association between attitude towards other cultures (ATOC) and intercultural communication competence (ICC)

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Abstract This paper targets to explore the association among attitude towards other cultures (ATOC) and intercultural communication competence (ICC) from a non-western context of Malaysia. A quantitative approach is adopted and through survey technique, the data is collected from the international students of University Utara Malaysia. The data is analysed through Analysis of Moment Structure (AMOS). The findings reveal a positive relationship between ATOC and ICC. International students possess such attitudes that are favourable for their competency in intercultural communication. Furthermore, it is evident from the findings of this study that attitude towards other cultures is one of the predictors of intercultural communication competence.

Keywords: Non-western context, Malaysia, International students, ATOC, ICC

1. Introduction

Intercultural Communication Competence (ICC) has now become the need for those who live in multicultural societies for work or educational purposes. Even though there are various influencers of ICC but attitude as a variable in intercultural communication has been predominantly emerged from the Western context (Byram, 2008; Gudykunst, Wiseman, & Hammer, 1977; Wiseman, Hammer, & Nishida, 1989). More specifically, the link among attitude towards other cultures and intercultural communication competence is investigated in the culture-general models of ICC (Arasaratnam & Banerjee, 2011; Arasaratnam, Banerjee, & Dembek, 2010a, 2010b). This present study aims to explore this association which is established from the Western context and targets to retest it on the Non-western context of Malaysia. It is much crucial to discuss the findings of attitude towards other cultures in the context of culture-general models of ICC before discussing the details of the present study.

2. Attitude Towards Other Cultures (ATOC)

Attitude towards other cultures (ATOC) is preliminarily termed as the global attitude in the previous culture-general models of ICC. Arasaratnam (2006) defines ATOC as "a positive, non-ethnocentric disposition towards people from other cultures" (p. 94). A study by Arasaratnam and Doerfel (2005) was an illustration to research for culture-general perspective. They identified the similarities from the existing approaches of intercultural competence by the respondents who belong to multiple cultural backgrounds. Based on this, five variables were emerged, namely positive attitude towards other culture, motivation, empathy, experience, and listening. Later, these variables were addressed from an empirical standpoint in the fresh culture-general model of ICC (Arasaratnam, 2006).

Arasaratnam et al. (2010a) developed a comprehensive model named as Integrated Model of Intercultural Communication Competence' (IMICC) having different contributors that lead to ICC. They incorporated attitude towards other culture as a mediating variable in the model. However, it was not having any direct relationship with ICC but still, it was considered as the contributor of ICC (Arasaratnam, 2006). In the next effort, Arasaratnam et al. (2010b) refined IMICC by adding sensation seeking to the other variables of the existing model. The findings of the study were consistent with the previous model (Arasaratnam et al., 2010a). In the recent effort, Arasaratnam and Banerjee (2011) further expanded the IMICC model that consists of different variables that contribute to ICC. Findings revealed a significant relationship between ATOC and ICC. Another study by Arasaratnam (2016) confirmed that attitudes towards other cultures positively leads to ICC.

Despite the fact, these discussed models witnessed that individuals with positive attitudes towards other cultures are competent in their intercultural communication. Though these are developed and addressed in the western context (Nadeem, Mohammed, & Dalib, 2017a). What is yet to be addressed, however, a direct relationship of ATOC and ICC from a non-western context of Malaysia. A study by Nadeem, Mohammed, and Dalib (2017b) suggests that the competency of the international students of

Malaysia during their intercultural communication need to be addressed. The present study attempts to address this.

2.1 Intercultural Communication Competence (ICC)

Researchers from several theoretical grounds have been conferring for the word Intercultural Communication Competence (ICC) and finally built "an unwieldy collection of terminologies" (Spitzberg & Cupach, 1989) extending from global citizenship, cultural sensitivity, transcultural communication appropriateness, intercultural communication effectiveness to cross-cultural adjustment. While, the most frequent terms among all are intercultural communication competence and intercultural competence (Deardorf, 2004). There is no mutual consent regarding any distinct description of ICC. However, it appears that ICC has to do with two core elements, which are appropriateness (to display predicted and acceptable behaviour) and effectiveness (skill to fulfil one's targets) during the intercultural communication (Deardorf, 2004; Fantini, 2005; Spitzberg & Cupach, 1984).

Regardless of the principal concepts of ICC (which is about effective and appropriate behaviours), several scholars have pointed out the components which are required to gain intercultural communication competence. Gudykunst (2002) argues that knowledge, motivation, and skills are essential requirements for the individual to be competent in intercultural interactions. When an individual is competent in motivation and knowledge it does not necessarily mean that he/she would exhibit the effective and appropriate behaviour (Lustig & Koester, 2003; Spitzberg & Cupach, 1984). Thus, to be competent in intercultural interactions an individual must be competent in knowledge, skills, motivation, and attitudes (Lustig & Koester, 2003; Spitzberg, 1983; Wiseman, 2002).

The last component of intercultural communication competence is the attitude which refers to the appreciation and acceptance to the diversity of the cultures and is able to communicate with culturally different others in an unexpected, interested and open manner (Deardorff, 2006; Matveev & Milter, 2004). As confirmed by Arasaratnam and Banerjee (2011) that when the attitude towards other cultures are found more positive than the individual is likely to be competent in intercultural communication.

2.2 Attitude and Intercultural Communication Competence (ICC)

Attitude towards other cultures grasps the individuals to play a crucial role in influencing how a negative or positive towards the individuals of diverse cultural backgrounds as well as the strength of achieving the collective understanding. Gudykunst et al. (1977) termed it as a cross-cultural attitude in the development of their multidimensional model. They further proposed that there are three correlated elements of cross-cultural attitude (cognitive, effective, and conative). Byram (2008) concludes that to become a competent speaker in the intercultural interaction the speaker must possess a positive attitude towards other cultures, give respect to other cultures and accept the cultural differences.

Wiseman et al. (1989) state that when normative strains restrict several performances, individual's activities perception to access the attitude object is the strong contributors to individual's actual behaviour. They introduced a different style to conceptualize ICC as a multidimensional construct. They mentioned attitude towards other culture and knowledge of the host culture are the significant influencers to ICC. In the same line, Hannigan (1990) concludes that attitude is broadly researched element and a key feature in expecting cross-cultural achievement, one of its result is professed as intercultural communication competence.

MacIntyre, Baker, Clément, and Donovan (2003) found that the individuals who have been living in a foreign country generally have a more positive attitude towards intercultural communication as an alternative to those who do not practice so far. Lu and Hsu (2008) witnessed that a friendly communication with the positive attitude from the locals helps to minimize communication anxiety of foreigners. Byram, Gribkova, and Starkey (2002) noticed that when the instructors show a positive attitude towards the learner's cultures, results, the learners able to learn more from the instructors and this element enhance their competency in intercultural communication. Manathunga (2009) mentioned that to perform efficiently besides the individuals of different cultures, skills, and intercultural understanding are compulsory. Most importantly, having a positive attitude towards other cultures will lead to boost their mutual understanding.

It is also evident from the previous culture-general models of ICC that individuals holding positive attitudes towards other cultures are likely to be competent in intercultural communication (Arasaratnam & Banerjee, 2011; Arasaratnam et al., 2010a, 2010b). This path has gained the theoretical support from the well-known theory of intercultural communication which is Anxiety Uncertainty Management (AUM) theory. Attitude towards other cultures is closely related to the 'positive expectations regarding strangers' in "social categorization of strangers" by Gudykunst (2005). He predicts that when the

positive expectations regarding the stranger's increases then they are likely to behave more appropriately and effectively. Based on these discussed studies, the present study proposes the following hypothesis:

H1. There is a positive relationship between attitude towards other cultures (ATOC) and intercultural communication competence (ICC).

4 Method

4.1 Participants

Participant (N=336) were the international students of the public university of Malaysia (University Utara Malaysia). The age of the majority of participants (n=126) lies between 16 to 25. Participants were considered from both levels of education, undergraduate as well as postgraduate programs (Male = 259, Female = 77). International students represented 34 different countries, in which Nigeria (n = 59), Indonesia (n = 54), China (n = 36) and Pakistan (n = 25) were in majority. Most of the participants (n = 242) were living in Malaysia in between 1-2 years. Lastly, the participants indicated 253 as Muslims, 42 as Christian and 41 as Others (like Buddhist, Hindu, Atheist). This proportion indicated that majority of the research subjects were the Muslims as well as they belong to the Muslim countries.

4.2 Measures

The Likert-type scales were used as a survey instrument with 5-point responses ranging from 1 = strongly disagree to 5 = strongly agree. After the Confirmatory Factor Analysis (CFA) several items were deleted to maintain a single factor structure. The following sections discuss the results of the measures.

4.3 Attitude towards other cultures (ATOC)

Attitude towards other cultures was measured by the 8-item unifactoral scale (Remmers, Gage, & Rummel, 1965) that consist of items such as, "People of other cultures are equal in intelligence to people in my own group". $\chi^2 = 17.63$, $\chi^2/df = 2.93$, SRMR = .01, GFI =.984, NFI = .987, IFI = .992, TLI .979, CFI = .992, PNFI = .695 and RMSEA = .07; M = 3.41, SD = .971, Cronbach's alpha = .91.

4.4 Intercultural communication competence (ICC)

Intercultural communication competence was measured by the 15-item unifactoral scale (Arasaratnam, 2009) that consist of items such as, "I often notice similarities in personality between people who belong to completely different cultures". $\chi^2 = 113.79$, $\chi^2/df = 2.70$, SRMR = .03, GFI =.940, NFI = .956, IFI = .972, TLI .963, CFI = .972, PNFI = .730 and RMSEA = .07; M = 3.44, SD = .849, Cronbach's alpha = .93.

5. Results

The data were analysed by using two software's; SPSS and AMOS version 23. Various tests were conducted to ensure the validity and reliability of the constructs. Structural Equation Modelling was employed to determine the causal relationship between the variables.

5.1 Measurement Model

The assessment of the fitness of the measurement model was carried out to assess the composite reliability (CR), average variance extracted (AVE) and discriminant validity to check the reliability and validity of the construct. According to Table 1, all the results exceed the threshold level. Through CFA the fitness of the model was produced. The measurement model of the study is presented in Figure 1. The values of the fitness indices confirm that the data had an excellent fit to the model; $\chi^2 = 233.25$, $\chi^2/df = 2.06$, SRMR = .03, GFI = .925, NFI = .943, IFI = .970, TLI .964, CFI = .970, PNFI = .784 and RMSEA = .05.

Table 1. CR, AVE and Discriminant Validity

	CR	AVE	ATOC	ICC
ATOC	.917	.648	**.805**	
ICC	.940	.588	.439***	**.767**

*** p < 0.001
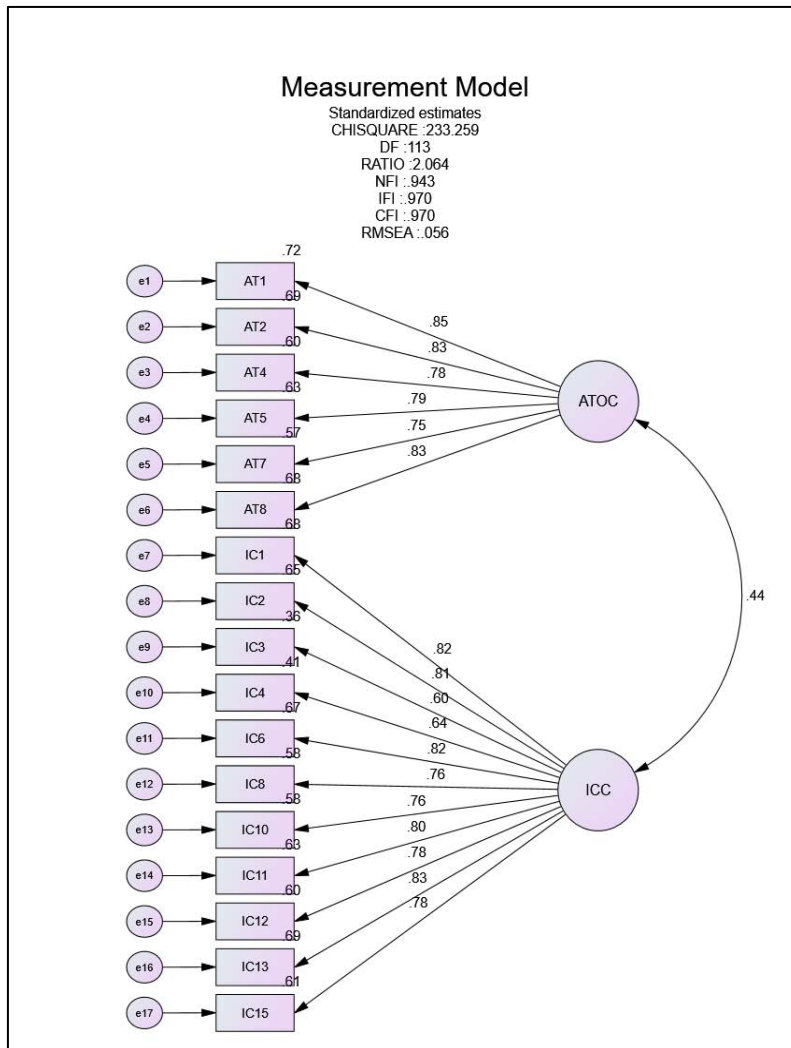
Figure 1. Measurement Model of the Study

5.2 Regression Analysis

The results of the regression analysis of the study are presented in Table 2. The findings show a positive significant relationship between attitude towards other cultures and intercultural communication competence (β = .439, t = 7.563, ρ < .001). International students' positive attitude towards other cultures having a statistically significant influence on their intercultural communication competence (ICC). Therefore, hypothesis (H1) was supported by the findings of the study.

Table 2. Regression analysis for Hypothesis Testing

Path			β	S.E.	t	ρ	Status
ATOC	--->	ICC	.439	.053	7.563	***	Significant

6. Discussion

The aim of this study was to further examine the relationship between positive attitudes towards other cultures (ATOC) and intercultural communication competence (ICC) from the non-western context of Malaysia. The results reveal positive significant relationship among ATOC and ICC, confirming the findings of the western context that individuals with the positive attitudes regarding the people of different cultural backgrounds are competent in their intercultural communication. The present study contributes to the current body of knowledge and increased the understanding by exploring the connection which is previously done in the western context. As discussed earlier, Arasaratnam (2016) investigation reveals a significant association between ATOC and ICC. The findings confirm that from a non-western context Malaysia, students do possess such favourable attitudes for the people of diverse cultures which can produce favourable outcomes in terms of their intercultural communication.

The findings of this relationship are in line with the previous researches (Arasaratnam, 2016; Lu & Hsu, 2008; Manathunga, 2009) which reveals that intercultural communication competence is influenced by the individuals' attitude towards other cultures. The present study not only contributes to the association between ATOC and ICC from a non-western context but also sheds light to a prediction made by the Anxiety Uncertainty Management (AUM) theory by Gudykunst (2005). He predicts that when the positive expectations regarding the culturally different individual's increases, it results to increase their behaviours to behave appropriately and effectively. These positive expectations are closely related to the positive attitudes of the culturally different individuals. Therefore, it is evident from the findings of this study that positive attitude towards other cultures significantly influences the intercultural communication competence of the international students of Malaysia.

There are several limitations that need to be mentioned about this study. Firstly, the data were collected from the international students of the one public university of Malaysia, the findings could not be generalized to the student population of private universities. Secondly, to examine the association between the variables, this study incorporated cross-sectional survey technique which can limit the causal interpretation of the results. The impact of attitudes on ICC is needed from the longitudinal studies.

7. Conclusion

This study clearly supported the findings of the previous studies that attitude towards other cultures contributes to intercultural communication competence. The association between ATOC and ICC was investigated for the very first time in the non-western context of Malaysia. Even though the participants of the study were from the multiple cultural backgrounds, still indicated noteworthy results. What is yet to be addressed is whether this relationship remains significant from the other non-western contexts. If this link can be examined in the upcoming researches, it may provide the worthy results regarding the assessment of the attitudes of the individuals that belong to the non-western countries.

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Interacting with the other: Student perspectives on intercultural competence

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Abstract   Given that the world we live in is diverse, it requires us to embrace 'the other' with cultural and religious sensitivities in everyday communication. Intercultural competence is thus a crucial skill to embrace for positive accommodation and effective understanding among people. This paper explores the Malaysian students' experiences with others and their perspectives on intercultural competence. Specifically, we highlight the Malaysian students' narratives in the Malaysian university environment. Using a qualitative approach, we collect data from focus group interviews with the selected Malaysian undergraduate students from three universities in Northern Malaysia. The findings draw attention to three emerging themes: consciousness of self and other, individual personality and cultural boundaries. The paper contributes to particular factors needed for student competencies in the Malaysian context.

1. Introduction

The rapid process of globalization in the 21st century has resulted in a remarkable change of population across national borders. With the increasing number of multicultural population, one's ability to relate to 'the other' has become crucial in the globalized world. This further implies that intercultural competence has become a necessity in today's world. There arises the need for students to acquire intercultural competence. This specific communication skill is not only needed for students to relate to the other in an appropriate and effective manner. Rather, it is also important for their employability in today's job market.

There are numerous models of intercultural competence that can be used to educate students. Yet, the academic literature indicates that most, if not all, of the current knowledge on intercultural competence derive from the Western context (Yep, 2014). Although intercultural competence is a theoretical construct, Deardorff and Arasaratnam-Smith (2017) remarked that the application of this construct within very specific context matters immensely. The specific context includes, among others, cultural realities of the society in which intercultural competence is situated. This study explores the Malaysian students' narratives on their experiences with the diverse others and their perspectives on intercultural competence. The insights should assist in providing us particular factors of intercultural competence that resonate with intercultural experiences in the Malaysian context.

2. The various definitions of Intercultural competence

The term "intercultural competence" is not only diverse in its definitions but also in its terminologies (see Bennett, 2009). Regardless of such various terminologies and definitions, the notions of appropriateness and effectiveness form the fundamental components of intercultural competence (Arasaratnam-Smith, 2017; Liu, 2012). Effectiveness refers to the ability to achieve one's goals in a particular exchange and appropriateness considers the ability to behave in a manner that is acceptable to the other person (Arasaratnam-Smith, 2017).

Since there is a plethora of choices on models for intercultural competence (see, Arasaratnam-Smith, 2017; Spitzberg & Changnon, 2009), we found Deardorff's (2004) study to be more useful for our purpose. Deardorff's study attempts to provide the key foundational components of intercultural competence as an agreed upon definition by experts in the intercultural field in the United States. The study is one of the relatively few efforts to identify components of intercultural competence that utilized both quantitative and qualitative processes, and the first study to document consensus among intercultural experts (Spitzberg & Changnon, 2009). Based on the data generated from the intercultural experts through a Delphi study, Deardoff (2004) defined intercultural competence as "the ability to

communicate effectively and appropriately in intercultural situations based on one's intercultural knowledge, skills and attitudes" (p. 94). Attitude includes openness, respect, curiosity, and discovery. This component is viewed as foundational to the development of one's knowledge and skills. One's knowledge is manifested through his or her ability to acquire cultural self-awareness, cultural specific information, cultural knowledge, and sociolinguistic awareness. Skills emphasize one's ability to process the knowledge about his or her culture and other cultures. It includes observing, listening, evaluating, interpreting, and relating.

Deardorff's (2004,2006) work has definitely contributed to our understanding of intercultural competence. Nonetheless, Deardorff and Arasaratnam-Smith (2017) cautioned that while intercultural competence is a theoretical construct, the application of this construct may vary among different contexts. For example, Deardorff (2009) remarked that much of the unit of analysis for intercultural competence in non-Western cultures tend to reside within interpersonal relationships. Such emphasis is in mark contrast with the Western cultures that place more emphasis on a single individual in analyzing intercultural competence. Deardorff (2006) also claimed that western intercultural scholars were not able to conclude whether language factor is an essential component of intercultural competence. However, a study of student intercultural competence in Malaysian higher institutions indicates that language is a crucial factor for intercultural competence (see Dalib et al.,, 2017).

We feel more studies are needed to enrich our understanding of intercultural competence in the Malaysian context. Given that Deardorff's (2004,2006) work provides foundational conception of intercultural competence, a revisit of such conception is useful within our context.

3. Researching intercultural competence: student interaction with the other

In revisiting intercultural competence, we feel that it is pertinent to provide a more complex way of researching this construct. Taking this proposition, we contend that the complexity of intercultural competence can be examined by exploring students'interaction with 'the other' in the Malaysian university environment. When considering how to conceptualize 'the other', we turned to the nature of intercultural communication. According to Gudykunst and Kim (2003), intercultural communication is often characterized by one's experiences with people from other cultures who the person sees as 'strangers'. It is through this lens that most writers view intercultural communication as encounters of oneself with the other who is culturally different from their own (e.g., Chai & Zhong, 2006 ; Harun, 2007 ; Takahara, 2013). The other is essentialized through description of impersonal and unfamiliar experiences that the self has with somebody from another culture who does not belong to his or her cultural group (Yep, 2014)

When considering what we hope to explore with our local students, it is difficult to articulate the other given that it requires students to describe their experiences interacting with those who are very different from themselves. Lingis (1998) suggested that the other can be everyone outside oneself. This suggestion indicates that the realm of the other may include students' experiences with those coming from different cultural groups such as social class, gender, ethnicity or nationality. Given that many Malaysian campuses are currently having a large number of foreign students, this provides an advantage for Malaysian students to interact and enhance their social communication skills with the foreigners. We believe that Malaysian students are aware of their own (in)competencies when interacting with the foreigners. This face-to-face interaction was what we hoped to explore with our local students. We wanted to explore how the Malaysian students narrate their encounters with their foreign counterpart who is ruled by his/her own cultural norms. In line with this, the following research question guides our inquiry:

RQ: How do students describe their experience interacting with the cultural other in the campus?

4. Methodology

4.1 Method of data collection

Focus group interviews were used in the study. The focus groups enabled us to look for multiple realities of intercultural competence as participants gather, discuss, and collaborate in constructing meaning of their experiences (Hollander, 2010). Focus groups have also enabled us explore the 'shared' fund of experiences as participants engage in dialogue with one another and elaborate points raised by other members in the group (Jasper, 1996). This collaborative process of meaning

construction provides the means for adding richer descriptions on the complexity of intercultural competence (Bradbury-Jones et al., 2008).

We used open-ended protocols to elicit as much information as possible from the participants (Patton 1999). Each focus group interview ran between 40 to 90 minutes. The interview included questions that assist participants to share their accounts, explanations, and stories illustrating their experiences with the other and their perspective on intercultural competence. We recorded the interview using a digital audio recorder upon the participants' consent. We constructed the interview questions based on the components of intercultural competence suggested by Deardorff (2004, 2006). During the interviews, we asked each participant to reflect on his or her experience interacting with the other and share the situations that provide some insights on intercultural competence to the group. Every participant was given an equal opportunity for his or her story to be heard with minimal interruptions. Other members of the group added valuable inputs as each participant's story unfolds. Such interactive discussion adds more information related to the shared constructed meanings of intercultural competence by the participants (Sorrell & Redmond, 1995).

4.2 Participants and research setting

Participants in this study were students from public universities in Northern Malaysia. Given that there are three known public universities in the northern region, three focus groups were recruited to represent each university. Since focus group participants are selected based on certain characteristics that relate to the topic under study (Creswell, 2009), we obtained the respondents on these two particular criteria: (i) having had the experience interacting with the other, in particular, the foreign students and (ii) being able to narrate their experiences with others. Purposive sampling was used to recruit participants by the assistance of an instructor who taught the undergraduate students in the study setting

Participants for each focus group comprise students of different ethnicities. We contacted the students to arrange for a meeting, and set the place and time to have the focus group discussion. The session of each focus group lasted between 60 to 90 minutes which was both taped and video recorded after receiving the participants' consent. Each focus group only had between one to two moderators with four to six participants. A total of fifteen students narrated their experiences in the focus group interviews held at their own campuses. Given that data saturation is not about reaching a certain number per se, but about the depth of the data (Fusch & Ness, 2015), this sample enables us to reach exhaustive analysis of the interview data (Creswell, 2009).

Table 1. Focus group participant

Focus Group	Participants	Ethnicity	Gender	Program of study	Semester
Focus Group 1 (FG1)	Participant 1 (P1)	Malay	Male	Communication	8
	Participant 2 (P2)	Malay	Male	Communication	7
	Participant 3 (P3)	Chinese	Female	Social Science	5
	Participant 4 (P4)	Chinese	Female	Communication	7
	Participant 5 (P5)	Malay	Female	Architecture	5
	Participant 6 (P6)	Chinese	Male	Biology	5
Focus Group 1 (FG2)	Participant 7 (P7)	Malay	Male	Communication	6
	Participant 8 (P8)	Chinese	Male	Communication	10
	Participant 9 (P9)	Malay	Female	Communication	10
	Participant 10 (P10)	Indian	Female	Communication	4
	Participant 11 (P11)	Malay	Male	Communication	4
Focus Group 1 (FG3)	Participant 12 (P12)	Malay	Female	New Media Communication	6
	Participant 13 (P13)	Malay	Female	New Media Communication	6
	Participant 14 (P14)	Malay	Female	New Media Communication	6
	Participant 15 (P15)	Malay	Male	New Media Communication	4

English was used as the primary language for the focus group interviews. However, some participants preferred to speak in Malay language. In such cases, we proceeded with the preferred language during the interviews. We transcribed their discussion following each session. A majority of the students were in their senior years while a few were in the fourth and fifth year of study. The

student profile indicates the background information including gender, year and discipline of study, and ethnicity (Table 1).The participants were identified by the instructors from the mobility center in their own respective campuses. Some participants volunteered as a 'buddy' to the newly arrived international students where they were involved in assisting their foreign counterpart in the campus. The buddy platform presents numerous opportunities for them to interact. Meanwhile, some have had the experience interacting with their foreign counterpart in the classrooms.

4.3 Data analysis

The focus group interview data were analysed using the thematic analysis technique proposed by Braun and Clarke (2006). Following the aims of the study, a conceptual thematic analysis was employed by providing description of the relationship between the themes identified. The unit of analysis for this study was sequence of sentences or a complete dialogue related to feelings, attitudes, and reactions of the participants' experiences. The NVivo 10 qualitative data software assisted in sorting out the data.

5. Findings

The findings of the study lead us to observe three emerging themes; (i) *consciousness of self and other*, (ii) *individual personality,* and (iii) *cultural boundaries*.

Theme 1: *Consciousness of self and other*. This theme brings to light participants' consciousness that their interpretation of own and others' behaviours are conditioned by one's cultural perspective. This leads participants to develop awareness on different interpretations of 'appropriate' communicative behaviours, which to some extent, moot participants to make adjustments in their behaviour/social acts. For example, P5 (FG2) observes that holding hands among Nigerian male friends is considered "normal" given the Nigerian cultural norms. However, similar social behavior is viewed as "inappropriate" given that it is uncommon among the Malaysian males to be seen holding hands with one another in the public sphere. The participants take such experience as an opportunity for them to learn cultural differences and make necessary adjustments:

P5: I started to interact with Nigerians when I joined "silat" (a form of martial arts) in this campus. I observed when they are walking together, they like to hold hands. There was one time my Nigerian friend tried to hold my hand.
R: So how do you react to it?
P5: At first, I felt awkward and laughed. I was quite shocked why he was like that…. then I asked him…. he told me that it is their culture…they like to show some bonding with one another … like [they are] close friends…
P1: We have to look at cultural differences
R: Okay…
P1: Like what we heard just now from him (P5) … talking about holding hands. We [Malaysians] feel awkward because we do not know other cultures… and we try to learn theirs. We can ask about their culture and share our differences. We can build relationship. Then we can have positive perceptions towards others.

Theme 2: *Individual personality*. This theme highlights participants' perspective on the interplay between one's individual personality and one's engagement with the other. Participants felt that an individual's personality plays important role, in which, it works as a factor that moves an individual toward, against or away from the other. Participants revealed challenges to approach the others who are less friendly, somewhat reserved and tend to keep to their own cultural group. Nevertheless, there also others who are friendly, helpful, and attempt to communicate. Consider the following excerpt of FG1 participants:

P5: To be honest…it's not easy to talk to them [international students] and we [Malaysians] are the ones who approach them first…they are like that most of the time.
R: Most of the time?
P5: For example, those Finnish. Even sometimes they have problem. They want to be with their own group. Sometimes we are the ones who started "Hey… how are you" instead of them saying [something] and looking at us.
P6: I agree with her…

4-P5: I think they have difficulties talking … errr… they are exchange students if you realize it… [there is] not much response from them. Maybe they feel it's not really their thing to talk to strangers because it is part of their culture where they don't really talk to strangers. They (are) not as friendly as us… so…
P1: Actually, when we meet them outside from this place [international mobility office], sometimes they act like… they don't know us …
P4: They see us from afar. They know that we are their buddies but they just ignore us…
P6: Yeah…I agree with her, they like [to] be in their group. I think err…. that happens to [any] individuals. When we go somewhere outside [overseas]…this is what happens to exchange students…when they come here they don't know anybody. So that's why they have to be with their own group. Not all of them are like that… we have very few who are actually quick to interact. They don't mind to be with other races.

Theme 3: Cultural boundaries. This theme reveals participants' experience in dealing with differences with the other. For example, participants recounted on their conversation about religious beliefs that requires religious sensitivities. Consider the following excerpt of P6(FG1):

P6: The biggest challenge that I ever faced is when the (international) students asked about religion. Some of them might be Christian, Jewish, err…(Atheist) Atheist, they don't believe in God, they believe more in (scientific) findings. When they asked me…I answered…I'm Christian. And they asked a question "Why [do] you believe in God"? So that is a challenge for me. And they also asked me like "Why the… the… women, like the Muslim women have to cover their hair?" And the toughest question that I ever received from this student who actually Atheist, like they asked me like "How do you feel living as Muslim? Yeah... it sounds easy but actually it's not an easy question. But I must admit it is hard for me to answer, it's not an easy question,
R: So is the encounter successful?
P6: No hard feelings. Most of my three year experiences here, when we have this kind of conversation, it's not that. Err… I want you to follow my religion, it's more too…
R: sharing?
P6: Sharing experiences, yeah... more into that.

6. Discussion

The first theme, consciousness of self and other, essentially highlights the participants' consciousness of self and other through acknowledging the fact that one's communicative behaviour about the world is very much influenced by his/her cultural perspective. This consciousness echoes Gao's (2006) remarks that a person's way of communicating reflects a person's cultural experiences (Gao, 2006; Yu, 2015). The consciousness of self and other represents the knowledge component of intercultural competence. Deardorff (2006) posited that knowledge requires an individual to have cultural self-awareness of his or her own and other cultures. This awareness moves beyond the surface knowledge of culture (such as food and greetings) and requires an individual to understand the other's worldviews (Deardorff, 2006). The finding indicates that cultural self-awareness is an ongoing process that requires participants' ability to learn about self and the other through the lens of their cultural perspectives. Such experience provides valuable lessons that move participants into having an informed understanding about the other. In addition, we see that their response indicates requisite attitude for gaining awareness since they remarked being adaptive to how the other behave. Interestingly, while previous studies tend to highlight foreigner's competence by being adaptive to the host culture (e.g, Ahmad, Azimi, Salleh & Sannusi, 2017; Dalib, Harun & Yusof, 2017), the Malaysian (local) students were willing to adjust their behaviours. This finding can be attributed to the Malaysian context. Having been exposed to many ethnic members within the society, Malaysian students do not really encounter difficulties in their interaction with the other. Rather, adjusting and accommodating have always been the norms for many Malaysians in their social interaction. Thus far, the ethnically diverse Malaysians have never encountered hatred towards each other given their attempt to embrace national unity.

The second theme, individual personality, draws attention to participants' experiences in encountering one's personalities which play important role in their interaction. Giles (2012) asserted that people's communicative episode can be determined by varying degrees of interpersonal salience. On one extreme episode, an interaction is influenced only by one's personal character and her/his social identities were virtually irrelevant. On other extreme episode, an interaction is influenced by one's group identities. Such identities almost entirely dictate the conversational dynamics rather than the speaker's characteristics. Although Giles (2012) maintained that at least 70 percent of our

interpersonal interactions were highly intergroup (intercultural) in nature, the participants in the study felt that individual characters make a difference in one's ability to engage with the other. This finding supports studies that indicate relationship between individual personality and intercultural competence. (e.g., Harrison, 2012; Peifer, & Yangchen, 2017; Van der Zee & Van Oudenhoven, 2013).The finding of this study that highlights the interplay between individual personality and interaction draws attention to the attitudinal component of intercultural competence. Deardorff (2006) suggested that attitude requires, among others, curiosity that entails one's ability to difference as a learning opportunity. Having positive personality such as being friendly and make attempts to communicate helps individuals to develop interact with the other and develop their competency.

The third theme, cultural boundaries, highlight participants' experiences on dealing with differences between self and the other. Deardorff (2006) suggested that competent individuals are those who can adapt and become flexible to differences in a given interaction. Nonetheless, the study shows that there are differences that participants felt must be accepted, valued and respected in their own terms. For example, as the findings indicate, topic on religion appears to be significant in participants' experience, which to some extent, leads participants to come into dialogue about their religious beliefs with the other. This finding substantiates the literature that religion plays a significant role in a majority of Malaysian people especially for the Malays where they were born into the Islamic faith and viewed Islam as a core part of their being (Shamsul, 2005). In relation to the present study, participants demonstrated the relevance of explaining religious beliefs which were viewed as central to the participants' being and thus, must be recognized in their social interaction within the Malaysian context. In view of this, the finding of this study indicates that intercultural competence is a process that requires acquiring knowledge on specific cultural information. In the case of Malaysia, religious beliefs must be taken into account because it is seen as a 'sacred territory' that requires deep sensitivity for achieving effective and appropriate communicate. Such sensitivity is not only important when the local students interact with their foreign counterparts, it is also imperative among the ethnically diverse Malaysians.

7. Conclusion

The themes interrelate with one another and reveal that the participants develop the ability to be flexible and adaptable in their interaction which leads them to achieve appropriate and effective communication. It seems that the valued goal or effectiveness of the communication for the participants is about understanding not only the self, but also the other (Chen & Starosta, 2003). Meanwhile, appropriateness is about the participants' ability to make sense on cultural differences and make necessary adjustments. In general, the study supports Deardorff's (2004, 2006) work that intercultural competence requires individuals to develop attitude, knowledge, and skills to achieve appropriate and effective communication. Nonetheless, the study helps to create a perspective that offers some set of criteria or specificities needed for becoming competent within the Malaysian context. In view of this, significant factors such as religious positions and cultural norms must be considered in one's interaction with the other.

Several recommendations can be considered for future researchers. A qualitative research method such as ethnography can be employed to observe people in their real life social practices related to cultural differences. Potential research questions include: How do participants interact with one another? How do participants accommodate their behaviours in interaction? Findings from such research will be beneficial to delineate competent behaviours in actual situations. Given the existence of the new social media and its impact on intercultural communication (Chen, 2012), we recommend that future researchers study the consciousness of identity in one's interaction with the other, for instance, on Facebook and WhatsApp. Perhaps, such an inquiry may transform our understanding of intercultural competence given the unique nature of the virtual realms where diverse speakers interact. It is hoped that the study will promote more efforts in developing the Malaysian students' intercultural competence. Higher learning institutions must play important roles in preparing students to learn how to interact effectively and appropriately in the multicultural society.

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Work role characteristics and expatriate adjustment in Malaysia

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Abstract   The study examines the relationship between work-role characteristics and expatriate adjustment.   The work-role characteristics, which are comprised of role novelty, role ambiguity and role conflict are tested on the different dimensions of adjustment. The data was drawn from a self-administered questionnaire survey. Of the total number of questionnaires distributed, 241 questionnaires were returned and after the cleaning process, 203 usable data were analyzed, which yielded a 71 per cent returned, usable rate.   The analyses of the impacts of work-role characteristics on adjustment dimensions reveals that role novelty is positively correlated with work adjustment, and role ambiguity and role conflict are negatively correlated.   The multiple regression analysis shows that combined, role novelty, role ambiguity, role conflict account for 31.1 per cent of the variance in work adjustment. Besides the results, the paper also discusses the limitations of the study.

1. Introduction

Previous studies (Davies, Kraeh, & Froese, 2015; Selmer, 2001; Yavas & Bodur, 1999) on expatriation have shown the relation between cultural environment and adjustment and how the relationship influences individual adjustments, attitudes and behaviors. Huff, Song and Gresch (2014) states that culturally adjusted expatriates are open to the host culture and accordingly able to adjust their behaviors, norms and rules to the current environment. Instead, the maladjusted expatriates will feel anxiety which precedes to several negative job-related outcomes such as lower job satisfaction and performance (Silbiger, Berger, Barnes, & Renwick, 2017) and thus, leads to early return to the home country (Shi & Franklin, 2014). Torbiorn (1982) defined expatriate adjustment as as a state of "homeostasis" (Torbiorn, 1982), whereby an individual feels comfortable towards the new environment and this leads him/her to function effectively and succeed the assignment.

Reviews of the literature suggest that "almost 20 to 50 per cent of international relocations end with premature return" and the failure rate has been high (almost 70 per cent) to those assigned to developing countries (Copeland and Griggs, 1985, p. xix). Among the reasons attributed to the higher failure rates, especially among American expatriates are: (1) the inability of the spouse to adapt to the host culture; (2) the inability of the expatriates themselves to adapt to the host culture; and (3) family-related problems associated with foreign assignment. The higher failure rate in developing countries is described as rather frightening as this is the region where the most "attractive" and "growing" countries of the world are located (Shay & Tracey, 1997, p. 32).

The rapid development and growing trend in the number of expatriates in Malaysia has heightened the need for research and understanding of how these expatriates adjust to a developing country like Malaysian, during their assignments.   Thus far, reviews suggest that empirical studies on the adjustment of expatriates in a developing, multiracial country are still scarce. With the exception to Mohd. Tahir and Ismail (2007) who investigated cross-cultural challenges, Subramaniam, Raduan, Jegak and Naresh (2010) on personality and cross-cultural adjustment, Halim, Abu Bakar, and Mustaffa (2017) on the mediating effects of communication and interaction, and Miranda (2009) on expatriates' learning style, a very limited works on expatriate adjustment has been published.

As a developing, multicultural society, Malaysia is worth investigating especially when the country has become one of the preferred foreign direct investment (FDI) destinations in the South East Asia (Malaysian Industrial Development Authority, 2009). The aggressive promotion on Malaysia as a tourism destination, together with the government's policy has clearly indicated that the country will

face a continuous increase in the number of expatriates in various sectors such as oil and gas, manufacturing and engineering. In fact, part of the Economic Transformation Program (ETP) set up by the previous government has also acknowledged the human capital needs of the Entry Points Projects (EPPs) and business opportunities, whereby the government will take action to attract foreign talent (expatriates) to work in Malaysia and ease immigration rules to facilitate the entry of talent as it is believed that this will provide a ready pool of technical, critical thinking and leaderships skills needed to run future business opportunities as well as projects in non-National Key Economic Areas (NKEAs). The government's policy further proves that the number of expatriates working in Malaysia will increase tremendously. The latest statistics provided by the Malaysian Office of Statistics (2012) puts the expatriate population at around 35,000, with no specific figures. Therefore, it is strongly believed that more research investigating expatriates in Malaysia is needed, expecially when the country is moving and developing fast toward achieving its vision.

2. Literature Review

Previous works on adjustment suggest that the variables that predict and facilitate adjustment are likely to be related to multiple adjustment facets that center around factors such as individual, work, organizational and nonwork (Halim et al., 2017; Fisher, Hutchings, & Pinto, 2015; Gudmundsdóttir, 2015; Bhatti, Battour, Ismail, & Sundram, 2014; Lee & Kartika, 2014; Shaffer, Harrison & Gilley, 1999). Adjustment to the general environment is the area that has been widely studied by researchers and scholars. It encompasses those factors that affect the daily lifestyles of expatriates such as weather, food and entertainment. When expatriates enter a new culture, they must learn the whole new set of norms, values and practices of the host culture, which are different from their own. This new set of norms, values and practices is not stated anywhere and it is the responsibility of the expatriate to learn and adjust. Studies have revealed that the more similar the home country and the host country, the easier the adjustment will be. Expatriates who come from China to Malaysia for example, would experience less difficulty in adjusting to the new culture as compared to those who are being assigned to the middle-east. In one of the studies conducted by Black, Gregersen, and Mendenhall (1992a) found that successful adjustment which eventually leads to the completion of foreign assignment is linked more closely to the expatriate's ability to adjust to the new culture rather than to adjustment to work.

Adjustment to interaction, on the other hand, involves the level of comfort that employees feel when interacting with members of the host culture. Claus, Maletz, Casoinic and Pierson (2015) believe that this is the most difficult area of adjustment because usually the differences between individuals will be revealed when they communicate. Huff et al. (2014) state that an individual with good relational skills will find less difficulty to interact with people of the host nation. Those with good interpersonal communication skills in their home culture will normally adjust better to the new culture as compared to their counterparts who possess lower levels of interpersonal communication skills. It is also noted that expatriates with good relational skills are able to apply the principles of human interaction in different cultures. Thus, this makes it easier for them to relate to the host nationals.

Adjustment to work is described as the level at which employees are adjusted to their job tasks, work roles and work environment, as well as the level at which they are able to perform within that environment. Simply, it is how an individual accomplishes their tasks and their attitude towards work (Lu, Wang, Lu, Du, & Bakker, 2014; Dawis & Lofquist, 1984). This is thought to be the easiest area of adjustment if compared to the other two (Black et al., 1992a) though it does not necessarily mean that it is easy to do. The suggestion is made as studies on American, European and Japanese expatriates revealed that their adjustment to work is very much influenced by the similarities in "procedures, policies and requirements" (p. 117) of the job in the home and host countries. Even though those factors could be similar, other factors such as business practices could be different and this is the time when the expatriates have to adjust to suit to the local practices but still manage to achieve the target outcomes. Some of the work-related variables that are found to be related to work adjustment are role clarity, role discretion, role conflict, role novelty and organizational culture. The present work will only look at novelty, role ambiguity and role conflict.

2.1 Work Role Characteristics and Expatriate Adjustment

Li (2016) suggests that role novelty involves the difference between the past role and the new role, or the extentto which the pasto and present roles differ. Past research has shown that role clarity helps reduce the uncertainty associated with the new job environment and this would help ease work adjustment (Black, 1988; Nicholson, 1984). According to Black et al. (1992a) role novelty or clarity is

the extent to which what is expected of the individual is clear and ambiguous. However, it is obvious that it is rather difficult for anyone to adjust to something that is not "clear and ambiguous" but according to them, the case is true for American and Japanese expatriates. If the demand of the new work role is sufficiently different from those of the past, decrements in job performance and feelings of lack of confidence are likely to be especially pronounced (Selmer & Lauring, 2014). Teagarden and Gordon (1995) also share the same view where they suggest that if the job is novel to the expatriate during the assignment, they would expect significant learning curves and hence, this would influence the expatriates' success. This leads to the following hypothesis:

> *Hypothesis 1:*   *The higher the degree of role novelty, the lower the degree of work, interaction and adjustment.*

Beside role clarity, role ambiguity or sometimes referred to as role discretion is also found to have a great impact on work adjustment. Instances of role ambiguity in a work situation include uncertainty about the scope of responsibility and uncertainty about others' expectations of the expatriates' performance. Kawai and Mohr (2015) argue that role theory suggests ambiguity should increase the probability that an expatriate will be satisfied with his or her role, will experience anxiety, will distort reality and will thus perform less effectively. Black, Gregersen and Mendenhall (1992b) argue that an individual has to adapt themselves to their work role and not vice versa as suggested by Dawis and Lofquist (1984). Role discretion involves the flexibility in determining the type of job that an individual wants to do, when and how to do it and whom to involve in doing the job. It is important because it allows expatriates to adapt their work roles and setting to themselves rather than adapting themselves to the situation (Black & Gregersen, 1991). An individual with greater role discretion will be able to adjust to their work by using their past successful behaviors (Black et al., 1992b). Consequently, the following hypothesis is offered.

> *Hypothesis 2:*   *The higher the degree of role ambiguity, the lower the degree of work, interaction and adjustment.*

Role conflict is the extent to which conflicting expectations are put on expatriates. Black et al. (1992b) believe that a new environment normally projects conflicting signals that later increase uncertainty. Expatriates therefore, have to make a careful decision in choosing what is acceptable and what is not. Role conflict has been found to affect expatriate's work adjustment. Role theory suggests that when the behaviors expected of an individual are inconsistent, the individual will experience stress. Rizzo et al. (1970) claimed that those reporting role conflict stated that their trust in those who imposed the pressure was reduce, they liked them les on a personal basis, they held them in lower esteem, they communicate less with them and their own effectiveness was also decreased. Generally, Black (1988) suggests that the greater role conflict the expatriates face, the greater the difficulty of the role transition and this brings us to the next hypothesis:

> *Hypothesis 3:*   *The higher the degree of role conflict, the lower the degree of work, interaction and adjustment.*

In sum, role conflict and role novelty increase uncertainty associated with the job. The higher the degree of role novelty in the expatriate's job demand, the more pressure they have in changing their professional identity or job-related skills (Nicholson, 1984). Role novelty is expected to increase uncertainty associated with work role. Based on their research Black et al. (1992b) conclude that role conflict and role novelty have a negative relationship with expatriate adjustment.

3. Methodology

3.1 Participants

The participant of this study was the individual hotel expatriates attached to the Malaysian hotel industry. As expatriates were usually attached to the 3-, 4-, and 5-star hotels, these rated hotels were contacted to identify the number of expatriates currently working at the premise. Based from the calls, it was identified that there were 323 expatriates attached to hotels in Malaysia. Since the total population of expatriates was rather small, all of them were considered as participants of the study.

3.2 Instrumentation

The questionnaire survey, specifically the self-administered questionnaire was the key part of data collection used in the study. The drop and collect method was used in the distribution the survey. To ensure the safety and privacy of the expatriates, the questionnaires were distributed to the GMs' or human resources' office and from there, these offices would distribute the questionnaire to the individual expatriate working at the premise. This would also mean that the distribution of

questionnaire was left to the discretion of the respective offices. Upon advise from the hotel, the questionnaire could only be collected in a week, so that the expatriates would have enough time to respond to it. Of the total number of questionnaires distributed, 241 questionnaires were returned and after the cleaning process, 203 usable data were analyzed, which yielded a 71 per cent returned, usable rate. The response rate was comparable to previous studies conducted by authors in different geographical settings (Kittler, Rygl, Mackinnon, & Wiedemann, 2009), and was considered a respectable figure for research involving expatriates (Selmer, 2006).

3.3 Measurements

Measures for the expatriates overall adjustment were based on a 14-item instrument developed by Black (1988). The items were divided into three dimensions—general, interaction and work adjustments. Respondents were asked to indicate on a scale from 1 (not adjusted at all) to 5 (very well adjusted), the degree to which they are adjusted to the items. The reliability value of the instrument was $\alpha = .92$, which was rather high. For each dimension, general adjustment ($\alpha = .87$), interaction ($\alpha = .93$) and work ($\alpha = .82$).

Role clarity was measured using Black (1988) instrument which was developed based on a measure proposed by Steward's (1982) categories of managerial demands and constraints. Respondents indicated on a 5-point scale of how similar or different of the 11 items compared to their previous work experience. The reliability value for the item was $\alpha = .83$. Meanwhile, role ambiguity ($\alpha = .76$)) was measured using Rizzo et al., (1970) proposed measure which includes 14 items measured on 5-point Likert scale. The measures had also been adopted by Black (1988). The measures looked at the predictability of the outcome of responses to one's behavior and the existence of clarity of behavioral requirements, often in terms of inputs from the environment that would serve to guide behavior and provide knowledge that the behavior is appropriate. The final work-role characteristics, which was role conflict ($\alpha = .75$) was also measured using Rizzo et al., (1970) proposed instrument of 15 items on a 5-point Likert scale. Respondents were asked to rate how often they experienced the situation given in the instrument, which can lead to role conflict.

4. Results

Of all the respondents, one hundred and thirty-one expatriates (64.5%) were married, and only 35.5 % were still single. The expatriates had been in the country from nine months to more than 20 years. The age of respondents ranged from under 35 to 50 years, with a majority (30.5%) fell under 35 years of age. Ninety-six respondents (47.4%) had a college degree and 58% had a bachelor's degree. A majority of the expatriates (48.3%) came from European countries, 52 (25.6%) were from Australia/New Zealand region, 42 (20.7%) were from Asian countries and 11 (5.4%) came from North America. Most of these expatriates (90.6%) had experiences working in foreign countries prior to expatriation in Malaysia. Only 19 expatriates (9.4%) had no experience before coming to Malaysia. It was also found that 179 respondents (88.2%) held managerial posts as compared to those holding the non-managerial positions (11.8%).

When asked whether the respondents speak other languages than their native, 200 respondents (98.5%) claimed they speak other languages than their native and only three (1.5%) did not speak other languages at all. Ninety-three (45.8%) admitted that they were very fluent in language(s) other than their own, 85 (41.9%) were somewhat fluent and only 22 (10.8%) were not fluent.

In describing their ability to speak the native language of Malaysia, 121 (59.6%) admitted that their ability to speak the native language (Bahasa Malaysia) were limited to very short and simple phrases only. Fifty-eight (28.6%) knew basic grammatical structure and spoke with a limited vocabulary. Seventeen respondents (8.4%) indicated that they understood conversation on simple topics and only seven (1.4%) rated themselves as fluent in the language. A majority of the respondents (170 or 83.7%) indicated that they had no training prior at all prior to expatriation, while the remaining 33 (16.3%) did undergo a certain type of training related to expatriation.

It was hypothesized that the higher the degree of role novelty, the lower the degree of general, interaction and work adjustment. Contrary to the hypothesis, the result shows the existence of significant positive relationships between role novelty and each of the facets of adjustment measured. Role novelty is significantly positively correlated with general adjustment (r=.278), interaction adjustment (r=.283) and work adjustment (r=.233). The overall adjustment yielded the r value of r=.319 and p<.01. Thus, running counter to the hypothesis, respondents who reported higher levels of role novelty also reported higher levels of each of the facets of adjustment measured. Therefore, hypothesis 2 was not supported.

Hypothesis 2 was related to role ambiguity, whereby, it was hypothesized that the higher the degree of role ambiguity, the lower the degree of general, interaction, work adjustment and the expatriates' overall adjustment. The result yielded a significant negative correlation between role ambiguity and work adjustment (r=.416 and p<.011). Respondents who reported lower levels of role ambiguity also reported higher levels of work adjustment. However, there was not significant correlations between role ambiguity and general adjustment (r=-.219) and interaction adjustment (r=-.120). Instead, a significant correlation was found when role ambiguity was correlated with overall adjustment, where the result shows that r=-.273 (p<.01). Hence, the hypothesis was partially supported.

The final hypothesis hoped to identify the relationship between role conflict and general, interaction, work and overall adjustment. A significant negative correlation was observed between role conflict and work adjustment (r=-.363, p<.01). No significant relationship was found between role conflict and general, interact and overall adjustment.

To further test the impact of these work role characteristics on adjustment, multiple regression equations were conducted. From the results, the beta weights demonstrate that, combined, these work-role characteristics explained 31.1% of the variance in work adjustment. Role ambiguity, with a significant beta value of .516 was the most significant work-role characteristics impacting work adjustment. Work-role characteristics also have an impact on general, interaction and expatriates' overall adjustment. In the data, 13.4% of the variance in general adjustment is explained by the three work-role characteristics measured. Role novelty, with a beta value of .316 emerges as the most significant of the work-role characteristics that affect general adjustment. Together, they explained 17.2% of the variance on interaction adjustment. As expected, role novelty with a beta value of .392 appears the most significant work-role affecting interaction adjustment. Role ambiguity and role conflict are also significant in the case of interaction adjustment with beta values of -.352 and .307 respectively. In total, 17.5% of the variance in overall adjustment is explained by the three work-role characteristics measured with role novelty, emerged as the most significant factor affecting the overall adjustment (β = .363) and role ambiguity also proves to be significant (β =-.354).

5 Discussions and Conclusions

5.1 Discussion

The main objective of this article were to examine the relationship between work-role characteristics and the adjustment of hotel expatriates in Malaysian. The adjustment patterns were examined based on the overall adjustment and the dimensions of this adjustment.

As revealed in the descriptive statistics, a majority of the expatriates came from European countries. This has been consistent since Ruddy's (1991) study on career development of hotel managers in the Asian Pacific, where he found that 68% of the respondents surveyed were from Europe and North America. It seems that the pattern of movement of European expatriates is still consistent until now, where more Europeans are keen to explore, travel and work in a foreign country.

As hypothesized, while on the whole the expatriates in our sample are well-adjusted to working and living in Malaysia, they do show variations across the adjustment dimensions examined. With regard to the value of focusing on work role characteristics when attempting to account for the variations in these adjustment dimensions, the analysis suggests that they do indeed account for an amount of the adjustment variance. In the area of role novelty, contrary to the hypothesis that higher role novelty would result in lower general, interaction, work and overall adjustment scores, the data show a significant positive relationship between role novelty and each of the dimensions of adjustment measured. This is contrary to suggestions in the literature which demonstrate that role novelty will have a negative impact on adjustment as the encountered novelty will promote lack of confidence in job performance, potentially creating stress and also creating a significant learning curve, which is something that could lead to a negative spill-over effect into other dimensions of expatriates lives. It can be argued that it may be a question of threshold level with a deal of novelty resulting in the generating of a renewed interest in the work and its completion.

Consistent with the present literature, the results on role ambiguity demonstrate a significant negative relationship with work adjustment and the overall expatriate adjustment. The correlations with both the general and interaction adjustment were consistent with the hypothesis (i.e. negatively correlated), but still failed to reach the significant level. Role conflict and adjustment dimensions also reveal partial support for the hypothesis, with a significant negative correlations emerging between role conflict and work adjustment. The results on the relationship between role ambiguity and role conflict are not surprising since literature and previous studies in the area have demonstrated that respondents

who experience high levels of role ambiguity and role conflict typically experience lower levels of work adjustment.

The findings from this study would contribute to the new knowledge of expatriation in a multicultural society, especially the adjustment of hotel expatriates. It would also help create awareness among hotel companies on the importance of work characteristics in the process of adjustment.

5.2 Limitations

In spite of the contributions discussed above, several limitations need to be acknowledged. The first is the reliance on a single respondent for the independent and dependent variables which may have contributed to common method variance. Although this issue is pervasive in research in social sciences, it is particularly salient when measuring variables more susceptible to perceptual bias. Therefore, when designing the questionnaire survey for the study, attempts were made to minimize same source bias by placing the independent and dependent variables in separate sections of the questionnaire. Hence, the concern for same respondent bias or common method bias was further reduced.

Secondly, this study also has limitations in its statistical techniques and data, as it only looked at only one particular industry (i.e. hotel). The hotel industry was chosen because despite the extraordinary interest of Multinational Hotel Companiess (MNHs) and International Joint-Venture Hotel Companies (IJVHCs) in expanding their operations globally, very little is known about expatriates in this industry. Another limitation with regard to this is the sample size itself. Response rates within groups are particularly important for all multivariate analysis (Klein, Dansereau, & Hall, 1994). In the present study, the 203 respondents are rather small samples for multivariate analyses and this could lead to some problems when estimating regression weights in relation to hypotheses testing. But due to the time constraints and the small population of expatriates in the industry, the number of respondents was considered appropriate (return rate of more than 70 per cent). Also, owing to the constraints of time and financial resources, the samples of this study are also limited to expatriates located in Peninsular Malaysia. Thus, generalization of the results (that all expatriates in Malaysian hotel industry) should be made with appropriate caution. Besides the statistical techniques, data and sample size, there is also a limitation with the instruments adopted by the study.

Even though it is acknowledged that the instruments used in the data collection were adopted from past research as they had shown high reliability and validity, the instruments were still applied with caution as in hotel industry some of the supports (especially human resource support) could have not been provided by the organizations or they are already available to the expatriates due to the nature of the industry (i.e. car, housing, etc.) (Halim, 2013).

Finally, the cross-sectional nature of the present research also contributes to the limitation of the study. Clearly, a longitudinal research that tracks the adjustment progress and communication activities during expatriation is needed. In addition, statements of causality based on the results of statistical techniques (such as multiple regression) are useful in making inferences, but must be treated with caution given the correlational nature of the data.

5.3 Conclusions

Although research on expatriation management has been numerous, the findings from the present research represent an incremental step towards better understanding of the complex phenomenon of the adjustment pattern of expatriates and the relationship between work-role characteristics and their adjustment. This research also extends our understanding of expatriate adjustment by looking at those in the hotel industry. The study also confirms the unpacking concept of adjustment and presenting it as a multidimensional concept.

In sum, the findings from the study provide further understanding of adjustment among expatriates and it is hoped that the study will be a step further in enhancing our understanding of expatriates, especially in the hotel industry located in a multicultural society like Malaysia. The findings will certainly help various government departments in Malaysia such as the Immigration Department, Human Resources Department as well as the Ministry of Finance to further understand the needs of the expatriates residing in Malaysia.

6. Acknowledgements

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Facebook Messenger as the medium of academic consultation and the message in a Thai context

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Abstract If Facebook Messenger is the medium of academic consultation, *what, per Marshall McLuhan, is the message?* This paper reports on Thai undergraduate students' attitudes toward the use of Facebook Messenger for the purpose of academic consultation. Qualitative outcomes through virtual interviews with eleven participants unfold the investigation that as compared to face-to-face interactions during office hours, they obtain positive attitudes toward using Facebook Messenger as the medium of academic consultation and the message. It is an extension of their mind and body as it offers them senses of convenience, confidence, lower power distance, travel time saving and money saving. Since the participants are Millennials or Digital Natives who tend to enjoy learning via technology, the research outcomes imply that Facebook Messenger can also be used as the medium of blended academic learning.

1. Introduction

Globally, communication and interactions between two parties can be made happen easily in today's digital era through different channels. Cohen (2017) recently reported that messaging (67%), social media (48%), email (47%), video chat (47%) and face-to-face (38%) are top five communication channels. Facebook Messenger is the top messaging application in 64 countries (Bobrov, 2018) with monthly 1.3 billion users (Cohen, 2017) because it has developed features that users need and like such as stickers, GIFs and thumbs-up (Dogtiev, 2018).

It was also reported that Facebook Messenger is used by different brands, such as SnapTravel, Sephora and the Golden State Warriors, for transactions, allowing all users to browse, shop, and buy (Abramovich, 2017) and giving them a sense of convenience. This experience in fact derives from the Messenger Platform that offers tools for businesses and developers for personal and productive connections (Marcus, 2018). The achievement in opening the Messenger Platform in 2016 manifests in the number of over 300,000 active bots on Messenger, and over 8 billion messages exchanged between people and businesses each month as well as the number of 200,000 developers who actively build such experiences (ibid).

Nationally, in Thailand, there are a few popular messaging applications that Thais use for social, personal and business usage. Facebook Messenger is the second most popular application after LINE (Sodano, 2017) with a number of 26 million Thai users, globally ranking seventh (Leesa-Nguansuk, 2018). Generation Y or *Millennials*, who were born between 1980 and 2000 and made up of 32% of the population are reported to be passionate about being online, surfing the Internet for eight hours a day on average (Wangkiat, 2016). In fact, they are young learners considered *Digital Natives* and tend to enjoy learning via technology because they can relate themselves to it (Tananuraksakul, 2014, 2015a, 2015b, 2016, 2017). The author's undergraduate students are among those *Millennials* or *Digital Natives*. Most of them use Facebook Messenger rather than email or mobile phone or face-to-face interactions during office hours for academic consultations.

Despite the popularity of Facebook Messenger usage among Thai *Millennials* or *Digital Natives*, there are only a few numbers of research studies into this topic in Thailand. None of them is related to using Facebook Messenger for student consultation. Take these two studies examples. Sukrat, Mahatanankoon and Papasratorn (2017) studied the driving forces behind the massive growth of consumer-to-consumer social commerce in Thailand by modifying existing frameworks. Akaraborworn, Petnarong and Sangtong (2016) examined a hospital's

general surgery residents' utility, frequency of use and attitude toward instant messaging application usage on smartphones using the quantitative research approach. It was found that LINE was used mostly, followed by WhatsApp and Facebook Messenger. They commonly used LINE for sending and receiving text, clinical photos, and radiology films as well as for academic discussion because it is useful for communication and can be an academic learning tool.

This paper therefore seeks to investigate Thai undergraduate students' attitudes toward the use of Facebook Messenger for academic consultation as compared to traditional face-to-face interactions during office hours. The scope of the student group is those majoring in a foreign language, such as English and Chinese.

2. Theoretical Lenses

In the past, Tananuraksakul (2010) applied McLuhan's (1964, 1994) aphorism, "the medium is the message", and McLuhan's and McLuhan's (1988) tetrad or four laws of media to explore the intrapersonal and interpersonal perceptions of power in communication of non-native English speaking students in Australian academic and social contexts. The medium, according to McLuhan (1964, 1994), refers to any items such as money, clothing, numbers, games, cars, and other new technologies, and the message is beyond the content of the medium. It is not only an extension of man's body and mind but also sometimes affects or limits humans and social extensions. For example:

> "a telescope is an extension of people's eyes and helps them to see more clearly, while a telephone extends their voice. Vehicles like a motorbike and a car are a great extension of the feet; they shorten travelling time and give a sense of comfort and convenience…automobiles are an extension of human feet, but they limit the essential act of walking and have ended up influencing the development of cities and countries in many different ways. In cases of overuse of technology, there can be repercussions that are dangerous to human beings. For example, the overuse of automobiles as a form of transport causes pollution, obesity, road casualties, and lung disease. These results sometimes outweigh the benefit of using cars if one can commute to destinations more quickly and comfortably in other ways." (Tananuraksakul, 2010, pp. 917-918)

In Tananuraksakul's (2010) study, English is the medium and speaking in English as an international language is the message which may convey "power" through English competence acquired by individuals. The findings crystallized the role of English as the medium of communication and the message in the Australian contexts and implied that English was the medium and the message, intrapersonally and interpersonally perceived as an extension of the human mind because it conveyed power, privilege, prestige, and pleasure when the participants perceived that they communicated well in English.

Since Facebook Messenger is a new technology in Thai society, the author also applies the mentioned aphorism (McLuhan, 1964, 1994) and tetrad (McLuhan & McLuhan, 1988) to shed light the present investigation. Facebook Messenger is the medium of academic consultation while the message is the changes or effects that Facebook Messenger has on the undergraduate students and their relationships with the author who is their instructor and academic advisor. The application of the tetrad in the form of four questions can crystalize the message. First, "What does the medium or technology enhance or extend?" Second, "What does it make obsolete?" Third, "What is retrieved from the past?" Finally, "What does it reverse into if it is pushed to its limits or overextended?"

3. Definition of the Key Term

Attitude is the only key term in this study. Its definition is adapted from Tananuraksakul's (2015a) study into the effect of Facebook Group usage on students' affect in language learning in a Thai context. It refers to language learners' feelings or thinking about the use of technology (p. 236). If they feel good or think positively about Facebook Messenger usage, they will have positive attitudes towards using it.

4. Methodology

The study mainly employs qualitative research method by means of structured interviews. In order to reduce any power distance between the students and the author (Tananuraksakul, 2015a), Facebook Messenger was opted as an interview channel.

4.1 Participant Recruitment

The author's undergraduate students who were previously consulted with her in Facebook Messenger and face-to-face consultations during the office hours were voluntarily recruited. Eleven students agreed to participate in this study – one male and ten females. Four of them were enrolled in the author's class; seven were her academic advisees.

4.2 Data Collection and Analysis

Data were collected virtually in Thai and interpreted by using thematic analysis. Before garnering the data, the participants were ensured confidentiality (i.e. their names would not be revealed in public) and their participation would not affect their grades.

4.3 Research Tool

Interview questions are the main tool. Questions include:
i. what do you think about using Facebook Messenger as a channel to consult with the author academically?
ii. how does the use of Facebook Messenger help you express any of your concerns to the author? Is it better than face-to-face channel?

5. Findings

The data from virtual interviews show the participants' positive attitudes toward the use of Facebook Messenger because all of them think in the same way that Facebook Messenger is a practical channel. The data are interpreted and grouped into three themes: the message of convenience, the message of confidence and the message of power distance reduction.

5.1 Theme 1: The Message of Convenience

Eleven participants said exactly the same that "it was convenient to use Facebook Messenger as a channel for academic consultations" with the author who was their instructor and academic advisor. They reasoned that Facebook Messenger saved their time and money as well as accommodated their needs. Students 1, 2, 3, 5, 7, 9 and 10 mentioned in the same directions about saving their time that:

> "…in fact, I don't live around the university…during school break I always go back to my hometown far away from the university…so Facebook Messenger makes it easier for me to contact [her] for consultations…because I could just send [her] a message whenever I needed and waited for [her] reply…I could just type up my message…sometimes my free hour differed from [the teacher's]."

Students 2, 6, 10 and 11 had a similar experience in receiving prompt reply from the author. They stated that "it was faster to interact through this channel…[the teacher] replied promptly in the Facebook Messenger". Student 1 added that "I could get all the information I needed from [the advisor]." Students 4 and 7 thought Facebook messenger saved their transportation money.

5.2 Theme 2: The Message of Confidence

All students except Student 8 thought that Facebook Messenger could help them express themselves or interact better with the author. While Student 8 was explicit about her thought that "I felt I dared to interact with [the teacher] face-to-face because I can see [her] facial expressions and tone of voices", Student 7 was more confident to consult with the author in Facebook Messenger as she said "I felt I was more brave to ask [the teacher] different questions because of the gap between her and me." The latter further explained the reasons:

"I was afraid to ask [the teacher] questions directly or face-to-face because I was not ready to receive any negative feedback from her…however, typing a message had a disadvantage since I couldn't tell [the teacher's] feelings or emotion during the virtual interactions."

5.3 Theme 3: The Message of Power Distance Reduction

Students 9 and 10 were concerned about approaching the author inappropriately due to high level of power distance between Thai teacher and students. They said in agreement that "I didn't have to worry about disturbing [the teacher's] time…or her privacy". Student 9 particularly said "I felt krengjai in Thai or reluctant to impose [the teacher] on sparing time for consultation, so [she] could reply me in Facebook Messenger later when she had time". Student 5 gave her explicit view about using Facebook Messenger for consultations that:

"It is common for today's era to use Facebook Messenger as a communication tool with different groups of people, but if it is for the purpose of asking for a sick leave or a business leave or even a study leave like pursuit of education, practical training or cooperative education, we need to talk face-to-face with [the teacher] because it is more important matters".

6. Discussion

Data from the virtual interviews in Themes 1, 2 and 3 indicate that all participants possess positive attitudes toward the use of Facebook Messenger as the medium of academic consultation because they think positively toward using it (Tananuraksakul, 2015a). In Theme 1, the medium is considered convenient (ibid) for all eleven participants, time-saving for seven people, fast for four and money-saving for two people.

In Theme 2, the medium is viewed to boost ten participants' confidence in expressing themselves or asking more questions with their teacher unlike face-to-face interactions. This analytical finding particularly reflects high power distance between the teacher and her students in Thai culture, which ranks 64 (Hofstede, 1997), as such Thai teachers culturally hold an authoritative position over their students (Tananuraksakul, 2011).

In line with Theme 3, the medium is perceived to reduce three students' power distance between the teacher and her students (Tananuraksakul, 2015a). Culturally speaking, Thai society exercises a high regard for authority, so students are less likely to contradict their teachers in a classroom where it is well and formally structured (Tananuraksakul, 2013, p. 105). With the power distance embedded in their mind, the medium therefore is practical for them. The analytical findings are also resonant with Tananuraksakul's (2011, 2013) arguments about positive impacts of teacher power on students' confidence and power distance reduction.

The above analysis can be further illuminated by the tetrad in the forms of four questions (McLuhan & McLuhan, 1988) illustrated in Figure 1. Question One: what does Facebook Messenger enhance or extend? It is the medium of academic consultation that extends the participants' mind and body because it firstly gives them senses of convenience and travel time saving and money saving, secondly builds up their confidence and thirdly lowers power distance culturally embedded in them. Question Two: what does Facebook Messenger make obsolete? It appears to make email and phone usage obsolete due to the participants' choices of Facebook Messenger and face-to-face interactions over those two media. Question Three: what is retrieved from the past? The medium retrieves confidence because it culturally reduces power distance between the teacher and the participants. Question Four: what does Facebook Messenger reverse into if it is pushed to its limits or overextended? It reverses into an academic learning tool like LINE (Akaraborworn, Petnarong & Sangtong, 2016) once it is implemented in a classroom. The implication is that Facebook Messenger can be used as the medium of academic learning blended inside and outside the classroom.

1. Facebook Messenger extends the students' mind and body because it firstly gives them senses of convenience and travel time saving and money saving, secondly builds up their confidence and thirdly lowers power distance culturally embedded in them.

2. Facebook Messenger makes email and phone usage obsolete due to the students' choices of Facebook Messenger and face-to-face interactions over email and phone.

4. Facebook Messenger reverses into an academic learning tool once it is implemented in the classroom.

3. Facebook Messenger retrieves confidence because it culturally reduces power distance between the teacher and the students.

Figure 1. The role of Facebook Messenger as the medium of academic consultation and the message, as crystallised by the tetrad

7. Conclusion

This present study investigates Thai undergraduate students' attitudes toward the use of Facebook Messenger for academic consultation with the application of aphorism (McLuhan, (1964, 1994), "the medium is the message", and the tetrad (McLuhan & McLuhan, 1988). The qualitative outcomes unfold the investigation that the participants obtain positive attitudes toward using Facebook Messenger as the medium of academic consultation and the message that has positive effects on their mind and body with senses of convenience, confidence, lower power distance and travel time saving and money saving. Since the participants are Millennials or Digital Natives who tend to enjoy learning English via technology (Tananuraksakul, 2014, 2015a, 2015b 2016, 2017), it can imply that Facebook Messenger can be used not only the media of academic consultation but also blended academic learning. Although the number of participants is small and it appears to be the limitation, the outcomes offer insights.

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Determinants of online purchasing decision among university students

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Abstract Information and Communication Technology (ICT) was seen as easily acceptable until at this moment where online purchasing has been brisk. Therefore, this study was performed to identify the factors that affect students' acceptance of communication technology for online shopping. This study used the Technology Acceptance Model by Davis, 1989. A key driver of this study is by using elements of perceived usefulness, perceived ease of use, safety of ICT, skills in ICT, and social influence as independent variables. Using quantitative method, through questionnaires, 222 students were sampled as respondents. Pearson correlation analysis was used to test the hypothesis for relationship. From the results the independent variables - perceived usefulness, perceived ease of use, skill use ICT, safety of ICT and social influence - had a significant relationship with the dependent variable which is online purchasing decisions. This study can serve as a guide to online sellers in the process of attracting students to buy online repeatedly.

1. Introduction

The rapid development and growth of Information and Communication Technology (ICT), started as early as the 80s (Bray 2017). However, its developmental ripples happened around the early 70s. While most countries face managemen challenges of new world economy, the answer to the challenge is through efficient, flexible and efficient use of computers. The rapid development of ICT has indeed changed the lives of humans and it still continues to this day.

ICT has always played an important role in modern society as compared to other aspects, because it is a necessary tool and used in various fields (Niebel, Kopp & Beerfeltz 2013). So it is not impossible if an individual can make a purchase online by simply using the smartphone.

Most urban Malaysian uses online shopping application in purchasing various items due to the fast internet network that are promoted by the new media because of their busy daily routine after work daily. In line with the lifestyle nowadays, online purchase methods has now gain attention from many people and it has also become a starting point for shopping without queuing at the counter or being at a very congested mall (Norli Baharin 2013).

In a research by Ismail Sualman (2012) stated that the flow of information are getting faster with the emergence of information technology and has allow the message transmission being increasingly rapid to anyone, anywhere. Similarly, the shopper nowadays prefer to spend online rather than the conventional method due to the online banking facilities. This is because, online purchase can take place anywhere and anytime (Anon 2014).

Online transactions are becoming increasingly reliable and popular. This is because, through online transaction most cost are saved, such as travel costs, parking fees, time and energy. However, online transaction are prone to sales scam (Aslinda Onn 2015). Thus, this study will further identify the use of technology and its relationship on online purchase decisions.

Thus, this paper looks at the factors of use of information technology in making online purchasing decisions. The objective of this paper is to identify the level of use of communication technology by students in making online purchasing decisions and to evaluate the relationship between usefulness, accessibility, ICT skills, ICT security, social influence and online purchase decisions among university students.

2 Theoretical Framework

TAM is a model that explains the interest in using information technology. The theory was developed by Davis (1989) as shown in Figure 2.1 and later adapoted some other scholars such as Adam et al. (1992), Szajna (1994), Chin and Todd (1995), Davis and Venkatesh (1996), Venkatesh and Morris (2000) and others (Sanjaya 2005). TAM is an adaptation of the Theory of Reason Action (TRA).

According to Davis (1989), in the TAM concept, there are two important variables that influence the behavior in the use of technology, which are perceive usefulness and perceived ease of use. Previous empirical studies show that both the individual internal variables have strong support in observation (Venkatesh & Morris 2000). This study further add three variables in perceiving an individual interest in using information technology, especially in new media.

For this study, two variables from the TAM by Davis (1989), the perceive usefulness and perceive ease of use and three new different variables are further added namely ICT skills, ICT security and social influence. The term TAM, looks at the acceptance level of uses on new technology (Endang Fatmawati 2015). Based on the framework of this study, there are five independent variables namely perceive usefulness, perceive ease of use, ICT skills, ICT security and social influence. The dependent variable of this study is the online purchase decision.
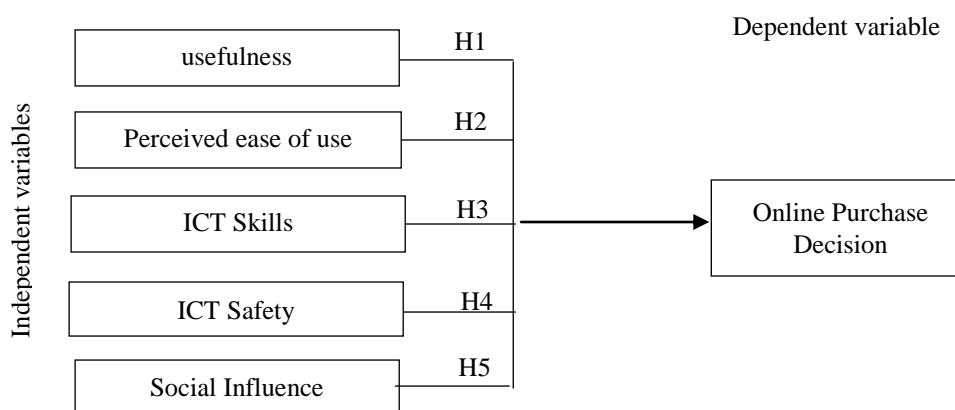
Figure 2.2 : Framework of the study

2.1 Hypotheses of the Study

The hypothesis of this study is expressed in a statement form. A good hypothesis states the relationship between two or more variables and enable research to test on the variables (Creswell 2014; Syed Arabi 1993). The hypothesis, as we will use is a temporary description where evidence is obtained by conducting statistical test (Bailey 1984). Like other quantitative studies, this study has put forward five hypothesis to be tested: -

H1: There is a significant relationship between perceived usefulness with online purchase decisions.

H2: There is a significant relationship between perceived ease of use with online purchase decisions.

H3: There is a significant relationship between ICT skill with online purchase decisions.

H4: There is a significant relationship between ICT security with online purchase decisions.

H5: There is a significant relationship between social influence with online purchase decisions.

3. Method

The study was conducted at the Research University located in two districts in Selangor namely Bangi and Serdang (Idris 2014; Ruzy Suzila 2014). The state of Selangor was chosen for having more than

one Research University which is National University of Malaysia (UKM) and Universiti Putra Malaysia (UPM). This study adopt the quantitative research method, utilising questionnaire as the instrument to collect data. The researcher applied purposive sampling in selecting the respondents to ensure that the respondents fit the certain citeria that are set earlier for this study. A total of 222 data were collected, consisting of 110 male respondents with a value of 49.5% compared with 112 female respondents with a value of 50.5%. The age group of the respondents are aged between 19 years to 25 years, which consisted of 151 respondents (68%). For the second age group, which are agred between 26 years old and 30 years old, consisted of 31 respondents (14%) followed by aged between 31 years and 35 years old with 18 respondents (8.1%). The respondents aged between 36 years old and 40 years old (4.1%) with 9 respondents and the least number of respondents aged 41 years and above, representing 13 (5.9%) respondents. To analyse the data of the study, the researchers utilised Statistical Package for Social Sciences (SPSS) version 22. Descriptive and inferential statistical analysis was applied. However, for this proceeding, only the inferential analysis was reported. For the inferential statistics, the analysis used is the Pearson correlation.

4. Results of the Study

The findings from this section is reported based on the inferential statistics that have been conducted to test the relevance of the hypothesis of the study. There were 5 hypotheses studied using the Pearson correlation analysis tested based on the variables involved. This test is conducted to identify the significant relationship between all independent variables and the dependent variable.

Table 1 Correlation Coefficients between independent variables and dependent variable

Pearson Correlation	Online Purchase Decision	
	R	P
ICT Skills	.330**	.000
Perceive Ease of Use	.606**	.000
Social Influence	.596**	.000
ICT Safety	.619**	.000
Perceive of Usefulness	.699**	.000

Hypothesis 1
The test results for the H1 correlation coefficient are uses of technology factor in the aspect of perceive usefulness with online purchase decisions. The findings show a significant relationship between the two variables where the value of r = .699 with a significant level of p <0.01. The correlation coefficient value indicates a moderate correlation relationship between uses of technology factor in the aspect of perceive usefulness with online purchase decisions among UKM and UPM students.

Hypothesis 2
Test results for H2 correlation coefficients are between uses of technology factor in the aspect of perceived ease of use with online purchase decisions. The results show that there is a significant relationship between the two variables where the value of r = .606 with a significant level of p <0.01. The correlation coefficient value indicates a moderate correlation relationship between uses of technology factor in the aspect of perceived ease of use with online purchase decisions among UKM and UPM students.

Hypothesis 3
The test results for the H3 correlation coefficient are between uses of technology factor in the aspect of ICT skill with online purchase decisions. Results showed a significant relationship between the two variables where r = 0.330 with significant level of p <0.01. The value of correlation coefficient shows that there is a low correlation between uses of technology factor in the aspect of ICT skill with online purchase decisions among UKM and UPM students.

Hypothesis 4
Test results for the H4 correlation coefficient between uses of technology factor in the aspect of ICT security with online purchase decisions. The results show that there is a significant relationship between the two variables where the value of r = .619 with a significant level of p <0.01. Correlation

coefficient values indicate a moderate correlation relationship uses of technology factor in the aspect of ICT security with online purchase decisions among UKM and UPM students.

Hypothesis 5
Test results for the H5 correlation coefficient between uses of technology factor in the aspect of social influence with online purchase decisions. The results show that there is a significant relationship between the two variables where the value of r = .619 with a significant level of p <0.01. The value of correlation coefficient shows that there is a moderate correlation relationship between uses of technology factor in the aspect of social influence with online purchase decisions among UKM and UPM students..

5. Discussion

The findings of this study are based on the three objectives of the study and the results of the Pearson correlation analysis. For the first objective of the study, to identify the level of internet usage with online purchase decisions among UPM and UKM students found that most students spend more than an hour each time surfing the internet with the highest mean value of 3.99 (standard deviation = .894). The results of this study are similar to the study conducted by Pramudita and Samsudin (2011) that 80 percent of respondents have access to the Internet and one third of them surf the internet for more than 7 hours a week. With the highest mean value, most students often spend their free time surfing the Internet. The findings are also in line with Shamsul Azahari (2015) that not only the students but the Malaysian community also spend more time browsing the Internet than conventional media such as television, radio and newspapers because of the widespread Internet network for social networks.

However, based on the results of this study, it is found that most students in UKM and UPM are not very addicted to the internet. Finding shows that they do not feel worried about not surfing the internet even for an hour with the lowest mean value of 2.95 with standard deviation = 1.081. The results of this study were contrary to the study conducted by Teong and Ang (2016), which found that students were the most highly addicted internet-based groups. Students make the internet as their major tool for accomplishing tasks which include other leisure task such as surfing Facebook, playing games online, and chatting via online. Additionally, a report by MCMC also shown that the 72 per cent of the 18.6 million local internet users are as young as seven years to 35 years old (Anon 2014). Internet addiction among students is not at the alarming stage as the overall usage is more about learning objectives, where Harlina Halizah and Abdus Salam (2015) find out that high internet usage leads to better academic results as it provide opportunities of learning as explore to the world of information.

The second objective of the study, namely to look at the relationship between the independent variables such as perceive usefulness, perceive ease of use, ICT skills, ICT security and social influence with online purchase decisions. The perceive usefulness of technology helps students learn more about communication technology because of the many benefits they can obtained. Based on the findings, the research hypotheses are accepted where there is a positive correlation between the perceived usefulness and the online purchasing decision among UKM and UPM students (r = .699 ** p <.000). Based on the results of this study, it is found that the high mean value of 3.68 with standard deviation = .807 indicated that most students like to shop via online because of the various facilities available. The results of this study is in line a study conducted by Fransiske and Hendratmoko (2015) which found that the availability of many transaction facilities make students prefer to shop online compared to physical shopping.

In the questionnaire, the researchers obtained data related to perceive usefulness. The data obtained showed that all respondents felt that technology was able to facilitate the purchase of goods where the mean value was in the second highest value of 3.77 with the standard deviation value of 824. The results demonstrated that the average respondents knew that communication technology would not only be able to save their time but also to help them in buying things that they wanted. The results of this study is in line with a research by Norli Baharin (2013) who found that online purchases make it easier for buyers to buy limited edition or missing items in the market in Malaysia. The description of information on items has also ease their shopping experience as they are able to make comparisons between the quality of goods from various brands (Pinto 2013) leading them to make online purchase.

The factor perceive ease of use is where the technology are able to facilitate the completion of the purchase. Most of the rural area already has the access to internet, allowing them to access the internet anytime they want (Nik Adlin 2009). Accessing the internet with unlimited time and space using wireless internet facilities around the campus makes it possible for students to spend online too. This is

clearly parallel with the findings of this study, where there is a significant correlation between perceive ease of use and online purchase decision with the r value of .606 ** with a significant level of p <0.01. However, ICT skills are not the main factors that people need to make online purchases. With the basics knowledge on electronic banking, social media and online payment systems a student is able to shop online. This is contrary to Faradillah, Rahim and Ali Salman (2015) study that the information society at present requires a great deal of expertise in finding and understanding internet content to overcome the digital divide. Based on the results of this study, most students are equipped with the skill to surf the internet and are able to perform payment with the system such as paypal, ipay88 and so on as the findings show that very low mean values 3.61 and standard deviation = .971 .

The factor, ICT security shown that it is essential to provide sense of secutiry especially when making online payment transactions to buy something. As such, security is always focused especially to the students to avoid being scammed. According to Ahmad Suhael (2017), the online fraud case has increased and has recorded 3,921 cases in 2016 involving various cases such as data stolen, fraud schemes, online purchase of goods and Internet banking.

Based on the research findings, the safety features are able to influence the student's desire to spend online because it achieves the highest mean of 4.12 with a standard value = .844. The results of this study are congruent with the study conducted by Arisah et al. (2016) where the she found that security factors are the most important factor in making online purchases. The relationship of security and online purchases are significant with a value of r = .619 ** which is similar to a survey that found that there was a significant relationship with the desire to use online sales with a value of r = .448 and significant levels. 000. The results of this study are also in line with the study of Dwipuspita, Mulyana and Elita (2012) in Indonesia where researchers found there are some Indonesians who do not purchase online because of the various frauds.

While for the factor, social influence, it is found that students are influenced by the community environment that also impacts online purchase decisions. Opinions or views provided by other users in a platform or comment room, can influence the decision to purchase a product (Susanti, Yunus & Chan 2015). The results of this study also found that there was a positive correlation between social influence to online purchase decision with value [r = .596, p = .000 <0.05], the result of this study was similar to Tyra and Clara (2014) who found that there was a significant positive relationship [r = .358, p = .000 <0.05] on online shopping behavior. These findings were supported by some scholars of earlier studies such as Arisah et al. (2016), Graham, Rothlauf and Hinz (2013), Zhang, Hu and Zhao (2014) find that goods and services sold online use various channels such as social media (Facebook, Twitter, Instagram), websites and advertised in individual blog or groups of people can easily influence a student as they can read the testimonial provided and furhter influence them to purchase the same item online.

6. Conclusion

In conclusion, the study of technology utilisation among students to shop online shown a positive level of usage and also supported that the current communication technology is very important especially to the online trading sector. The majority of students today are able to accept the new technologies today and utilise them to enhance their lives. This study has provided evidence that the function of a technology itself with the ease of use, enables people to purchase anything that they want at their fingertips. Factors in the utilisation of technology have also shown the importance of the communication technology among students. Therefore, the researchers hope that not only students but also employers, parents, senior citizens and others will be able to utilise the best possible communication technologies in life, especially for online purchasing to facilitate their busy life.

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An integrated model for accelerating ICT adoption in Malaysian higher learning institutions

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Abstract The Malaysian government has identified Information and Communication Technology (ICT) as a critical success factor to elevate the quality of teaching and learning at preschool and post-secondary educational level as per Shift 7 of The National Education Blueprint Malaysia 2013-2025. Furthermore, in Higher Learning Institutions (HLIs), the importance of ICT to transforming teaching and learning is highlighted in the Malaysian Education Blueprint for higher education as in Shift 9 of Malaysian Education Blueprint 2015-2025. It is expected that by 2024 HLIs adopt innovative technologies and move towards on-line globalized learning. The state of readiness to adopt ICT in HLIs. An "Integrative Model" will be developed to reduce pressures to the adoption process, henceforth accelerate adoption. Significance of research will be the identification of barriers that impede successful ICT adoption in HLIs and overcoming the restraining forces to achieve successful transformation in line with Shift 9 of Malaysian Education Blueprint 2015-2025.

1. Introduction

Acceleration of quality in higher education is a challenging issue in the 21st century due to the rapid development of Information and Communication Technology (ICT) worldwide (Pheeraphan, 2013). As education is the most valuable investment for both developed and developing nations, predicting the future necessities and moving ahead according to the advancements of technologies is the integral part of the process (Sari, 2014). In such an important process, the use of ICT cannot be neglected and this is inevitable in case of higher education from a developing nation's perspective.

A series of studies point out that both internal and external factors play an important role in the integration of technologies in teaching and learning (Davis et al., 2009; Ertmer, 2005; Law et al., 2005; Nachmias et al., 2004). Particularly, research indicates that one of the main handicaps to developing the educational potential of ICT comes from the traditional culture of organizations (Williams, 2005; Zhu, 2012). Research has pointed out that structural and cultural characteristics are important factors that are related to the adoption of educational innovation in higher education (Schneckenberg, 2009). Among the structural and cultural peculiarities, organizational culture is important as it can either facilitate or hinder the innovation processes (Aguinis & Roth, 2005; Towndrow, Silver, & Albright, 2009).

The effectiveness of ICT in higher education is confirmed not only in terms of achieving communication objectives in the ways of teaching and learning but also efficiency is confirmed in terms of cost, time and effort (Perbawaningsih, 2013). Also, for all education participants, particularly teachers and students, ICT helps provide an enormous and innumerable knowledge as well as up to date and easily accessible information in a comparatively rapid manner (Goktas et al., 2013). Researchers argue that one of the obligations of the higher education communities is to transfer knowledge to the public for wellbeing of the society (Perbawaningsih, 2013). From this standpoint, adoption of ICT is essentially important for the academic communities.

2. Problem Statement

As higher education in Malaysia is globalized presently than any other time before, improving the quality of teaching and learning is rudimentary. In doing so, strengthening the higher educational institutions of the country in terms of modern communication technology is obvious. Subsequently, the higher learning institutions of Malaysia should also ensure a standardized educational system that can satisfy the thrust of quality teaching, learning and research. Despite that fact that the Malaysian

universities have been trying to accelerate the adoption of ICT, an integrated approach considering the internal factors such as teachers, administration and students is badly needed in order to reinforce the process.

However, the successful adoption and application of ICT in higher education sector depends on numerous factors. Among those, students' willingness and attitude towards ICT, perceived mental attitude of the faculty members, institutional inclination towards ICT adoption and adequacy of ICT facilities are worth mentioning (Goktas et al. 2013; Voltonen et al. 2013). Despite the fact that adoption of ICT in higher education is happening rapidly, an integrated research on the effect of the aforementioned factors by the academic communities on ICT adoption in order to adopt new technologies in teaching and learning processes is surprisingly limited in the developing nations (Voltonen et al. 2015). This project will be an effort to fill that gap in the Malaysian context.

3. Literature Review

ICT facilities are considered as one of the major drivers in adopting and implementing ICT in the higher educational institutions (Turgay, 2008). It is revealed from the previous research that ICT arrangements in office, labs and classrooms can facilitate or work as barriers for ICT adoption in educational institutions. Moreover, the successful adoption of ICT can be moderated by the ICT helpdesk, e-communication facility and e-learning accessibility for the users in the educational institutions. However, to what extent adequacy of ICT facilities have impact on implementing ICT in higher educational institutions is still under research. Hence, it is necessary to know the effect of ICT adequacy on ICT adoption in order for successful implementation of advanced technologies in Malaysian universities.

Successful acceptance of ICT in higher education mostly depends on the perception of faculty members regarding the attributes and barriers of ICT in the universities (Yi et al., 2006). Li (2004) argues that relative advantage of using ICT in teaching and learning, compatibility and complexity of ICT, self-efficacy of the faculty members and behavioural intentions are the key attributes that have impact in adoption of technologies in higher education. However, it hardly possible to generalize this statement until further research is conducted in different contexts. As a consequence, while implementing ICT in Malaysia, it is necessary to reveal to what extent perceived attributes of the faculty members affect the adoption of ICT in Malaysian universities in order for successful implementation of the process.

As technology has become inherent part of students' learning, the adoption of ICT has become instrumental and a source of intense interest among the government policy makers worldwide (Sa'nchez, 2011). Malaysia is not exceptional in this case. As a consequence, not only the faculty members' perception about the ICT, but also the students' attitudes and willingness, are the significant factors that influence the adoption and implementation of ICT in higher educational institutions (Slechtova, 2015). However, the students' moderating roles in terms of their attitudes and willingness while adopting ICT are not conclusive yet. Under such circumstances, research on the students' attitudes towards success and effectiveness of ICT in higher educational institutions in Malaysia is extremely necessary in order to implement the government's higher education policy in the universities.

Institutional policy, as an internal factor, has great concern when implementing ICT in educational institutions (Lever-Duffy et al., 2003). As one of the key stakeholders, the administration of the educational institutions has influencing roles when adopting and implementing ICT in universities (Tsai & Chai, 2012). As rapid advancement in technologies is evident, institutions' policy should stress on the responses of such changes. In this regard, organizational culture in adopting and implementing advance technologies can harness these benefits. Subsequently, adequate training arrangements for the users should also be facilitated by the administration (Mueller et al., 2008). However, institutional inclination in terms of ICT policy, organizational culture and training facility should have further research in order for successful adoption and implementation of ICT in higher educational organization.

4. Research Questions and Propositions

4.1 Research questions

The use of technology in education remains an emerging field of study, largely because technological advances introduce new instructional possibilities (Murray, 2007). The major research questions the study seeks to explore are as follows:

(a) What is the state of readiness (both faculty members and students) for ICT adoption in Malaysian higher learning institutions?
(b)   How can Malaysian higher learning institutions respond to the adoption of ICT in an integrated way?
c) Does this ICT adoption in line with objectives of support the National Key Result Areas (NKRAs) of improving student outcomes ?

This research is a descriptive research (qualitative as well as quantitative) in aiming to examine the readiness of the universities to adopt ICT supported education programs. As the study is about the adoption of ICT in Malaysian Higher Learning Institutions, Technology Acceptance Model (TAM) will be the theoretical base for the research. The proposed integrated model for adoption of ICT in the higher learning institutions of Malaysia is presented in Figure 1.

4.2 Research objectives

The research objectives of this study are to study to:
(a) To assess the state of readiness to adopt ICT in higher learning institutions (HLIs)
(b) To investigate the factors that conflict with the adoption process
(c) To make recommendation based on the findings

4.3 Propositions

The following eight propositions are suggested:
Proposition 1: ICT facilities have a positive effect on the ICT adoption
Proposition 2: Institutional inclination has a positive effect on the ICT adoption
Proposition 3: Perceived attributes of faculties have a positive effect on the ICT adoption
Proposition 4: Students' attitude and willingness have a positive effect on the ICT adoption
Proposition 5: ICT facilities have a positive effect on the perceived attributes
Proposition 6: ICT facilities have a positive effect on the students' attitude and willingness
Proposition 7: ICT Adoption by Higher Learning Institutions has significant contribution to NKRA initiative by Malaysian Government
Proposition 8: ICT Adoption by Higher Learning Institutions has significant contribution to NKRA initiative by Malaysian Government.

Details of the propositions are as follows:

Proposition 1: ICT facilities have a positive effect on the ICT adoption

Technology-enhanced learning refers to the use of technologies to facilitate students' acquisition of skills or knowledge with the help of teachers or learning support tools (Aleven, Stahl, Schworm, Fischer & Wallace, 2003; Turney, Robinson, Lee & Soutar, 2009). Thus, in order to facilitate technology-enhanced learning, firstly an institution requires ICT facilities, e.g. ICT arrangement in office, lab and classrooms, instant helpdesk service, e-communication availability and e-learning accessibility. It is expected that these factors have a positive influence on ICT adoption in academic institutions.

A meta-analysis of findings from 254 controlled evaluation studies showed that computer-based instruction (CBI) usually produces positive effects on students. The studies covered learners of all age levels — from kindergarten pupils to adult students (Kulik & Kulik, 1991). However, research has also indicated that the integration level of technologies in teaching and learning processes is very different and often teachers' use of ICT in education is low (Anderson, 2002; Law, Chow & Allan, 2005; Tondeur, Valcke & van Braak, 2008).

In addition, instant helpdesk service, i.e. technical supports also play an important factor. This includes issues like installation, operation, maintenance, network administration and security. This is an important part of the implementation and integration of ICT in education system. In most cases however, technical support is not available, which implies that trainers and students require some basic troubleshooting skills to overcome technical problems when using ICTs (Sife, Lawoga & Sanga, 2007).

Proposition 2: Institutional inclination has a positive effect on the ICT adoption

Administrative support is critical to the successful integration of ICTs into teaching and learning processes. Administrators can provide the conditions that are needed, such as ICT policy, incentives and resources, in-service training. The commitment and interest of the top management and other leaders at every level is the most critical factor for successful implementation of ICTs (Cameron & Ulrich, 1986).

Organisational culture is regarded as a factor supporting or hindering the adoption of innovation (Martins & Terblanche, 2003). Previous researches also state that educational innovation benefits from a supportive organizational culture (Fullan, 2001; Senge, 1994). Flores (2004) mentioned that the organisational culture is an important factor that contributes to teachers' learning and improving process.

Proposition 3: Perceived attributes of faculties have a positive effect on the ICT adoption

According to Hakkinen and Hamalainen (2012), learning tools have changed dramatically in recent years; though, basic learning mechanisms have remained the same. Therefore, perceived attributes of faculty members have important impact on changing teaching and learning processes. Perceived behavioural control is two-fold: first, it has to do with whether there are resources and possibilities to support the behaviour; second, it concerns self-efficacy, that is, how people evaluate their abilities and skills in order to conduct the behaviour (Ajzen, 2002). Earlier researchers have used the theory of planned behaviour to study pre-service teachers' behavioural intentions to use ICT for teaching and learning (Teo & Lee, 2010; Teo & Van Schaik, 2012). The results of these studies suggest that attitudes are especially important determinants of behavioural intentions.

Proposition 4: Students' attitude and willingness have a positive effect on the ICT adoption

Just as technology is influencing and supporting what is being learned in schools and universities, so too it is in supporting changes to the way students are learning. Moves from content-centred curricula to competency-based curricula are associated with moves away from teacher-centred forms of delivery to student-centred forms (Ron Oliver, 2002). In a review of findings from research, Ringstaff and Kelley (2002) conclude that technology has a positive effect on student motivation, attitudes toward learning, self-confidence, and self-esteem. On the basis of this, we will try to investigate whether the students' attitude has a positive impact on ICT adoption.

Proposition 5: ICT facilities have a positive effect on the perceived attributes of faculties

Availabilities of ICT is expected to have a positive impact of faculty members. Usluel, Aşkar & Baş (2008) find that ICT facilities have a strongly positive effect on perceived attributes.

Proposition 6: ICT facilities have a positive effect on the students' attitude and willingness

In her research, Katherine (2007) found that ICT facilities have a positive effect on the students' attitude and willingness. In this study we are also expecting a positive impact of ICT facilities on students' readiness.

On the ground of the above propositions, the following variables are to be examined to assess the impact of four main variables on ICT adoption.

1. Adequacy of ICT facilities for ICT adoption
   a) ICT arrangement in office, lab and classrooms
   b) ICT helpdesk
   c) E-communication facility
   d) E-learning accessibility
2. Institutional inclination towards ICT adoption
   a) Institution Policy
   b) Development of ICT culture
   c) In-service training
3. Perceived attributes of faculties
   a) Self-efficacy
   b) Behavioural intentions
   c) Relative advantages
   d) Compatibility
   e) Complexity/ease of use
4. Students' attitude and willingness
   a) Interesting and challenging
   b) Good to use of ICT other than academic purposes
   c) Computers intimidate and threaten

Proposition 7: ICT Adoption by Higher Learning Institutions has significant contribution to NKRA initiative by Malaysian Government

The Malaysian government has initiated the Economic Transformation Program (ETP) which was introduced in 2010 to transform Malaysia into more effective and high income status. To effectively deliver the services and accountable to the outcome the government initiated six National Key Results Areas (NKRAs) includes ; reducing crime, fighting corruption, improving student outcomes, raising living standards of low-income households, improving rural basic infrastructure and improving urban public transport.

Proposition 8: ICT Adoption by Higher Learning Institutions has significant contribution to Economic Transformation Program (under the NKEA) initiative by Malaysian Government

The National Key Results Areas are implemented through the Government transformation program that has been identified in the Tenth Malaysian Plan. The Tenth Malaysian Plan outlines the 12 National Key Economic Area (NKEA) that will be the subject of prioritised policies and investment focus. The main focus of ETP which is one of NKEA is the "Communication Content and Infrastructure". Building the infrastructure receive particular attention by the Government to improve the gross national income (GNI). The two initiatives that mainly focus under this building of infrastructure is broadband and logistics.

The broadband in particular is critical piece of enabling infrastructure for the success of various areas especially on Business Services and Education. The integrated research model of ICT Adoption as proposed in this study address this National Key Economic Area of ICT infrastructure building through the "ICT Facilities" (refer to Figure 1). On the basis of this, we will examine the ICT adoption by the Higher learning institutions in transforming knowledgeable Malaysian society in supporting the government initiative as indicated in the above proposition.
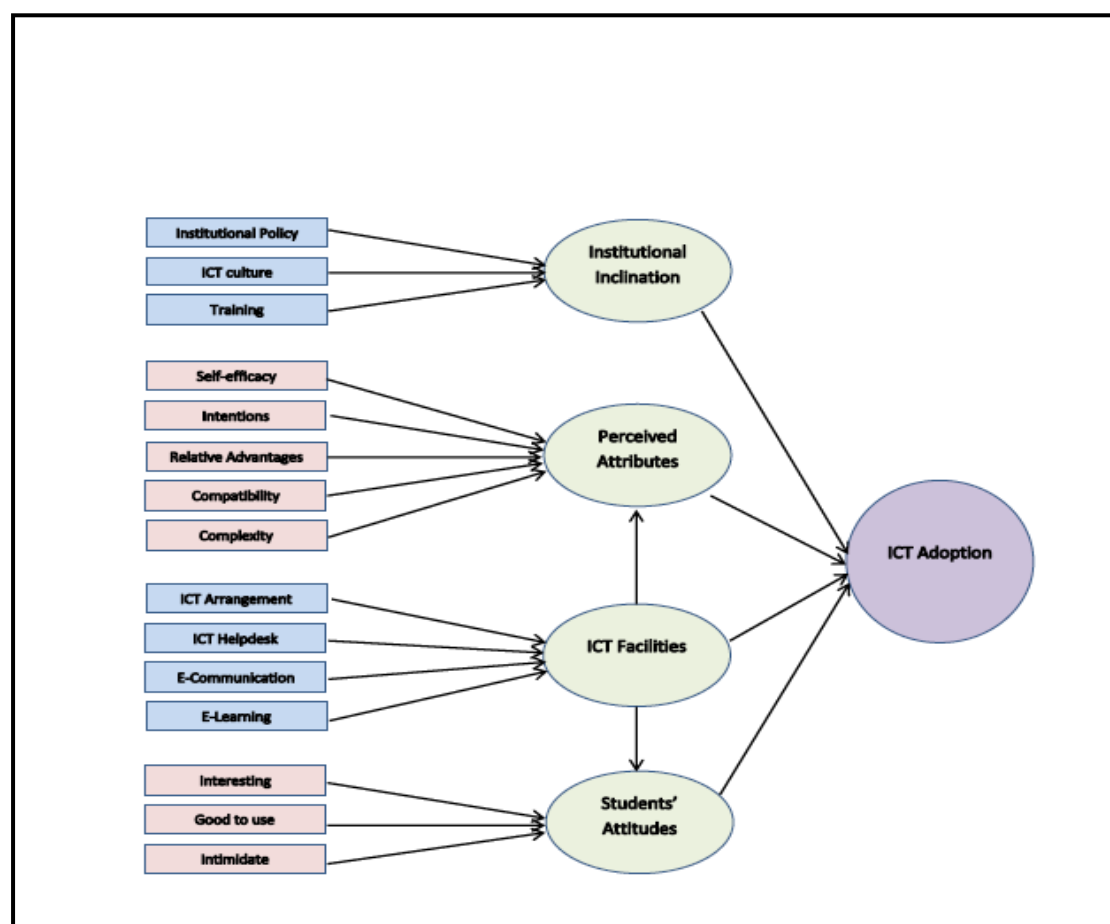
Figure 1 : A   proposed Integrative   Model for adoption of ICT in the higher learning institutions of Malaysia.

5. Research Methodology

5.1 Data collection

Data collection will be limited to public and private Universities in Malaysia (including foreign universities offshore campuses). Selection of universities will be judgmental because of the need to consider universities that are in transition towards the ICT supportive education system. Further, the selection of respondents will be on the basis of convenient sampling. The data for secondary research will be obtained from university Hand Book. Related information needed will be collected from university websites and other published sources.

Primary data will be obtained from questionnaires and interviews. The study will comprise both quantitative and qualitative approaches. For quantitative study, based on questionnaire, the sample size consist of almost all universities in Malaysia (Public and Private). Qualitative approach will be based on interviews and/or information through questionnaire responses by universities concerned and supported by responsible person of selected universities in Malaysia. The intended population for this questionnaire research is 400 in-service ICT help desk, Computer, Internet, E-learning, Faculty, student, ICT support and university policy for the year 2015 (30 % response rate). The data collected is to be processed by using Statistical Package for Social Science (SPSS) program.

5.2 Analytical Tools

To test the propositions, two types of analytical tools will be applied – factor analysis and multivariate regression analysis.

5.2.1 Factor Analysis

In order to find the principal components affecting the ICT adoption, survey research will be used in this study. Two respondent groups consisting of faculties and students of different universities will be chosen. Questionnaires will be different for faculties and students. The questions in the survey will be appropriately graded according to the 5 point Likert scale. In order to check the validity of the survey, Reliability Analysis-Scale (ALPHA) test is applied on the questionnaire. The "t test" is applied in order to check an overall differences or similarities regardless to gender and age among the groups.

5.2.2 Multivariate Regression Analysis

A regression analysis will be conducted to examine the overall and individual impact of the factors on ICT adoption.

$$ICT_{ADP} = \alpha + \beta_1 X_1 + \beta_2 X_2 + \text{...} \text{...} + \beta_n X_n + \varepsilon \text{ ------ (1)}$$

Where
ICT_{ADP} = ICT adoption
X_1 to X_n = selected factors based on factor analysis
ε = error term

The above equation encompasses all factors which involve the environment of the academic institutions and its influence on ICT adoption. Gaining learning outcome is important for a student who undertakes the study of any course or unit.

6. Conclusion

This research project will not only help accelerate ICT adoption in higher learning institutions in Malaysia and similar context but also will widen the scope for future research using longitudinal study. Once the finding of this project is implemented in the higher educational institutions its impact should be examined after a certain time period. The effectiveness of ICT adoption should be measured then by applying longitudinal study.

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Connecting people and technology in IR4.0: National Nuclear Agenda

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Abstract Nuclear technology is one of the economy drivers in the Industrial Revolution 4.0 era. For a nation to growth in this new industrial era, the nuclear agenda needs to be positively and progressively promote to the community. What has the media in Malaysia been promoting public's minds and behavioral change over the country's nuclear agenda? In this regard, this paper discusses the discourse of the nuclear agenda presented by the Malay mainstream newspaper in Malaysia. News items throughout 2016 and 2017 were investigated using thematic analysis approach. The findings reveal the framing of the nuclear agenda discourse in Malaysia.

Keywords: Agenda setting, fraiming, media, newspaper

1 Introduction

Fourth Industrial Revolution (IR4.0) is also known as Industry 4.0 is a result of technology advancement and he explosion and technology agility. IR4.0 is referring to the current pattern of data exchange in automation and manufacturing technology. It also comprise cyber-physical systems, the Internet of things (Internet of Things), cloud computing and cognitive computing. According to the founder of the World Economic Forum, Klaus Schwab (2015), nuclear technology has its own role as it has the ability to incorporate technology that dampens physical, digital, and biology borders.

Towards a developed and industrialized country, Malaysia must not only become a consumer state. At least, if not as a leader, it should become as active participants in the application of nuclear advantage for it's manufacturing industry in the era IR4.0. This effort is not a stranger to Malaysia. Since 1972 an agency known as the Tun Ismail Atomic Research Center (PUSPATI) was established and it was managed by the Ministry of Science, Technology and Environment. In September 2006, the center was rebrand as the Malaysian Nuclear Agency (ANM).

2 Media and Nuclear Agenda

In this context, newspapers can be used as a publishing medium for positive discourse on nuclear science and technology issues in Malaysia. The application of nuclear technology was also extended to agricultural products such as fruits, vegetables, legumes and spices. This can be seen in Malaysia's efforts to extend it's agriculture industry be exporting fruit products to countries such as the United States, India and other countries. One of the main requirement for the export product by those countries is the use of irradiation technology as a quarantine treatment to control the entry of prohibited pests (Mohd Dzomir, 2011). The main R&D activities in the field of bioindustry are focusing on nuclear applications for increasing crop productivity with a focus on food safety and adequacy (Nuclear Agency Malaysia, 2015). More over, the technology is also used in agro-industrial areas such as the creation of new varieties of ornamental plants through the use of radiation-induced mutation technologies such as breeding.

In addition, the development of nuclear technology in the field of medicine is now rapidly developing. Many advanced equipments that adopting nuclear technology being introduced and it encourage more Malaysian medical equipment manufacture to venture on this technology. In Malaysia,

there are a total of 14 nuclear imaging and medical departments registered under the Ministry of Health Malaysia.

Based on the above discussion, the dissemination of authentic information to the public on the merits of nuclear science and technology is an important factor. Thus, exposure and discourse in mainstream newspapers Malay seen as a medium of information dissemination is very conducive to the public. As the nuclear agenda is relatively new to society, mainstream newspapers are seen to play a role in shaping this.

According to Muhammad Raqib (2014), newspapers can influence the manner in which the message is conveyed and interpreted by the audience when it has certain elements such as the headline to convey, the feature of news delivery that touches current issues and the quality of the author's writing or drawing. Each element contained in the newspaper should be able to provide the emotional and rational action of the reader's reaction to the writing produced.

Touching on science and technology, the results of Yong and Md Sidin's (2012) study found that newspapers mostly frame some elements of conflict and have less writing on science and technology topics. There are several studies on news reporting related to discussion on technology issues. Among these studies is by Muda, Khudri and Hassan (2004), which reviewed the framing of environmental issues that can be associated with the application of nuclear technology in the mainstream Malay language newspapers in Malaysia. The study found that some media will provide coverage that they feel is important to the media organisation. This shows that there is an effort among journalists to provide information to the community on the national technological agenda. In framing the national nuclear agenda, it is predicted that media instutions together with related agencies will work together to play a role in setting and framing the agenda to the society.

Therefore, providing accurate information on the importance and benefits of using nuclear technology to the local community is crucial. Effective delivery of information and informative discourse can be delivered through quality exposure in the mainstream newspapers in languages other than English as well some others transformational trend (Saad, Mustaffa, Ahmad & Abu, 2016). Discourse about the country's nuclear development agenda should be streamlined in term of the content presentation and the frequency in the mainstream Malay language newspapers. This agenda should also be effectively propagated as this is one of the noble efforts in bringing the community spirit as well as their acceptance to the advancement of technology in Malaysia. Besides the discourse, characteristics and methods of exposure, public also must able to understand the beneficial effects of nucler agenda to the them. Thus, newspaper should be able to bind all of this elements into their portrayal of national nuclear agenda.

3 Methods

As media plays a role in shaping people's thinking and attitudes (Scheufele & Tewksbury, 2007), analyzing media content is one of the ways to understand something that is attractive to a society. This study sample consists of newspaper content such as news reports, articles and promotional materials on nuclear agenda. They were selected from mainstream Malay newspapers which are Utusan Malaysia, Berita Harian, Sinar Harian, Harian Metro and Kosmo. In order to ensure the sample is representing national nuclear agenda, researcher has gather the data from ANM. Due to some limitation, sample were only taken for newspapaer content that published in 2016 only. It was found that there are only 15 materials that can be related to the topic of the nuclear agenda.

The newspapaer content were stored and recorded in NVivo software. Then, they were analysed to identify the discourse topics of this nuclear agenda in Malaysia. By examining the content of the material in the newspaper, a thematic analysis was performed to detect the type or form of discourse displayed by the newspaper. The analysis process begins with open coding, followed by axial coding and subsequently selective coding as suggested by Strauss and Corbin (1998). Through these coding process, the main themes and the sub-themes were developed and presented in the following section.

4 Findings and Discussion

Generally, the potrayal of national nuclear agenda in the Malay language newspapers in Malaysia is consider as low. For a sample period of 12 months, there were only 15 items associated with the nuclear agenda. Data analysis also shown that there were time when none of the nuclear agenda been

potrayed by the newspapers. On average, Malay daily newspaper only published one nuclear-related materials for each month during 2016 as shown in Figure 1. Newspaper comparisons show that Utusan Malaysia has the most widely published of nuclear agenda with 46% coverage. This is followed by Berita Harian about 23%, Harian Metro 15%, Kosmos and Sinar Harian with about 8% each. Domination of Utusan Malaysia and Berita Harian in covering the nuclear agenda perhaps can be explained by the link of these two instituions to the government.
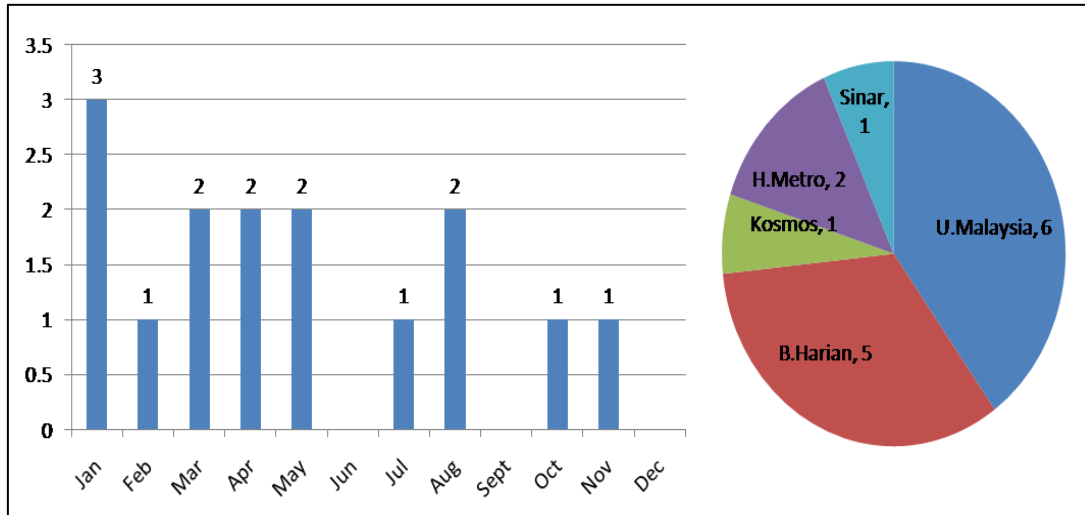
Figure 1. Distribution of nuclear agenda materials by month and press

Basically, the thematic analysis has found three themes that representing national nuclear agenda discourse among the Malay mainstream newspapers: knowledge, commercialisation and research and development. Beside the main themes, analysis also has developed the related sub-themes as illustrated in Figure 2.
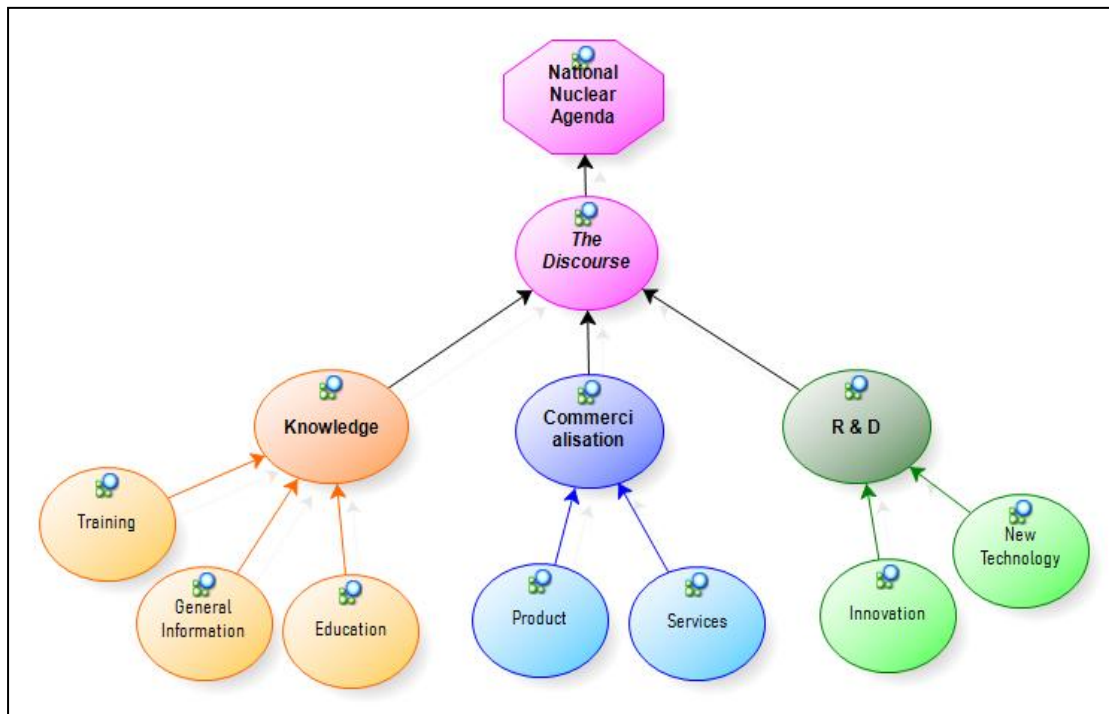

Figure 2. Thematic analysis of nuclear agenda discourse

The dissemination of knowledge is an endeavor efforts that must be disseminated continuously for the purpose of enhancing community understanding on national nuclear agenda. The presentation of information and knowledge by the newspapers comes in various forms. In fact, it is found that the agenda is presented in a simple way so that it can be easily understood and reflect a clear idea on its' application in everyday life matters. In addition, coverage on the country's nuclear agenda in the Malay mainstream newspapers found to be able to nurture and provide information to the reader. General information sub-themes found to be dominating the discourse on nuclear knowledge theme. This is simply because the sub-theme indicate more coverage than training and education sub-themes. Ganeral information contain newspaper coverage such as events and government policies related to nuclear technology in various fields. Beside that, potrayal and discourse in Malay mainstream newspapers also provide good input for the readers through promoting various training on nuclear science. On educational discourse of nuclear agenda, it is found that the discourse targeting all level of societies. What have been covered in the studied newspapers found able to nurture nuclear knowledge not only among adults, but also the youth and children. Such coverage can help all age groups to be aware and know some understanding on the national nuclear agenda.

The commercialisation discourse is consider as a marketing strategy in promoting nuclear related technology and industry. This theme explained on how nuclear innovation able to enhancing products and services productivity. Based on the potrayal in the newspapers, the public will be more aware to the impact of nuclear technology on the country development. Based on the data analysis, commercialisation of service-related promotion is more likely to promote the expertise and services offered by an organisation. Through this discourse, it will be able to disseminate information on nuclear technology services offered in the various fields such as in medical, construction, environment and engineering. The discourse of commercialisation of nuclear-based products is seen to enhance marketing strategies. Through this discourse, it can highlight the privileges and benefits of a product especially the one involving nuclear technology based products such as mutant paddy, *mas cotek* and volvariella mushrooms.

Discourse on research and development focuses on the new technology innovations that been highlighted to the public. This discourse potray and cultivate the research culture based on nuclear technology. Reporting on this discourse provide relevant inputs, information and knowledge that up to date from experts in the field of nuclear technology in Malaysia. Research and development funding addressing new technology issues has highlighted several technological advances such as new expertise in dispensing radioactive sources and planning the construction of nuclear power plants as new energy alternatives. Through the potrayal of this nuclear innovative technology and development progress, it is not only provide the public with nuclear information but it is an effort to gain public support on the country's nuclear agenda.

5 Conclusion

Based on this study, Malay language mainstream newspapers have been identified to generally perform exposure and discourse on the national nuclear agenda. Coverage of the country's nuclear agenda on the mainstream Malay language newspapers have been focused on three themes, namely knowledge, commercialisation, and research and development. Coverage of the country's nuclear agenda has been dominated by the knowledge theme. This is consider as appropriate as Malaysian is still at infant stage of nuclear technology developement. Beside the awareness on the nuclear knowledge, issues and challenges regarding the application of nuclear technology in various fields were highlighted.

There are some issues with regard to the national nuclear agenda discourse in the newspapers. Based on the data analysis of the items potrayed or reported on nuclear agenda in mainstream Malay language newspapers, more need to be done by the press. Only 15 articles related to the national nuclear agenda have been published throughout 2016 and the number is consider small. Perhaps it can be said that this is not suffieent to gear the nation to be a develop and industrial country. Additionally, press need to do something to prepare versatile journalists that able to potray scientific coverage in layman language. The presentation of nuclear agenda found to be quite scientific and may contribute some difficulties for the public to understand. The discourse of the country's nuclear agenda in Malaysia by the press need to be streamlined so that it create better reader's interest.

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An Overview of Public Relations Research in Institute of Public Relations Research Letter in 2015-2017

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Abstract Globalisation is one of the key drivers that expand the practice of public relations to span borders. Public relations needs to meet the current trends and needs of stakeholders in different backgrounds. To stay relevant, it is important to keep up with what is trending in public relations. In this article, research letters published in the Institute of Public Relations (IPR) are reviewed to reveal the upcoming trend of the research area by the public relations practitioners. This study employs a systematic content analysis approach to analyse a total of 65 published research letters from 2015 to 2017 by IPR. This paper reports on the major topical and methodological trends in public relations. It is found that new communication technologies is the most frequently studied area and qualitative research method were the dominating research method employed. Finding from this study will be useful to update practitioners on the focused area trending in public relations research.

Keywords: Public Relations, Research and Institute of Public Relations

1 Introduction

The transformation that revolve in the field of public relations created by the nexus of globalisation has increases the awareness among industries to use public relations globally. Vercic (2013) states that public relations is often seen as a discipline that are responsible in managing communication and relationships between organisations and their stakeholders on an international level. Hence, mastering current trend and skills are top priority for public relations to stay relevant in their field.

Public relations research is diverse, as many academic journals are describing public relations practices in various places, challenging common notions and assumptions about the practice in different culture over the years (Jain et al., 2014). Scholars are testing different areas of public relations practices in a way to keep up with current trends. Previous researches from the late 1970s onwards identified that public relations measurement and evaluations are among the important issues for research and practices (Lamme & Russell, 2010; Watson, 2008; Watson & Noble, 2007; Synnott & McKie, 1997; and McElreath, 1989). Until this day, however, most research are focuses on reviewing prominent journal published (eg: Ki and Ye, 2017; Volk, 2016; Duhe, 2015; Pasadeos, Lamme, Gower and Tian, 2011) to look at the research trend. Given this situation, this study focuses on the domain of the public relations area whereby both practitioner and academician jointly work together to ensure the best collaboration, the Institute of Public Relations. The Institute of Public Relations is a place where both the practitioner from the field and academic are able to work together in complementing each other in their same interest on public relations hence producing best research interest among public relations practitioners. Researchers (Pasadeos et al.,2011; Sisco, Collins & Zoch, 2011; Sallot et al., 2003) suggested some patterns and trends of scholarly research in public relations, which are; (1) limited number of theories and methodologies employed in studies, and (2) there was still evidence of a dominant theory or methodology embraced by public relations scholars. This study aims to provide a general insight of major public relations issues and trends. In particular, this research interested in what topical and methodological patterns employed in Institute Public Relations Research Newsletter.

2 Literature Review

2.1 Public Relations Evolution

Public relations field is continuing changing in terms of perspective, role and evaluation. A numerous scholars contend that the contribution of public relations to corporate goals is still a mystery to much. As the field of public relations has shifted throughout the years, the research area has also changes in line with the shift. One of the sound evidence is evolution of public relations can be explained through Grunig and Hunt (1984) Four Models of Public Relations which consist of press agentry, public

information, two-way asymmetric, and two-way symmetric. These models itself has shown that the field of public relations has consistently changed.

Addition to the model of public relations, there are also changes in terms of practise and research. Evidently of research focused on the elements public relations also has shown in different pattern. For example, Toth, Heath and Waymer (1992) categorised PR research into three major theoretical perspectives: rhetorical, critical, and systematic. Frandsen and Johansen (2013) showed how neo institutional organisational theory can be applied as a useful theoretical framework for public relations research. Meanwhile, Greenwood (2010) introduced the relevant of Charles Darwin's evolutionary theory as metatheory to conceptualise the state of public relations theory development. His research explored tenets of Darwin's theory that pertinent for public relations theory and concluded the evolutionary theory is able to contribute in the further development of public relations theory.

In the later research based on PR practice, Hallahan (1993) suggested seven basic assumptions related to the role of the PR profession from the mid-1980s to the early 1990s, including discussions of public relations as a process, a program, a mode of communication, a method for organisational management, a means of behavioural change, a response to social problems, and environmental scanning. Similarly, according to the research area and research problem, Vasquez and Taylor (2001) identified seven subfields of PR research, including two-way symmetrical communication, public relations roles, issue management, negotiation, public studies, international PR, and interactions between technology and public relations. A recent research on the transformation of direct in public relations work, Verhoeven, Zerfass, Vercic, Tench and Moreo (2018) shown that, majority of public relations professionals has changed their communication strategies due to hypermodern transformation. These has shown tremendous changes in the field of public relations throughout the years. This is strengthen with several research that have discussed the paradigm shift related to the public relations research (e.g., Toth, Heath and Waymer, 1992; Hallahan, 1993; Huang, 1999; Hutton, 1999; Vasquez and Taylor, 2000 Botan; Taylor, 2004; Ye and Ki, 2012 and Volk, 2016).

With the beginning of digital age, much research trends has also changes in this perspective. The inception of internet has changed the public relations discipline significantly. Ye and Ki (2012) examined Internet-related research in public relations by identifying patterns and trends within such research and concludes that internet-related scholarship lacked theoretical applications and displayed on a propensity for quantitative methodological approaches. Kent (2013) explored how technology affecting the role of public relations and how public relations practitioners utilise dialog and communitarianism to improve democracy. Social Media and Public Relations have been intertwined for a number of years. It has posed both threats and opportunities for varied domains of practice, for example social media as primary tools for communication which replacing the role of traditional media as a mediator between companies and publics (Khang et al., 2012). Research on how to utilise social media integration across public relations, its pros and cons, strategies and challenges became dominant issues in this digital era, (e.g: Charest et al., 2016; Valentini, 2015; Ngai et al. 2015; Briones et al., 2011; Curtis et al., 2010).

2.2 Institute of Public Relations (IPR)

The Institute of Public Relations (IPR) is originally established from the Foundations for Public Relations a non-profit foundation dedicated to research on public relations. IPR focus on research that matters to the practice, providing timely insights and applied intelligence that professionals can put to immediate use. IPR plays multiple roles such as aggregator, grantor, partner, interpreter and convener.

IPR plays a critical role in bridging the academy world with the profession to ensure that the best thinking and knowledge are applied for the benefit of business world's current demand. IPR publishes a research newsletter every Wednesday on the latest research in the field to provide new insights and information. IPR research letter are being selected as the institute are established dedicated on public relations area and this enable them to be able to identify the domain area of PR in research. Hence, this article reviewed the patterns of issues, topical and methodological discussed in IPR Newsletter since there is lack of research that focuses on IPR Newsletter as the main subject.

3 Methodology

A systematic content analysis approach was employed to examine the IPR Research Letter. The IPR Research Letter are available online via the IPR official websites and can be subscribed for weekly update. This study attempts to move beyond offering observations based on an implicitly subjective review and rather aims to provide a systematically approach on the latest research in the field. The IPR Research Letter are published weekly and all the letters from 2015 to 2017 are collected. This yielded 65 letters in total for data analysis. Following this step, the title, synopsis and key words to look at the research interest at stake.

3.1 Coding Schemes

The topic coding scheme was adapted from Sallot et al (2003) research. This coding scheme was also applied in few other Public Relations research (eg: Meadows and Meadows, 2014; Ki and Ye, 2017 and Botan and Taylor, 2004). In the case of two or more topic are being studied, the coder will select the two more prominent topic. There were 11 topics in the coding scheme included. Additionally, this study also identified whether the articles used quantitative or qualitative research methods.

4 Results

Total sample of 65 IPR Research Letter from Institute of Public Relations for the time period of 2015-2017 were analysed. The analysis of the data set revealed an enduring publication trend in the field of Public Relations.

4.1 Research Topic

Based on the analysis, the topic were classified according to the Sallot et al (2003) research. Among the topics, new communication technologies was the most frequently studied area (N=28, 29%), followed by organisation communication related topics (N=26, 27.3%), crisis response or communication (N=12, 12.6%) and management in PR (N=8, 8.4%). On the other hand, the least studied topic are ethics (N=2, 2.1%), implementing programs or campaign (N=2, 2.1%) and integrated marketing communication (N=1, 1%). Four topics, new communication technologies, organisation communication, crisis response or communication and management in PR is the most researched area based on the research letter published. Table 1 illustrates the categories of topics in the research letters analysed.

Table 1: Categories of Topics

Topic	N
Implementing Programs/Campaigns	2
Social Issues/Issues Management	0
Applied Research Issues and Methodologies	7
Organizational Communication	26
Management in Public Relations	8
Crisis Response/Communication	12
New Communication Technologies	28
Legal Issues	5
Integrated Marketing Communications	1
Ethics (In Practice)	2
Image/Reputation/Impression Management	4

4.2 Methodological Trends

In general, most of the research employ qualitative research method (N=20, 54%) were dominating the research method and followed by quantitative research method (N=17, 45.9%) and the least used is the mixed method (N=1, 2.7%).

5. Discussion

This study examined published Research Letters by IPR. By examining the topical and methodological aspect of the research, this study identified the current and trending research topics in this field. The findings concerning the current state of art within the field of Public Relations will further contributes towards better understanding of the research trends and information within the PR practitioners, both academic and industry practitioners.

In recent years, specifically 2015-2017, there are increased of study in the topic of new media technologies and crisis response or communication as compared to the study by Sallot et al (2003) and Volk (2016). These findings imply that the trend of research have been changing since 2003 and with the emerging of social media and technologies in the field of PR, more research has been carried out in this particular area. According to a research by Duhe (2015) revealed that there has been a noticeable shift in public relations research focus over time from usability studies regarding the mechanics of a particular medium to perceptions studies such as how a particular platform leads to a change in one's emotive state, professional status, or likelihood to take action. In line with this, from the research topic that has been analysed, the social media and technologies has always been integrated together with other topics such as crisis and also organisational communication (eg: Three Roles Enterprise Social Media Plays Inside an Organisation, 22 July 2015; How to Manage Health Crisis on Facebook, 5 August 2015; The Science of Influence: How Social Media Affects Decision Making in the Healthcare, Travel, Retail and Financial Industries, 13 December 2017).

With regards with the methodological approach, results shows that qualitative approach was conducted more frequently compared to quantitative research and mixed method. This finding was inconsistent with the results of previous studies that found quantitative methods to be dominating method by PR scholars (Volk, 2016, Meadows and Meadows, 2014 and Ki and Ye, 2017). The findings seemed to be counterintuitive because much of the research in terms of internal communication, employee relationship, crisis, reputation and the use of social media are more complex and required to use the qualitative and interpretive social science method to gain a greater understanding on the phenomena. Volk (2016) proposed that quantitative research method were preferred method compared to pure qualitative research method, out of the 12 journals that are analysed in this literature. According to Pasadeos, Lamme, Gower and Tian (2011) as PR has been maturing as a scholarly discipline much replication and extension of research has taken place, thus both types of method are worth examining as it yields different kind of results. Quantitative method tend to focus more on what and seek to generalise their findings where else qualitative method investigate the how and why of human behaviour with the richness of its content rather than the number.

6. Conclusion

The evolution of the research focus in the field of public relations has shifted constantly. It is significant for both academic and field practitioner to follow closely on the research letter to keep themselves updated on the most current issues and information on PR. This research provides insights on the latest research in the field to enable the information to be used immediately. In conclusion, this study provides an alternative perspective in looking for the latest research information other than the conventional method which is solely from the prominent PR journals.

7. Limitation of Study

As with any research, this study faced some issues that limited the findings, but could be explored in the future. While the review take place in its time frame, volume, and thematic coverage, it did not provide a complete, historically representative picture of the field. Perhaps more samples should be included in looking at the trend of the research topics is past decades would provide data which are more comprehensive. Additionally, the methodological research should be done more narrow down in looking at the method used such as focus group, content analysis or survey being applied in the study to show the rigorous steps in the research. Furthermore, research focusing on theory development should be encouraged in PR.

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Perception of Shariah-Compliant Negotiation practice in Islamic Organizations in Malaysia

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ABSTRACT: Negotiation is a universal mechanism for accomplishing an agreement that involves multiple individuals or parties. On a daily basis, most nations, institutions, and organizations use it to meet their interest and objectives. In view of that, considerable discussion of the negotiation practices has been largely conducted based on different standpoints that informed by its value system. However, this paper purpose is to bring out the perceptions of the Islamic organizational practitioners on the Shariah-compliant negotiation practices. A series of interviews were conducted to drive data from the participants of this study. A set of thematic data analysis was directed by the assistance of the NVIVO 8 software. Finding identified that the informants' perception of the Shariah-compliant negotiation practices is based on four factors; Allah's (SWT) command, value system, public benefit focus and spiritual satisfaction.

Keyword: Negotiation practices, spiritual satisfaction, Islamic organizations.

1. Introduction

This article reviews the negotiation practices for the Malaysian's Islamic organization perception. Apart of individual negotiations, this paper focuses on the organizational level because a number of organizations such as Halal Company, Islamic insurances, Islamic Banks and others, have adopted the Islamic system of management to organize their relations, handle transactions and manage their conducts. This was a result of the need to align with the Shariah system of management. Yet, those Islamic organizations negotiate in order to satisfy their interest and meet their objectives.

Negotiation from Islamic perspective also like the other perspective has an essential significance. It is a constructive activity that are commonly practiced by all individuals, groups, organizations, and states, for different purposes related to interests, conflicts, goals, rights, and obligations (Al-Zuhaili, 2003; Ghanim & Fatima, 2009). In this quest, if negotiation is considered a vital component for organizational survival in the present global challenges (Tu & Chih, 2011). It is therefore, important for organizations practitioners to know the best practices on how to conduct their negotiations in accordance with their management system.

However, as Muslims believe, Islam is not only a religion, but a complete way of life (Maududi, 1960). That means Islam is a comprehensive system and complete code for successful life, hear and hereafter. In Islam, any aspect of life is described clearly through the holy Qur'an and the teaching of the Prophet Mohammad (PBUH). Negotiation is seen as one of this aspects and the ultimate objective of it, is not only to establish an ideal structure for individuals, organizations or societies with a mere application of morality, ethics and social conducts but also to get spirituality satisfaction through active participation in this life (Al-Zuhaili, 2003; Ghanim & Fatima, 2009; Ramdani, Mohammed, & Ahmad, 2016a).

In view of that, scholars and researchers started to investigate the phenomenon of negotiation from Islamic view. Therefore, several studies conducted in the field of negotiation such as (Al-Zuhaili, 2003; Ghanim & Fatima, 2009; Yousefvand, 2012) and more. Even though, according to Ramdani et al. (2016a)) the existing studies that focus on negotiation from Islamic perspective are few and it is either religious oriented or superficial and insufficient in its valuation of negotiation practice from Islamic approach. Consequently, this paper tries to contribute to enrich the negotiation literature for Islamic perspective by bringing out the perception of Islamic organizations practitioners on Islamic negotiation practice. Thus, the finding of the present paper is attempted to be a significant contribution to the development of the Shariah compliant negotiation model.

2. Study Method

This study used a qualitative method by conducting an in-depth interview technique to bring out the participants perceptions about Shariah-compliant negotiation practice among Islamic organizations. The sample design was based on the purposive sampling technique. This technique is very appropriate for this study. That is because, It is a technique that involves conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea in a rich and detailed form (Baxter & babbie, 2004; Boyce & Neale, 2006; Wimmer & Dominick, 2003).. However, the total population of this study formed by fifteen informants from four expert groups (Muftis, Academicians, Practitioners and Islamic/Shariah Bank Managers).

The collected data were codified and categorized under a theme and sub-themes using the NVivo8 software. A thematic data analysis technique was used to analyze the interview data. The interviewees were all asked about their perceptions about the practices of Shariah-compliant negotiation.

3. Study Finding and Discussion

The Informants of this research had evidently viewed the practices of the Shariah-compliant negotiation with a clear difference from the conventional practices. However, their responses emphasized that generally, the Shariah-compliant negotiation practices are based on five norms; Allah's (SWT) command, value system, public benefit focus and spiritual satisfaction process, as illustrated in the Figure1, and each of them is discussed below.
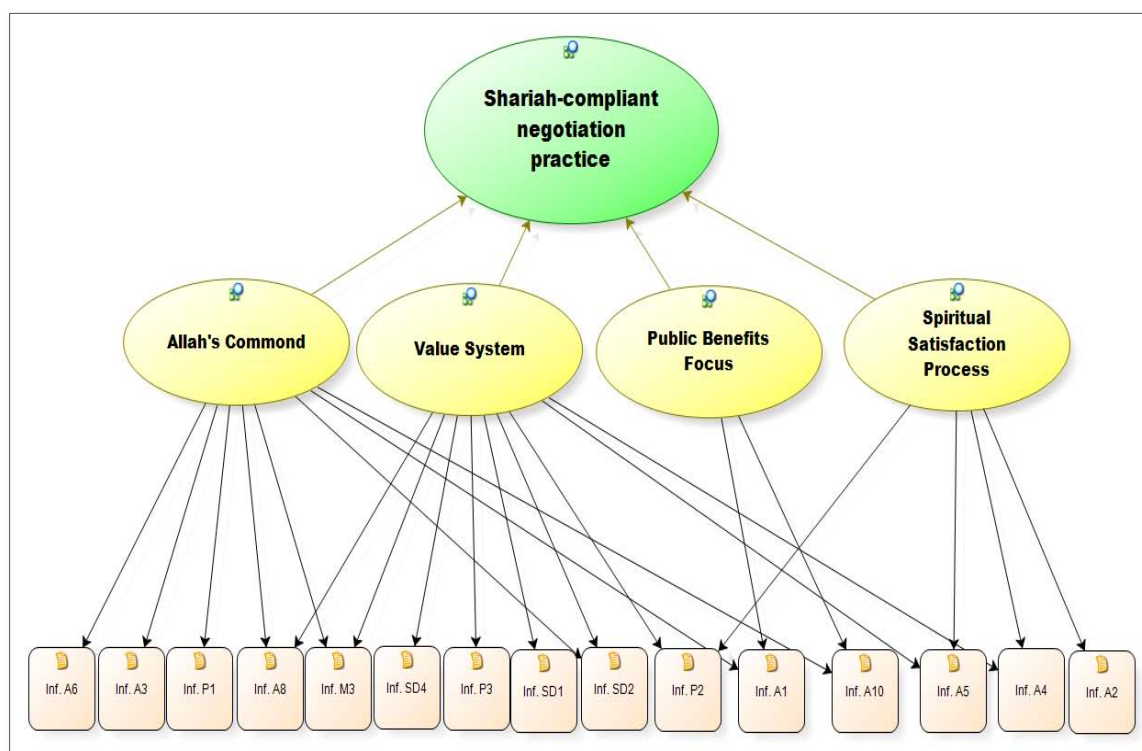
Figure 1. The Informants' Perception on Shariah-Compliant Negotiation Practice

The findings thematically showed that the first factor which makes a negotiation a Shariah-compliant one is following Allah's (SWT) commands. The evidences of this study indicated that all Informants agreed that the main motivation for conducting negotiations according to the Shariah-compliant model is to observe Allah's (SWT) commands. This act of religiosity in negotiation practices was recommended by Holy Qur'an and Sunnah of His Prophet (PBUH) as a mechanism for better and fair conducts.

Consistent with this fact, this research argues that negotiation from the Islamic perspective is a Shariah-principled approach. It means it is a conduct that adheres to the Shariah, and that makes it distinct from the human-principled approaches. For that reason, the Informants declared that this

element makes the epistemology of Shariah-compliant negotiation different from the other approaches. That is because according to Informant A10, it is grounded in the Qur'an and Sunnah ; the truthful messages from Allah to Muslims. In contrast, the conventional approaches are based on theories, which are human intellectual products, and are therefore questionable. In line with this argument, Abdul Rahim (2013) stated that Shariah commands are different from human commandments due to their religious origin, which is based on divine revelations. As a result, they differ since human law is the creation of reason and consequence of expected procedures, which cannot create uniformity of conduct. That is because the practices and comportments of one group could be different from that of others. However, Muslims accept Shariah as faultless principles of conduct for all aspects of human life. In view of this discussion, this study claims that indeed, the epistemological aspect is the first main element that distinguishes between the Shariah-compliant and the other negotiation approaches.

Secondly, the evidences of this work also showed that value system is another distinguishing facor for the Shariah-compliant negotiation. The findings exposed that negotiation conducts are common in nature, and what distinct the perspectives and approaches from one another is the feature of value system. In consideration of that, the current research claims that it is very obvious that Shariah-compliant negotiation is markedly different from other approaches because of its Shariah-based value system.

In line with this argument, Ramdani, Mohammed, and Ahmad (2016b) stated that Muslims and Islamic organizations purposely negotiate within Shariah-compliant principles so as to adhere to the Islamic value system in all aspects of life. Informant SD1 argued that the Shariah-compliant principle is a fundamental part of beliefs and faith and not just mere roles embedded in the nature of the negotiation. Similarly, Abdul Rahim (2013) opines that the Shariah value system has a comprehensive scope and purpose compared to the western value system. Therefore, this work surmises that the Islamic value system is one of the elements that motivate Muslims to practice the Shariah-compliant negotiation.

Additionally, the findings highlighted that the third factor of the Shariah-compliant negotiation practice is public benefit focus. This research Informants argued that negotiation from the Islamic perspective is based on an integrative analysis approach. Subsequently, it focuses only on the cooperative and collaborative techniques to build a common ground between the negotiating parties, which makes it focus on accomplishing all-win outcomes. The study also proves that in the Shariah-compliant negotiation approach, focusing on the public interests does not mean protecting the benefits or the rights only. It also means preventing evil and harmful things.

In view of that, the Islamic jurists concurred with the importance of this element. Al-Bugha (1999) noted that this principle has the same objectives with Maqasid Shariah. Therefore, Nik Abdul Ghani, Laluddin, and Mat Nor (2011) stated that, in Islam, whatever benefits public interest is commended, while things that cause harm and evil is prohibited. As well, Elvan et al. (2014) specified that achieving public interest is an essential element, as it helps to prioritize the needs of the public and its effects. Therefore, this research claims that this essential distinguishing element makes the Shariah-compliant approach conform with the objectives of the Shariah.

Lastly, the results of this research evidently indicated that the fourth factor and a key norm that distinguishes the Shariah-compliant negotiation practice from the other perspectives is the spiritual satisfaction process. As mentioned above, this study argues that spirituality is a core distinguishing element of the Shariah-compliant negotiation practices. As such, Informant P2 disclosed that the major factor that makes the Shariah-compliant negotiation practice special is its spirituality.

The first three components discussed above are integrated with this basic requirement. However, all Informants stressed that attaining spiritual satisfaction is the main purpose of practicing the Shariah-compliant negotiation, which is in line with the assumption of this study. In accordance with this flow of thought, Ramdani et al. (2016a), in discussing the concept of negotiation from the Islamic perspective, similarly argued that the Muslims and Islamic organizations' motivation for executing their negotiation conducts based on Shariah teachings is the fulfilment of their life's purpose, which is to be good believers and to live the Islamic life. This belief leads to spiritual satisfaction here and in the hereafter. As such, the current study claims that this key factor also makes the Islamic view of negotiation differ from other perspectives.

Similarly, previous studies argued that the factor of spirituality in Islam is unlike the secular or humanistic understanding (Ahmad & Khan, 2016; Marzband, Hosseini, & Hamzehgardeshi, 2016). In the conventional approaches, spirituality is understood as "a way of being and experience that comes about through awareness of transcendental dimension, and is characterized by certain identifiable values in relation to self, others, nature, life, and whatever one considers to be the ultimate" (Elkins, Hedstrom, Hughes, Leaf, & Saunders, 1988). It is the human effort, self in connection to and with the external world. Mayhew (2004) also stated that spirituality is a concept that is practically distinct from religiosity.

Instead, in the Islamic perspective it is understood as a persistent reference to Allah (SWT) and ensuring that everything mankind does is in accordance with Allah's (SWT) pleasure. It means the connection of human actions to the purpose of life, which is worshiping Allah (SWT) (Marzband et al., 2016). Consequently, it is viewed as a standard of living for Muslim believers, in that it forms their values, thoughts and actions in the light of Allah's (SWT) pleasure. (Ahmad & Khan, 2016). For that reason, Islamic scholars argued that spirituality and religion are complementary. Religion is the road that needs to be travelled to get to spirituality (Marzband et al., 2016; Ramdani et al., 2016a). Indeed, this study shared a similar view with the Islamic scholars' positions.

4. Conclusion

As mentioned earlier, the main focus of this paper was to find out the perception of practising the shariah-compliant negotiation in Islamic organisations in Malaysia. The findings thematically has shown that the core factor that makes the Shariah-compliant negotiation differ from the conventional perspective is the religious factor. Likening the Islamic concept and principles of negotiation and Malaysian Islamic organization managers' opinion, the study concludes that the finding shows the relevance of Islamic concept of negotiation as identified by Ramdani, Mohammed, and Ahmad, (2016a) and notes its correlation and contribution to present negotiation practices among Islamic organizations. However, this paper also acknowledges that negotiation from the Islamic perspective is still considered as an evolved approach, compared to conventional approaches. Thus, there is a need for further research in this area and for spreading the good shariah-compliant negotiation framework and practices to ensure conformity with the required standards.

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Enhancing Structural Model in Crisis Communication: An Extension and Application of Situational Crisis Communication Theory

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Abstract Crisis communication is a fast growing field and has become an important platform to establish and strengthening organization's reputation. Regardless of the continuous effort to advance research in this area, many theories in crisis communication were either inadequate or limited in providing solid interpretation on specific organizational crisis and its impact on reputation. As a result not much can be understood on possible crisis outcomes due to insufficient evidence in crisis management process and strategies. Thus this paper proposes to develop a structural model in crisis communication based on the Situational Crisis Communication Theory with the inclusion of two variables influencing crisis management process namely charismatic leadership communication and organizational credibility. This paper contributes to enhance and establish a scientific, evidence-based guideline to deal with crisis management as well as protecting organization from reputational threats.

Keywords: Crisis communication, situational crisis communication theory, charismatic leadership communication, organizational credibility, reputation management

Greening the brand: Sustaining the corporate identity

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Abstract The words green brand have become buzzwords amongst corporations around the world due to the growing public concern about environment quality. Many see corporations are not doing enough to help the environment. However, despitethe growing interest on environmental issues thegreen brand concept seem to not widely used in Malaysia. The purpose of this paper is to explore the act of green branding amongst Malaysian corporations – how far do these companies see the importance of adopting such concept in order to create a better world? How deep is their understanding about green branding? Do they perceive such concept as functional or emotional?   Or is it just greenwashing?

Keywords: internal brand, corporate identity, green washing

Corporate communication practices and its relationship towards enhancing SME Bank Malaysia reputation

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Abstract   Previous research on Organization-Public Relationship (O-PR) investigate the relationship from an organizational perspective, where as this research investigate from the external stakeholders perspectives. However, literature seems to suggest that much research work is needed to better understand the corporate communication practices .   This study is pursued to elicit the practices of corporate communication and it towards organizational effectiveness in sustaining organizational reputation. The questionnaires were distributed to 1156 external stakeholder with SME Bank. There are four indicators which are used to measure the OPR, that are trust, commitment, community involvement, and satisfaction. The results of the analysis of each factor show that SME Bank holds a high positive level of corporate communication practices. By maintaining a good relationship within and between the organisation and its public, it is expected that SME Bank is able to gain more support consequently.

Keywords: Public relations, corporate communication, organization-public relationship and reputation

1 Introduction

Grunig and Huang (2000) viewed that building effective relationships with strategic stakeholders and having a relationship management in an even more potent role within the organisation by acting upon its wider intangible and tangible assets will help to meet the corporate value-enhancing objectives. When relationship dissatisfaction is high, and they perceive the entire organisational climate as unresponsive as well as encounter repeated perceived poor service, it may bring impact to the organisation, foster frustration and complaints.Often, customers switch service providers due to a lack of service from their current provider or they are just dissatisfied with the providers. Bruning and Ledingham (1998) and Rosli (2015) went on to suggest five essential organisation-stakeholder relationship factors: openness, trust, involvement, investment, and commitment. The main question that arises at this point is – how, why, and to what level does communication add to the accomplishment of SME Bank's organisational objectives? Effective practiced practices in stakeholder relation and corporate communication are widely needed to manage good relationships, show its impact towards building good image, identity, and reputation of the organisation as well as to solve problems between the organisation and its key stakeholders. As commonly practised, the organisation has to offer the services to the stakeholders, especially the SME Bank contractual stakeholders (employees and SME operators) that surpass the desired levels of satisfaction to continue to enjoy the goodwill of the stakeholders.

2 Research objectives:

i) What are the perceptions of level of practice on trust, community involvement, commitment, customer satisfaction, and openness among the contractual stakeholders with SME Bank reputation?

ii) Provide recommendation to SME Bank about their corporate communication practices.

Organisational reputation is the ability of corporate communication practices (CCP) to achieve the aims of the organisation to maximise its profit and interact with its surrounding public. It can be measured by receiving information on small and medium enterprises' (SME) performance and emotional engagement

that demonstrates responsible attention to the said attitudes and responses within the stakeholders. Organisational researchers examine reputation as being a social identity, and reputation is portrayed as an important and intangible resource that may significantly contribute to an organisation's performance and even to its survival (Fombrun & Shanley, 1990). By adjusting Fombrun and Gardberg (2014) scale for the organisational reputation context, the researchers conceptualised the following measurement, levels of visibility, distinctiveness, authenticity, transparency and consistency of SME Bank reputation.

3 Data Collection Procedure

We collected the data using an online survey. The questionnaires were randomly distributed to the respondents via email obtained from the Bank database. In addition, we also distributed the questionnaire on the Bank's social media platform. A total of 1156 useable respondents has been collected from the external stakeholders of the Bank that consisted of existing and potential customers.

In term of demographic information, a majority of respondents were female (50.2%) ass compared to male (49.8%). In term of age group, in term of age group, respondents' age between 25 to 44 years old contributed to a majority of the respondents (62.6%), follow by 45-54 years old (16%), 18-24 (14.5%), and 55 years old and above (6.9%). The Central Region's contributed to a large number of respondents with 43%, follow by Northern Region (28.8%), East Coast Region (12.3%) Southern Region (10.5%), and East Malaysia (5.4%).

We adapted measures for the constructs from the existing literature and adapted them to suit the context of our study. We measure the constructs using a 5-point Likert-scale ranging from 1 (strongly disagree) to 5 (strongly agree). Respondents were instructed to evaluate what the bank has done in terms of maintaining relationships with them. The main objective is to make the respondents convenience in giving feedback in term of time and enable the researcher to receive exact data.

4 Findings

The values of frequency, means, standard deviations, as well as minimum and maximum statistics of the variables are stated in this research. The mean, standard deviation, and reliability statistics for all variables are listed in Table 1. Descriptive statistics give an abstract explanation of the statistics summary. This analysis was used to define the characteristics of the SME Bank stakeholders who are the respondents in this research. The data were depicted in the form of a set of factors to enhance deduction and easier comprehension (Sekaran, 2000). This analysis elucidated the data meaning by frequency distribution, mean, and standard deviation regarding the entire variables concerned in this research.

Table 1: *Mean, Standard Deviation, and Reliability of the Variables*

Variables	*n*	Mean	Std. Deviation
Trust	1156	3.871	0.820
Commitment	1156	3.766	0.861
Involvement	1156	3.726	0.875
Satisfaction	1156	3.790	0.863
Reputation	1156	3.709	0.810

Based on the above table, the corporate communication practices as perceived by respondents were in a high level. Therefore, the following results show the most prominent corporate communication practices that have a high level of trust (mean 3.871: SD 0.820), are commitment (mean 3.766: SD 0.861), involvement (3.726: SD 0.875), and satisfaction with a high perception on the mean score (mean 3.790: SD 0.863). Overall, SME Bank has been perceived positively strong on its corporate communication practices.

Findings show that the strategic implementation of relationship management activities by SME Bank enhances the awareness and level of understanding among respondents. Disseminating information through media tools such as website, Facebook, traditional mass media and face-to-face communication done by the corporate communication division of SME Bank was effective and efficient.

Sharing of clients' success stories are one of the communication tools to show SME Bank's involvement in motivating the existing and future entrepreneurs, such as campaign website. There are three items measuring the degree of satisfaction among respondents towards SME Bank services. Here, 762 respondents (66%) were highly satisfied with SME Bank services. On the other hand, 394 respondents (26.5%) did not believe in this factor too much that they considered SME Bank as moderately satisfying their consumer needs and wants. Another 3% did not feel satisfied that they put SME Bank only on the low level of satisfaction.

Multiple regression analysis was used to test if satisfaction, commitment, involvement and trust significantly predicted organisation reputation. The results of the regression found that the four predictors explained 76% of the variance (R^2 = .763, $F_{(4, 1151)}$ = 928.22, $p < .001$). H1 predicts that commitment, involvement and trust is positively influence significantly predicted organisation reputation. As Table 2 shows, the commitment, involvement and trust positively significant at $p < .001$ towards organisation reputation.

Table 2: *Multiple regression outcomes*

Variables	Standardized Beta β	T
Trust → Reputation	0.119***	3.787
Commitment → Reputation	0.098***	3.441
Involvement → Reputation	0.270***	8.556
Satisfaction → Reputation	0.447***	16.245

5 Discussion and Conclusion

Based on the explanation by Hon and Grunigs (1990), Mohammed (2015) stated that there are four indicators which are used to measure the OPR. They are trust, commitment, community involvement, and satisfaction. Enhancing the OPR can take place by increasing the level of practice on trust, commitment, involvement, and satisfaction, which in turn, improves the efficiency of organisational reputation. In the present study, the global measures are *trust*, *satisfaction*, and *commitment*. Much wider attention has been paid to the generic relational dimensions such as trust, commitment, and satisfaction in a number of disciplines. Scholarly interest in "trust" between an organisation and its publics is not new nor is it is isolated to a few disciplines.

The members who participated in this study evaluated the various relationship maintenance strategies used by the SME Bank as daily communication activities. Participants noted that the SME Bank put the most effort into maintaining quality relationships with publics through courteous communications. Participants evaluated the SME Bank attempts to communicate with members and they determined that the organisation's third greatest effort was in ensuring members that their concerns were addressed. Members also noted the organisation's attempts to provide channels for communication, such as contact information. Lastly, the members agreed that the organisation's efforts to build coalitions was a helpful.

The results of the analysis of each factor show that SME Bank holds a high positive level of corporate communication practices. By maintaining a good relationship within and between the organisation and its public, it is expected that SME Bank is able to gain more support consequently. The positive perceptions are outcomes of SME Bank active work were to create and communicate a positive image to their customers, shareholders, the financial community, and the general public. Media strategy tools used by the bank for public information consist of preparing and distributing news releases, public meetings and press conferences, as well as releasing periodic advertisements in mass and social media. General public communication that covers personalised information disseminated using traditional and social media helps SME Bank to portray its positive image and identity. Such information is given to

the editors of newspapers, magazines, radio and television directors, educational institutions, religious institutions, public relation offices, and officials and other local opinion leaders.

Corporate image is the reputation of the firm with the various audiences that are important to SME Bank. These groups that have a stake in the company are known as stakeholders. Stakeholders are affected by the actions of the company, and in turn, their actions can affect the company. Consequently, its image in the eyes of its stakeholders is important to SME Bank. Organisational image management theory is developed from theories of image management and self-presentation at the level of the individual (Goffman, 1959, Tedeschi & Norman, 1985). According to organisational image management theory, an organisation's image is the perception that stakeholders have about the organisation, so it is aligned most closely with the "communicated image" of Gioia and Thomas (1996). Therefore, SME Bank must sustain and enhance an effective image with their stakeholders in order to maximise their chances for success (Garbett, 1988). The concerns of both organisations and stakeholders are affected by a host of variables, including market dynamics, technology, and contemporary social and political issues.

Moreover, the study suggested that relationships as organisational resources can help in each strategic management stage. In strategic analysis, relationships serve as information sources and channels. In strategy formulation, they help the organisation incorporates different perspectives, insights, and intelligence into their decision-making. Relationships as the organisational resources could generate support in strategy implementation and facilitate the strategic control process. The results of this study can benefit both public relation practitioners and strategic managers.

On the one hand, they show the strategic role of public relations in an organisation from a strategic management perspective, which may help public relation practitioners gain a seat at the decision-making table. More importantly, it can guide the public relations effort in making use of the strategic resources and the OPRs to achieve sustainable competitive advantage and the organisational goals. At the same time, the results of this study should help link public relationships with the strategic management process: strategy analysis, formulation, implementation, and control. They are intended to provide the strategic managers with an important theoretical basis on how to involve public relations in the strategic management process.

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Adoption Factors Of Facebook Among Non Profit Organization In Libya From The Perspective Of Media Richness Theory

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Abstract Very limited attention has been given to the examination of the adoption of Social Media tools by non-profit organizations (NPOs) especially in Libya, whereas, it is increasingly becoming difficult for NPOs to maintain strong connections with the totality of the regular and potential donors and volunteers. In view of this, the need to explore how NPOs have adopted and used Facebook to overcome this challenges have become expedient. Therefore, in-depth interview with 24 managers and donors residents in Tripoli selected purposely were carried out. The interview data was analyzed thematically and the findings showed that environmental factors and Facebook dynamism motivated the adoption and use of Facebook to drive NPOs in addition to trust and sense of belonging which Facebook provides. This study has enhanced the perspectives of Media Richness Theory in the areas of management of NPOs with Social Media.

Keywords: Facebook, Non-profit organization, Social media, Media Richness

1 Introduction

Generally, the use of social media network continues to grow in popularity (Lovejoy & Saxton, 2012). Particularly, social media networking tool such as Facebook is regarded as innovative communication tool that have played a significant role in organizational settings particularly in transforming the business' and company's values (Archambault & Grudin, 2012). In spite of this, very limited attention has been given to the examination of the acceptance of social media tools by NPO but only a limited number of the researches (Bortree & Seltzer, 2009; Lovejoy & Saxton, 2012; Waters, Burnett, Lamm, & Lucas, 2009) investigated the social media use by NPO for communication. Up till the present, volunteer organizations are being confronted by the tasks of recruiting and retaining volunteers the challenges not found in different organizations (Connolly, 2014; Waters et al., 2009). Though, social media use is growing amongst individuals, but its adoption, use as well as effectiveness for donors and volunteer enlistment and retaining by non-profit organizations is unknown (Connolly, 2014).

Moreover, the result from Hull and Lio (2006) research found that non-profit organizations are extremely risk averse because it may effectively destroy the organization and may often have disadvantage on learning capacity. Therefore, social media would force non-profit organizations to rethink the method to improve relationships with their donors (Christ, 2007). In 2009, organizations are not only using their Facebook account to announce their activities and ask for donations but also using social technologies to build networks then to raise a fresh age of creativeness and balanced communication concerning message senders as well as receivers (Greenberg & MacAulay, 2009).

More so, no known study of such have been documented on the situation in Libya. Also, in Libya, the roles of NPO have unquestionably become exceptional as well as attractive predominantly after the uprising of February 17, 2011. Social media like Facebook is a new spectacle for NPO; they have to learn through active participation in Facebook and try to comprehend the methods in utilizing social media to increase the number of Facebook members (Waters et al., 2009) because non-profit organizations know the speedy expansion of social media phenomenon but did not fully make use of all the Facebook alternatives it bade their relationship refinement initiatives.

In Libya, the roles of NPOs have certainly become exclusive and captivating mainly after the uprising of 17th February. In view of the part that Social Media as well as NPOs played in Libya during as well as afterwards of the uprising, the current research concentrated on how NPOs in Libya have

adopted and used Facebook in addition to how Facebook facilitated the Libyan non-profit organizations to attain their objectives.

Non-profit organizations in Libya, aim to achieve their goal of enhancing the welfare of their community members by involving in governance of democracy, affecting public policy and authorizing the community members for effective representation (Guo & Musso, 2007). Libya's meantime government confronted an array of battles. Countless armed teams monitored security in various areas of the nation, thousands of detainees stayed on in government and militia-controlled detention facilities with no admission to fairness, and rearing cruel treatments and demises in custody continued.

All of Libya's NPOs are private organizations, but compulsory need to register with the control of the Culture and Civil Society Ministry. Even though 90% of NPOs in Libya have a website or Facebook in particular (Salhi & Gebara, 2013), some non-profit organizations in Libya still has not adopted social media such as Monber Alkher for Charity and Sons of Libya Charity. The way to communicate with these non-profit organizations is via telephone which makes it difficult for non-profit organizations to survive in the competitive world because of being unable to appreciate the donors or persons who want to join the activities, difficulty in increasing trust, and difficulty in motivating people. Due to this, non-profit organizations have to close down their organizations because of lack of support and difficulty in keeping in touch with old customers. In view of the problems highlighted above, this paper focused specifically in answering the question on how do non-profit organizations adopt as well as use Facebook.

2 Facebook in Libya

In the late 2010 and the beginning of 2011, the Middle East and North African (MENA) used contemporary communication technology as means for democratic change, got the freedom as well as dignity through Facebook, Twitter and YouTube. Libyan experience with social networking platforms such as Facebook during democratic transformation in the revolution of 17 February 2011.

Early 2000s, Facebook and YouTube provided Libyans with a continuously open way to the external world. With the internet and Facebook, Libyan youth progressively know the universal values were not provided by the Ghaddafi administration (Elmahjub, 2013). By 18 December 2010, youth in Tunisians were on the streets in huge demonstrations requesting the government of President Ben Ali to go. Similarly, on 25 January 2011, heaps of Egyptians protested on the streets and met in Liberation Square in Cairo to seek for an end to the President Hosni Mubarak regime. Libyans observed Tunisians and Egyptian and Facebook accounts of Tunisian as well as Egyptian uprisings interactions from Libyan (Elmahjub, 2013).

The revolt of February 17, Facebook account fascinated 82,000 operators in short time (Rane & Salem, 2012). By February 17, 2011, crowds of Libyans moved on to the Benghazi streets to call for change of the Ghaddafi administration. The hundreds of civilian protestors were killed (Many killed in Libya's Benghazi, 2011), video and pictures which taken by mobile phones and posted on Facebook, YouTube and rebroadcast by the mass media. Consequently, record international media attention of the state of affairs in Libya, by February 21, 2011, President Ghaddafi's militaries forces were expelled from the whole of eastern coastline of Libya. The unique of Libyan uprising was the immediate flow and dissemination of information. Young Libyan internet operators acted as journalists and send news, all information were posted on social networking platforms i.e. Facebook (Elmahjub, 2013).

Besides, the media were limited and predominantly controlled. Libya did not have autonomous NGOs while manifestations were unlawful. Similarly, Libyan laws strictly constrain freedom of association; just as Law 71 prohibitions any group activity which oppose the ideology of the 1969 uprising, and the penal code enforces the death penalty on who ever join such groups (Beltramin, 2012).

In Libya, Internet service is securely controlled and not everyone can use it. Internet was censored by the government (Ghannam, 2011). An exclusive government-owned network provider provided Internet access. The Gadhafi government, in an active fashion, tried to obstruct the information flow from the country by disconnecting land lines and limiting the Internet and every other means of communication. By the end of the year, communications infrastructure were majorly refurbished up to

pre-revolution degrees with functioning but unpredictable cellular phone and Internet services (Libya Country of Origin Information (COI) report, 2012).

Today, Libya still has not implemented media law, and there is a lack of rules on libel and slander because of Gaddafi's government's control over all media until August 2011. Though, there were more than 635,000 Internet users by June 2012, however, by 2015, Libya has become the second top Arab country that use Internet and specifically Facebook. For the duration of the rebellion, Facebook, Twitter in addition to YouTube were the foremost social media used to spread fresh news materials for global spectators. Record Libyans read news as well as remark on happenings through Facebook though used Twitter as activists in addition to as an individual's (Libya profile, 2012).

Meanwhile, in Libya, Facebook operators are 260,400 individuals from 6,545,619 while the Facebook permeation is merely 3.74 % of its entire population. About 67 percent of Facebook operators are within 15 – 29 years of age while 33 percent are above 30 years of age. About 70 percent are males and 30 percent are females (from Figure 2.5) (Arab Social Media Report, 2011).

In view of these, social media channels have turned to a space where individuals as well as state including organization interact. In Africa, one of the furthermost prevalent functionalities of social media is the likelihood to communicate in different ways. Therefore, Facebook enables individuals the opportunity of dialoguing with other individuals. Also, this research wishes to establish how non-profit organizations have adopted as well as used Facebook.

3 Method

This study focused on how NPOs in Libya adopt and use Facebook. A limited number of investigations (Bortree & Seltzer, 2009; Lovejoy & Saxton, 2012; Waters et al., 2009) studied the use of social media by NPOs and most of these studies were conducted in developed countries. In majority of the Arab region, Facebook is still developing users, the researcher needs to further understand their adoption and usage phenomena; and then a qualitative approach is preferred in this research. The researcher conducted the study in Tripoli. Tripoli, the capital and the largest city of Libya, which is home to 1.7 million of Libya's 6.4 million citizens. Libya has the tenth biggest established oil capitals of all the countries in the biosphere and the 17th uppermost petroleum manufacture (World proven crude oil reserves by country, 1980-2004).

The researcher used in-depth interviews because Creswell (2012), Keyton (2015), Stach and Hocking (1999) highlighted that in-depth interview is a suitable approach for the examination of question in term of values and policy oriented. Interview protocol was the main research instrument used to collect the data from the 24 informants interviewed. The researcher adapted the protocol from the studies done by Scherer (2010) and Lassila (2010) because of its relevancy to this study.

4 Findings

Twelve (12) interviews were from the managers of non-profit organizations. Out of the twelve informants from the non-profit organization, one (1) of them adopted and started using Facebook from 2009, two (2) adopted it in 2010, four (4) adopted it in 2011 while five (5) have adopted it in 2012.

Answers to the questions on how do non profit organization adopt as well as use Facebook were generated through an organized and systematic manner in a prolonged engagement with the all informants, and through the standardization of the field notes and recording. The interviews were conducted in Tripoli. Tripoli, the capital and the largest city of Libya, which is home to 1.7 million of Libya's 6.4 million citizens. The emerged answers are therefore processed and presented through NVivo 10 in themes, sub-themes and sub sub-themes. The application of NVivo enhanced the reliability and consistency of the answers that emerged and modeling of the themes which sign post the findings. Figure 1 display all the main themes and sub-themes of the contributory factors for Facebook adoption and usage which answered the main aim of this thesis.

In determining the reasons for the adoption and use of Facebook by non-profit organizations, the findings on the first theme revealed the motives as environmental reason and dynamism of Facebook. Within the sub-theme of environmental reason are popularity of Facebook among Libyans, the problem of cluttering Internet usually experience and high information needs. Similarly, the dynamism of

Facebook generated sub sub-themes which include the power of Facebook to mobilize grassroots people, the opportunity of multimedia platform that Facebook offers, the diverse reach and ease of use.
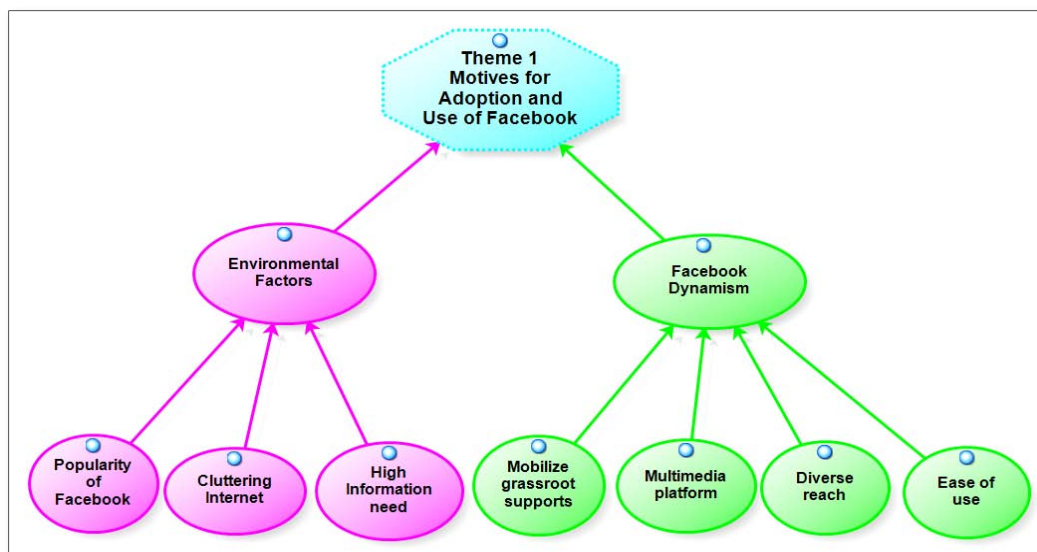
Figure 1. Main Themes and Sub-themes of Adoption and Use of Facebook for Non-profit Organization

5 Discussion

The analysis shows that environmental factor as a sub-theme generated three sub sub-themes which are popularity of Facebook, cluttering Internet and high information needs all which represented the perceptions of the informants on motive for adoption and use of Facebook for non-profit organizations in Libya. Environmental factor as one of the motives for the adoption and use of Facebook by non-profit organizations was highly reiterated by substantial numbers of the managers. This perception is basically grounded on the popularity of Facebook among Libyan, due to cluttering Internet which made it difficult for both organization and donors' interaction and for high information need of the Libyan.

As the data revealed, the popularity of Facebook, as a social media which has consistently gained growing attractiveness across the world was also identified by the informants as the reason for its adoption and use. It was confirmed that Facebook has changed the way Libyans interact on the internet as well as their interest in charity works. The social media, launched in 2004, now has over a billion users across the word and substantial numbers in Libya. The data has revealed that other social media do not appeal to the majority of the Libyans even within the demographic groups, but Facebook which is regarded as the most popular and most used.

Also, the finding from the Informants showed that the challenges that are usually faced by non-profit organizations in the past regarding muddled and cluttering Internet sites, inaccessible blogs for the public and donors have being a significant factor in the adoption and usage. This factor therefore, was specifically linked to information overload on internet which then lead to disarranging and cluttering access. As alternative to this challenge and in order to have channel that will adequately meet their needs, most of the non-profit organizations adopted and use Facebook for awareness and education, coordination, enlisting of donors, lobbying for donation and supports.

In relation to the above, another emerged factor for the adoption was the high information need by the donors and members of the public about non-profit organizations. It was noted that there has been slight attention paid to the precise question of how donors choose which charities to support, through which channel do they usually get information and what extent of information do they need. These important observations were identified by this study's informants as information needs of the donors which must be taken into consideration for effectiveness in non-profit organization works. In relation to the objective of Media Richness Theory which is to deal with communication barriers confronting establishments, like ambiguous or baffling messages, or contravening reading of messages, the information need as emerged from the finding buttressed the importance of Facebook to non-profit organizations.

In relation to existing theories and literature, the environmental reason discovered as a motive by this study was corroborated by Media Richness Theory which positions communication mediums as an incessant balance that signifies the richness of a medium and its capacity to sufficiently converse an intricate message (Carlson & Zmud, 1999). In the same vein, the findings of this study agreed with the theory in relation to importance of Facebook popularity in the environment. Similarly, in relation to existing literature, Aharony (2013) who claimed that the popularity of Facebook has made it to garner more than one billion active users. Similarly, Jantsch (2010) disclosed that, in 2009 alone, the top three social networking sites, Facebook, Twitter, and LinkedIn, have jointly brought about a total growth of about 900%. While Zandy (2013) noted that as of March 2013 Facebook alone attracts over 665 million daily active users on average.

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The Role of Social Media Influencer on Purchase Intention among Generation Y

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Abstract Social Media is represented as a new media channel and playing an important role in communication process. It provides new opportunities for brands to communicate and interact with consumers in online platform. Social media has the capability to influence consumers' behavior and lead to positive outcomes such as purchase intention. The purpose of this study is to examine how social media influencers' quality dimension (i.e. opinion leader, brand and trust credibility) have an impact on Generation Y consumers' purchase intention in online platform. A self-administered survey was used and the respondents consisted of Generation Y. We collected data by distributing sociometric survey questionnaires to 411 undergraduates at a large university in Malaysia. We found that the opinion leader, brand and trust credibility of social media influencers positively influence Generation Y's intention to purchase in online platform. This study contributes to social media influencers as a behavioral change for Gen Y especially in online platform.

Keywords: Social Media, Social media influencers, online marketing, Generation Y

1 Introduction

Social media is represented as a new media channel and playing as important role in communication process in this decade. Social media is also not just one big massive and imposing channel. Social media is made up of many different types of channels, each with its own different functions and characteristics (Powell, Groves & Dimos, 2011). Social media refers to the means of interactions among people or the public in which they create share, exchange and comment contents among themselves in virtual communities and networks. Social media has almost becomes the part of our daily lives and being tossed around over the past few years (Baker, 2009). It is like any other media such as newspaper, radio and television but it is far more than just about sharing information and ideas. There are several social media tools or known as social networking sites such as Twitter, Facebook, Flickr, Instagram and Blogs that have facilitated creation and exchange of ideas in quickly speed and widely than the conventional media.

Nowadays, social media is one of the main media in our daily life. It is because of different social media channel, such as in the term of advertising, newspaper advertising is different from trade publication advertising, which is different from TV advertising, and which is also different from out-of-home subway advertising. Different channels of media that providing advertising have different motifs and target audiences. This situation same as Facebook is different from Twitter and YouTube as well. In past, traditional media does not need to be a silo or storehouse of messages that being broadcast out to the nameless masses or public (Hajli, 2013). It can be shaped by the give and take of social media. For example, it can be used to support social media marketing campaigns and social media and be used to support traditional marketing campaigns. Traditional media and social media have been combined to become an overall media for social purpose. Social media has becomes universal, giving the public especially young people a new way to interact with each other and communicate with the world. This new form of communication depends on user created content, not mass produced messages coming from large media companies (Chen & Wang, 2011).

The quality attributes of social media influencers play an important role in online marketing to provide the perfect and positive experiences among the customers (Kim & Bae, 2008). This is one of the ways of building up the networks of a brand. The social media influencers' quality dimensions will effects on customers' purchase intention and customers' purchase intention will lead to brand coverage. This research is to find out the effectiveness of these social media influencers' quality dimensions towards customers' purchase intention and how customers' purchase intention effect on brand

coverage. The quality dimensions of social media influencers are opinion leader, brand credibility and trust credibility.

Most of the users of internet are Generation Y, or known as Digital Natives (Wojtas-Jakubowska, 2014). They are the next generation of mass customers which have similarly high levels compared with other level of citizens. Social media has fuelled part of this growth as people are exposed to digital and social media frequently. Reasons of this might depend on many purposes, such as in the roles as customers, they search for information about products and communicate process appeared among sellers and buyers directly by using social media platform. In the process of searching information, customers will get the information to someone that they trust and they can rely on it. For example, purchasing and consuming the goods from social media platform, customers will communicate with others about the experiences, pros and cons. Hence, marketers have responded to this fundamental shift by increasing the use of digital marketing channels (Stephen, 2015). Powell (2016) stated that approximately one-third of global advertising spending is forecast to be in digital channels. Thus, organisations have to focus more in the field of online marketing. Future marketing will largely be carried out in digital settings, which mainly focused on customers, particularly social media, application, web and mobile. It is therefore necessary for customer research to examine and understand customer behaviour in digital environments.

Based on the above discussion, we aims to address two research questions: 1) Does social media influencers' quality dimension which is opinion leader influence customers' online purchase intention? 2) Does brand credibility influence customers' online purchase intention? and 3) Does trust credibility influence on customers' online purchase intention?

2 Theoretical framework and hypotheses

2.2 Social Influence theory

Social influence is the change in behaviour that one person causes in another, intentionally or unintentionally, as a result of the way the changed person perceives themselves in relationship to the influencer, other people and society in general. This theory is related to opinion leaders. Previous studies found that opinion leader is a two-way phenomenon, such that opinion leaders who have substantial influence on others may also be influenced by others in their social networks (Coleman, Katz & Menzel, 1966; Reynolds & Darden, 1971).

Social media influencers with a great following and credibility within a certain niche where they could be celebrities as per mentioned earlier, influencers, bloggers, YouTube-users (or known as YouTuber) and also industry experts, activists and enthusiasts (Zietek, 2016). It will increase a company sales by promoting a campaign to consumers (Zietek, 2016). The concept of opinion leader is one of the merits of "The People's Choice" (Lazarsfeld, Berelson & Gaudet, 1994). Opinion leaders consider themselves as the experts and professionals in a specific area of interest such as home policy, daily lifestyle, food specialize, fashion or the fields that are in trend lately. Opinion leaders have the ability to influence consumers by using traditional and electronic word-to-mouth communication channel (Leonard-Barton, 1985; Lin, 2012). It also play an important roles in customers' decision making process such as purchase intention (Chakravarthy & Bhavani Prasad, 2011). Therefore, it was hypothesized that opinion leaders is positively influence Gen Y's online purchase intention.

2.3 Credibility

Credibility refers to an individual perceives a source of information as honest, believable, true or factual (Hass, 1981). There are three types of credibility such as medium credibility, message or content credibility and source credibility (Metzger, Flanagin, Eyal, Lemus & McCann, 2003). Our study focuses on source credibility since this study uses social media influencer as an opinion leader. Source credibility can be define as the trustworthiness of the source that provide credible information (McCroskey & Richmond, 1996; Berlo, Lemert, & Mertz, 1969; Armstrong & Nelson, 2005). In social media, source credibility is an individual user tend to perceive greater level of interactivity and enhance the interactivity (Yang & Lim, 2009).

Brand credibility is one of the communication without the creation and cultivation of credibility for better public engagement or brand-building can be hardly effective (Holtz & Havens, 2009). It affects customers perceived quality, perceived risk and information (Erdem, Swait, & Louviere, 2002). Brand credibility is broadly involved the believability of an individual's intentions at a particular time and is posited trustworthiness and expertise (Erdem & Swait, 1998; Sweeney & Swait, 2008). Amos, Holmes and Strutton (2008) found that social media influencers positively influence customer attitudes towards an advertisement and the associated brand, thus enhance customers' purchase intention. Brand reputation and also its establishment and factors of influence, like online reviews, blogs and posts

should be regarded as increasingly important for company managers that may affected by credibility from the influencers (Becker & Nobre, 2014). Wu (2010) stated that credibility is the influencer's expertise in a specific domain of knowledge to help the customers to have better understanding on the products and E-Services. An influencer in a specific domain of knowledge is one of the mainly priority of being social media influencers. Therefore, it was hypothesized that brand credibility is positively influence Gen Y's online purchase intention.

2.4 Trust Credibility

Social media influencers exert an influence on the others. They persuade and earn the trust from the followers and the public, lead them to perform a better action by purchasing-click online. The credibility of a message can depend on the credibility of the social media influencers. Previous study on the trust credibility of social media influencers had been recorded. Deutsch (1973) stated that trust is "the confidence that one will find what is desired from another, rather than what is feared". Social media influencers use word-of-mouth influence to increase the rate of purchase intention of a brand (Nahapiet and Ghoshal, 1998). The process of earning the trust of the followers, public or web users and help them perform a purchase-click online to purchase products and services are influential as a new shopping trends. With social media becoming productive on the Internet, it is important to analyse the range to social media influencers contribute to customer purchases intention on social media platform (Flynn, Goldsmith & Eastman, 1996). As the social media influencers, the person must be trusted in order to exert influence, they have to persuade the public by gaining the trust and being trustworthiness, and hence, there are several studies on investigation of the dimensions of trust such as benevolence and integrity (Atuahene-Gima & Li, 2002). Atuahene-Gima and Li (2002) specified that benevolence is compassion or the dimension of trust that shows a willingness on the part of the public to take into consideration the social media influencer's interests in a decision making process by expressing care and concern. Integrity is the honesty and perception that the opinion leader has principles that are acceptable to the public.

The public are more likely to follow the recommendations and opinions of social media influencers who display values that are similar to them (Ristig, 2009). Trust in a social media is gaining to the positive leads and occurred persuasive elements (Lipset & Schneider, 1983). Yang and Lim (2009) noted that the followers, public or web users tend to trust online shopping application industry when they perceive greater level of interactivity in social media. In their study, they found in their experimental research of social media which is about blog-mediated public relations that interactivity was strongly associated with trust. The followers, public or web users usually rely on the trust of influencers for their communication effort to impress the audience or even to influence their attitudes (Blair, 1987; Zimmermann, 1987). In the study of Wu (2010), he stated that how much the target customers' trust the social media influencers with respect to their information needs. Even if the social media influencers are credible, the customers must have confidence in them. Without trust, any information from the influencers will be downgraded, useless and being ignored.

Social media influencers have the unique mechanisms that generate attitude change such as gaining trust with unique forms of change (Eagly & Chaiken, 1993). The study improved the results of earlier research in which impression motives are linked to superficial and detail processing and temporary judgment shifts (Cialdini, Levy, Herman, Kozlowski & Petty, 1976). Meanwhile, attitude change from considering to being trusted such as having the intention to try or purchase a brand is in message-based persuasion paradigms have been investigated primarily in research on attitude functions, which more likely in the process of gaining trust (Eagly & Chaiken, 1998). It enables people to evaluate and appraise stimuli in their environment, attitudes also are thought to serve more specific functions. Social media influencers must have the identities of trust that including social adjustment, securing utilitarian outcomes, ego defence and value expression (Katz, 1960). By having trust credibility, social media influencers have more ability to influence the public in decision making process, hence it will increases the customers' purchase intention and towards brand coverage of online shopping application industry. Gaining the trust of the public by using persuading methods are one of the power of social media influencers as this is a part of being credibility. Hence, social media influencers have to get the right information, sending the message at the right place and on the right time. Therefore, it was hypothesized that trust credibility is positively influence Gen Y's online purchase intention.

2.5 Purchase Intention

Purchase intention is a kind of decision making process that studies the reason to buy a particular brand by customers (Shah, Aziz, Jaffari, Waris, Ejaz, Fatima & Sherazi, 2012). Purchase intention is a situation where customers tend to buy a certain goods or product in certain condition, from certain brand. Similarly, it is the preference or first choice of customers to buy the product or service. In

another words, purchase intention has another aspect that the customers will purchase a product after evaluation process occurred.

There are number of factors of customers' purchase intention from selecting a product to the final decision (Keller, 2001). Decision making of purchase intention is affected by the group in selection procedure of a brand for known products. The selection of a brand based on group cohesiveness of the brand (Witt & Bruce, 1972). Information about the brand have been used by the influencers also affected on the decision to stay in exiting brand or even skip the existing brand and to move on to the purchase those brand that is using by the public (Witt, 1969). It is the great adjustment to customers' impact to the public to buy particular brand used by them (Moschis, 1976). Many factors intended to customers' purchase intention which are the influencers' credibility and ability, customer knowledge, perception of customers, product packaging or design and influencers or celebrity endorsement. Customers' purchase intention is depends on purchasing behavior which is important in terms of online shopping application industry's profitability and sales and also influenced by the reading of online customer reviews (Burtona & Khammash, 2010).

Since customers' purchase intention is one of the important point, hence, customers' purchase intention has been the subject of great attention to have more and deep research. Zeithaml, Berry and Parasuraman (1996) suggested that marketers should monitor customer behavioural intentions since it considers as a sign of actual purchasing choice. A study on sentiment analysis of online forums and product reviews exhibited that they influence individual's purchase decisions (Turney & Littman, 2003). Intention to buy is the buyer's forecast or prediction of which brand that he or she will chooses to buy. Intention to buy also may be characterized as the response short of actual purchase behavior. Wang and Hazen (2016) thought that if customers have different levels of familiarity for a brand, then their levels of product knowledge and understanding will be vary, thereby affecting their purchase intentions. Hence, most of the purchase intention process will be affected by the influencers. Study of Zhang and Hou (2017) pointed out that for products with an external presence that are higher in price, the external factors that being influencing are relatively important, possibly affecting customers' perception of value and their purchase intentions. In addition, product knowledge might becoming one of the important factors that influencing customers' purchase intentions. The social media influencers have the ability to influence customers in purchase intention.

3 Research Method

Our study was conducted at major public universities in Malaysia. The respondents consisted of current undergraduate students (i.e. Generation Y). We collected the data via online survey. We received a total of 411 useable respondents.

We adapted measures for the constructs from the existing literature and adapted them to suit the context of our study. We measure the constructs using a 7-point Likert-scale ranging from 1 (strongly disagree) to 7 (strongly agree). There were five items for opinion leader scale (Childers, 1986), five items for brand credibility (Erdem & Swait, 1998), and three items for both trust Credibility and purchase intention (Wu, 2013).

4 Results and discussion

Our study collected a total of 411 respondents. A majority of the respondents were female (69%) as compared to male (31%). In term of ethnic group, the Chinese contributed 68%, while the Malays 24%, and follow by Indian 7.8 and others 0.2%. The respondents' age 18 to 30 with majority of them were 18 – 23 years old. The data of this study was normally distributed since the values were within the recommended threshold for Skewness ±2 and Kurtosis ±3 (Burns & Burns, 2008).

We conducted Confirmatory Factor Analysis in this study. We evaluated the model fit used Goodness-of-Fit (GOF) indices suggested by Bagozzi & Yi (2012). The GOF statistics for the measurement model were: RMSEA=0.07, NFI=0.905, SRMR=0.59, and CFI=0.93. All factors loadings were greater than 0.5, and statistically significant (p<0.001). The composite reliability for all constructs were higher than 0.70 and the Average Variance Extracted (AVE) values for all constructs were above 0.50.

As mentioned earlier, we have three hypotheses in this study. Multiple regression analysis was used to test if opinion leader, brand credibility and trust credibility significantly predicted consumers' online purchase intention. The results of the regression found that the three predictors explained 65% of the variance (R^2 = .652, $F(3, 385)$ = 240.25, $p < .001$). H1 predicts that opinion leadership is positively influence Gen Ys' online purchase intention. As Table 1 shows, the opinion leadership positively significant at $p < .001$ towards consumers' online purchase intention (β=.190). The result indicates that

opinion leadership have an impact on purchase intention. The characteristics of the opinion leaders may influence the decision making among the customer, especially for Gen Y. This finding suggests that social media influencer has ability to change and influence others using electronic word-of-mouth (e.g. social media) (Gilly, Graham, Wolfinbarger & Yale, 1998).

H2 predicts that brand credibility is positively influence Gen Ys' online purchase intention. The result found that brand credibility (β=.286) had positively significant towards consumers' online purchase intention (p <.001). Our study's finding indicates that social medial influencers' recommendation and suggestion affect Gen Ys' online purchase decision making. It could be argued that social influencers have ability to influence consumers by providing reliable information to the certain brand (Aaker and Brown (1972). H3 posits that trust credibility is positively influence Gen Ys' online purchase intention. The study found that trust credibility (β =.418) had positively significant towards consumers' online purchase intention (p <.001). The result found that trust credibility plays a vital indicator in predicting Gen Ys' online purchase intention. This finding supported the previous studies (e.g. Yang and Lim, 2009; Wu, 2013). Consumers will trust a brand that endorsed or recommend by social media influencers, especially in online purchase.

Based on the findings, opinion leadership, brand credibility and trust credibility are the predictors of Gen Ys' online purchase intention. Therefore, the results suggest that all hypotheses are supported in this study. Social media influencers have an impact on Gen Ys' decision making on online purchase.

Table 1. Summary of results from the regression analysis

Variables	Standardized Beta β	T
OL → PI	0.190***	4.532
BC → PI	0.286***	5.222
TC → PI	0.418***	8.430

***sig at p<0.01

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From YOLO to FOMO – An analysis of Instagram use among Malaysian youth

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Abstract The ever-changing landscape of social media had shifted information-seeking behaviours of its audiences towards achieving personal gratifications and social mobility. The emergence of Instagram as a mobile application had enabled instantaneous networking and feedback among personal acquaintances and strangers alike that find shared interests from intermingling with one another. Additionally, the curation of distinctive videos and photos on Instagram is significant in enhancing the self-esteem of its users and in turn, their followers. The predominantly youth cohort are found to have become reliant on comparing themselves to others through Instagram, where the discovery of their own insufficiencies result in lifestyle envy and the fear of missing out (FOMO). This study examined Instagram use among Malaysian youths as an agency of social success and life satisfaction where findings showed that social comparison was prevalent through the app and had moderated attitudes and behaviours of its users.

1 Background of Study

Exposure to social pressures with ubiquitous access to the Internet today is inevitable, considering what is "trending" on social media platforms subconsciously dictates ideals among youths whom are within their developmental stages and are seeking avenues to shape each of their own personalities. Aside from initiating friendships and enhancing visibility, Instagram presents a myriad of current trends and diverse cultures within the digital community based on its vast outreach towards youths that prefer the more exclusive Instagram affiliation compared to Facebook (Salomon, 2013). Such intercultural transformations have sparked the understanding of modern norms such as the term "YOLO" which means "you only live once", describing the astute realities of digital cultures that persistently provoke youths to seek newness and creative ventures in their social media use (Lebedko, 2014; Leavitt, 2014). According to Wagner (2017), more than 600 million people are using Instagram on a daily basis to share snippets of their seemingly differentiated lives with friends, families and associates through vivid photos and videos, whilst in Malaysia there are approximately 4 million active Instagram users (Lim, 2016). Furthermore, in August 2016, the Instagram "Stories" feature enabled users to track activities of others throughout the day where photos or videos are presented in an engaging slideshow format (Bradford, 2017). This was followed by recent additions of the "IGTV" and "Live" buttons that offer permanence in streaming user activities through more replays and interactivity, subsequently retaining and increasing valuable followers. The heightened insight into the personal life of others on Instagram reinforce the notion that content is imperative in creating shaping identities, social constructs and expectations among social media users (DeNardis, 2012).

A pre-internet study by Taylor and Brown (1988) hold the view that individuals possess unrealistically positive views of themselves and an exaggerated belief in their ability to control their environment, thus finding others more inferior, or in contrast; more threatening to their existence. This perception today is not just confined to existing relationships offline, but have been brought forward to social media platforms through the intermingling of users with strangers who are able to "follow" them and vice versa, particularly on Instagram despite not having any earlier acquaintance in real life. These stalking behaviours are even more pervasive through the evolution of Instagram features and the frequency of its use as posited by Kong (2015), particularly when Instagram deploys an algorithm that suggests who to follow, which photos and videos to view and "like" (Tait, 2017). In addition to the consistent yearning for post updates by users on an individual's Instagram feed, Lup et al. (2015)

argued that the ability to interact with profile owners on social media has redefined the term "strangers" by creating intimacy among people who barely know each other through shared interest and mutual understanding of issues at hand that spark productive debates and discussions thus enticing even more strangers into their virtual network through the growing visibility of the profile. Typically, most Instagram users will share photos or videos that document memorable moments that are positive and reinforces life ideals for the followers and present a gratifying reflection of themselves within the digital community. Kim and Lee (2011) established that this method creates an encouraging self-image that will boost their confidence and self-assurance; but is argued by Denti et al. (2012) that this "ideal" representation will lead followers to believe that they are leading a lesser life.

Moreover, the richness of information, particularly of a person's profile, background and routines shared on Instagram are open to "voyeuristic" reactions from followers; where such details are open to scrutiny of others that are able to access them and find enjoyment in seeing weakness on such postings or content on the platform, leading a follower to a "lifestyle envy" of sorts. The origins of this behaviour can be traced from the Social Comparison Theory established by Festinger (1954), where despite the display of positive image to others, there is a constant urge to compare one's life with another that would result in an emotional state of insufficiency. This is also correlated to the "Fear of Missing Out" (FOMO) discussed by Nguyen (2014), where tech-savvy youths today suffer from anxieties when they are not using social media as they fear that they would be excluded from social events, updates of news and inclusion into important status updates if they are away from it. Subsequently, these unrealistic expectations include social status and body insecurities thus resulting in doctoring their posts as well as curating only impressionable realities on social media for others to see (MacMillan, 2017). Other studies found congruence in the lack of self-esteem on social media through this stalking behaviour that heightens social comparison and envy that eventually dampen the standards of their own lives (Krasnova et al., 2013). Further to this, Chou & Edge (2012) also highlighted that the frequent browsing and comparisons with social media accounts of others are by individuals who believe other people are far happier and have a better life compared to themselves. In this study, we examine the social comparison among Malaysian youths where students of both public and private universities were selected to ascertain if the use of Instagram had influenced the outlook of youths on life satisfaction. Therefore an online questionnaire was deployed to validate the following hypotheses:

H1: Instagram posts of others significantly influence behaviour towards life satisfaction

H2: Use of Instagram moderates the relationship between user self-esteem and life satisfaction

H3: Feedback on Instagram posts significantly influence behaviour towards life satisfaction

2 Literature Review

Since the birth of social comparison studies, researchers have looked into various areas in which comparison is relevant to the progressing times in communication and media. Morrison et al. (2004) found that psychologically, youths are prone to have social comparison in their adolescence as their need to present their ideal body-image have also developed. Comparisons that occur are mostly among individuals that are dissimilar with themselves and apply on dimensions such as physical appearance and eating habits (Martin & Kennedy, 1993; Wheeler & Miyake, 1992). Further according to Morrison, the Social Comparison Theory is known to have "upward" comparison as well as "downward" comparison that are universalistic and particularistic respectively. An upward comparison with someone that has more alluring and fascinating lifestyle is detrimental to the user's confidence whilst downward comparisons with people who are more inferior to them provides validation and dominance (Suls et al., 2002; Wills, 1981).

2.1 Upwards view

As explained by Kong (2015), individuals compete to rank themselves and establish where they could be on the metaphorical scale of social hierarchy, which in effect increases their efforts in enhancing their self-worth and shaping their identity (Tandoc et al, 2015). Festinger's take on the Social Comparison Theory emphasizes on the individual's insecurity and the need to constantly measure and assess themselves to define their unique selves. Nevertheless, Suls et al. (2002) pointed out that the comparison occurs when individuals are unable to evaluate their opinions and abilities, thus needing

reference from others who are finer and worthier as indicated by Baumeister et al. (2003). This process may be predominantly resilient for women who have a higher technique of surveillance as the betterment for physical appeal is a more prominent goal for them as argued by Tylka & Sabik (2010). Rooting from this perspective, the engagement in recurring upward comparison on social media provides users with a continuous cue afforded by features that allow consistent notifications and updates to indicate whether they are within their goals or falling behind. Incessant comparisons with particularly unrealistic imageries of other social media users and the exposure to media stereotypes would drive youths to abandon their current goals and pursue new ones based on how frequent they utilize Instagram.

2.2 Downwards view

The emergence of social media platforms such as Instagram observed the desire to gain attention from peers by its fervent users. Further to the previous section, an important point brought forth by Festinger (1954) is the choice of whom individuals emulate or compete with, where Argo et al. (2006) highlighted that individuals become more willing to lie or deceive others when they are exposed to unfavourable social comparison to the self. Thus any outperformance by someone who is both close, or not close at all; requires mitigation of threats both public and private as clearly observed on the unrealistic and false sense of realities portrayed on social media accounts at present. According to Lister (2017) there are over 282 million selfies on Instagram that present a strong correlation with the self-confidence of followers who view such selfies. When involved in a downward comparison, the explicit details through media exposure increases the level of social comparison of the user (Tiggemann & McGill, 2004). In regards to this matter, the practice of self-esteem refers to feelings of self-acceptance where a universally favourable evaluation of the self creates a more superior view of the user compared to others as highlighted by Baumeister et al. (2003). Various other studies also saw that narcissism and egocentricity are motivations to why people use social media to document their achievements (Andreassen et al., 2016; Błachnio et al., 2016; Wang et al., 2012). Those with high self-esteem are open to communication with their peer group and are more likely to comment on social media accounts of others compared to instant messaging features of the platform (Barker, 2012; Wang et al., 2012).

2.3 Comparison for subjective norm

Research also found that while individuals feel the need to conform to the current norms, they try to improve themselves after evaluating their weaknesses that are pointed out by others (Festinger, 1954). Barry et al. (2015) argued that an individual with low self-confidence may be more inclined to have self-disclosure on social media rather than face-to-face interactions for acknowledgement that they would not be able to achieve in real life. In other fields of study in communication and media, responses and endorsement of others towards what has been posted on social media, such as intensive ideologies i.e. *parenting styles*, would reinforce agreement and understanding of the affected individual thus indicating the areas of right and wrong for the person (Tiggemann (2003). Social comparison is also largely applied on issues of body positivity where increased anxieties about body image and dissatisfactions are reassured by support and motivation by others (Tiggemann & McGill, 2004). In relations to Instagram use, a study by Chua & Chang (2016) on social networking sites find that youths who participate in creating a virtual representation of themselves online with texts, photographs and videos are conscious that their self-presentation and comparison of peers happen simultaneously. When feedback is collected from followers, it allows the Instagram user to step back and evaluate their postings in which would increase the tendencies of comparison with how others present themselves and subsequently rethink their decisions in life and future undertakings; as well as how they would want to illustrate their worth on their social media accounts.

3 Methodology

A descriptive quantitative analysis was undertaken for this study to investigate the practice of social comparison on Instagram among youths. The data was collected through a questionnaire where the respondents were asked a sequence of questions about their Instagram use as well as their attitudes and behaviours towards others on the social media platform, based on dimensions identified in the literature review founded on the Social Comparison Theory (Festinger, 1954). The questionnaire utilized purposive sampling where it was distributed to private and public university students that are known to be technologically savvy, adept with social media platforms and are considered "digital natives" (Fernandez-Cruz & Fernandez-Diaz, 2016). Schroer (2008) had also defined the digital natives teenagers born from the year 1995 onwards which makes the majority of social media active users are aged 18-23 years old at present. The questionnaire was distributed online in campuses in Klang Valley, Malaysia with the assistance of student representatives and lecturers on virtual bulletin boards that included student Facebook groups where the respondents voluntarily and anonymously participated.

3.1 Questionnaire development

Typically, the consequences of social media use can be analysed from its users' activity on the platform. With Instagram in focus, the survey questions regarding this factor are separated into two parts. Firstly, respondents reported the hours spent on using Instagram on a daily basis and their likelihood of using Instagram. Secondly, participants reported on how often they use Instagram on average, e.g. *daily, every few days, every few week, a times per month, a times per year or none at all.*

To examine the tendencies of comparing one's life with others on Instagram to gauge their perceptions on their own life satisfaction, respondents are asked on the people they follow. This includes those who represent an interesting lifestyle and references that are influential in their information gathering and evaluation of self-esteem through upwards comparison. Similarly, considering that Instagram is renowned for the use of photography filters by the majority of its users, respondents are required to report their need and the necessity of edit their photos uploaded on Instagram that would present a more preferable and superior image towards others thus making a photo and their self-presentation stronger for downwards comparison. Respondents were required to evaluate their answers based on 5-point Likert-type scale, ranging from 1 *(strongly disagree)* to 5 *(strongly agree)*. Respondents were also asked on about how do their responses on their perception of their current lifestyle after spending time on Instagram, with multiple choices ranging from; "*I am very satisfied*", to "*I am not satisfied*".

As discussed in literature review, the volume of followers and responses based on "likes" and encouraging comments play a major role in the continuation the Instagram use of respondents. An individual's attractiveness and popularity are also deduced from these elements. Hence, respondents were required to report on the how follower feedback affect the way they look at themselves. In this section of the questionnaire, the 5-point Likert-type scale ranging from 1 *(strongly disagree)* to 5 *(strongly disagree)* were also applied. In the last part of the survey, respondents were asked about the importance of keeping up with the lives of their friends. Finally, the respondents are given nine statements that concern emotions, motivation, moral values, and indication of success, superiority, self-degradation, disassociation and social stature to ascertain the influence Instagram use towards life satisfaction and self-esteem among Malaysian youths.

4 Results and Findings

4.1 Respondent profiles

In total, this study collected 126 useable responses. Most respondents fall within the range of Generation Z or "digital natives" category with a dominant amount of 91% in the 18-23 year old age segment. Meanwhile, 8% of the participants were age 24-30 years old, and only 1.0% of them are 30-35 years old. The study received more female respondents (73%) as compared to male (27%). When asked about education, most of the respondents had attained at least secondary school education. Most of the participants had a bachelor degree (57.4%), followed by secondary school (20.8%), diploma (17.8%) and a small number of those with postgraduate qualifications such as Masters, Ph.D. or equivalent at 4.0%.

4.2 Consequences of viewing Instagram posts of others

The study revealed that 81% of the respondents used Instagram on a daily basis. A majority of respondents are heavy users that spend between 4 to 6 hours on Instagram (57%) while 9% admit to beyond 6 hours of use. This not only signified the dependency of users toward the app to reassure their FOMO (fear of missing out) anxieties, but is congruent with previous studies on heavy usage of social media among youths. Henceforth it can be argued that the daily exposure to Instagram posts of others set an unrealistic expectation on their personal lives. Further to this, the results found that 40.6% of the respondents follow other users on Instagram that portray positive, unique and interesting lifestyles. While this figure is indicative of the influence of Instagram users upon their followers, this also illustrated that the ardent following could expose them to false sense of realities. The "follow" intent of users are concerned with attractiveness of Instagram posts are regarded as high points of reference and users that are consistent in their inspiring uploads are considered as role models for followers to benchmark their life goals. This in turn would impose the feeling of insufficiency among followers amidst their downwards comparison which is discussed in the next section. The process of glorifying regular persons with enticing Instagram posts can be referred to the "micro-celebrity" trend that is presently seen as a form self-promotion and self-branding where the consistencies of these largely followed users are purposeful in order to sustain audience interest and regular consumption of their "celebrity-like" uploaded content (Couldry et al., 2016). Most importantly, a majority of the respondents find it imperative to keep up with the lives of their friends (75.2%) which enhances the "fear of missing out" (FOMO). The results indicate 72% of respondents are affected by what is viewed on the Instagram accounts that they follow, such as postings of vacation photos and relationship updates that could spark envy and sadness. Viewing of such posts may also inflict their self-esteem as they feel the urge to experience the same amount of joy as their friends.

4.3 Instagram in moderating to self-esteem and life satisfaction

It has been shown in this study that the prevalence of social media among youths are primarily due to the ability to express themselves freely and creatively while they are able share their current moods, thoughts and feelings on a personal level (Rahim et al., 2011). Storsul (2014) argued that online modes of self-presentation are inspired by trending conversations on social media sites and youths, particularly university students that are willing to expand their social networks in order to formulate a more customizable version of themselves to others, connecting to an unfavourable outcome of "downwards comparison". A study by Dossey (2014) have indicated that FOMO is also correlated to the competitive sense of belonging among social media users as there are subconscious "social monitoring systems" that exist among individuals. Consequently, this study found that a total of 81% of the respondents believed that the need to edit their photo before posting it on Instagram, illustrating a lack of self-esteem where they require technological affordances in deceiving others with photos of their false realities which they feel is more superior. This contradicted the study done by Bakhshi et al. (2013) where presentation of selfies or personal photos do not necessarily generate reactions or followings from others as other followers are more interested to look into the user's day-to-day socializing activities.

4.4 Effects of Instagram feedback on lifestyle satisfaction

While Instagram posts of others moderated the outlook of youth on life satisfaction, validation and enforcement of self-efficacy from others are present through interactive responses. The majority of the respondents agreed that instantaneous responses received on their posts would increase positive attitudes towards themselves (57%). The present study connoted the influence of peer engagement upon the participant's self-esteem, where 76.2% of respondents would not delete any of their past Instagram posts due to the favourable responses attained. Finally, the study found that 51% of the respondents are motivated to improve their lives after evaluating their posts and receiving feedback from the postings on Instagram. The posts become more beneficial when the person receives feedback from strangers that provide encouragement and motivation in improving their lives. It can be concurred from the results that that majority of youths are more affected by the life of strangers than of closer circle of friends, considering them as opinion leaders. However, the impact of friends in regards to how someone views their life should not be overlooked because an individual is more connected to the people they are close with on an emotional basis.

5 Discussion

Van Rooy et al. (2016) showed that over time, there is a force in self-evaluation upon people who belong to groups against others, in which they tend to choose opinions that hold them in high regard. The results of the present study is highly demonstrative of Festinger's assumption of the Social Comparison Theory (1956) that argued the discrepancies of this expectation will lead to the anxieties in behaviours the affected individuals. In the case of social media sharing on Instagram, demonstrating a highly favourable lifestyle on Instagram is intended to create a shared norm in the society whilst at the same time is driven to distinguish themselves among each other. While social media has the positive value of helping associate the youth with their individual branding or personality, the negative cycle in the comparisons made by these youth users in the process is that it triggers low self-esteem that could lead to negative assumptions and onwards depression. Social media engagement at a younger age is prone to enhance the feelings of loneliness and anxieties as the distortion towards the user profile will not only create false realities for their followers, but also themselves in their attempt to evaluate their upwards comparison (Oberst et al., 2017). Social networking sites are influential in spreading ideas to youths, but it is youths who are accountable for their own decision-making processes and the development of their self-esteem based on their intention and exposure. The overt narcissism of youths on social media are not always due to attention-seeking behaviours or feeling of entitlement as argued by Ozimek et al. (2018), as posting on Instagram became a defence mechanism that protected users from low perceptions by others and their way to build a wall against negative contestations on their vulnerability in a public sphere.

After six decades in testing and developing Festinger's theory, analyses of scholars time and again had proven that individuals start with evaluating themselves first when they compare their lives with others during their "upwards comparison", followed by grandiose presentations of their personalities on social media with "downwards comparison" as described by Gerber et al. (2018). The results are congruent with progressions of the theories where their upwards comparison would reflect the output of their downwards comparison, which ultimately would determine if they would view their lives as sufficient or insufficient. In so doing, validation from other users of Instagram would help raise or lower the scale of comparisons done previously to mark and validate their achievements. While there are various learning theories on attitudes and behaviours related to media use, the youths have been so significant in the process of determining the influence of content, particularly in the narrowcasting of social media that bring forth the power of youth users in shaping the trends of future social networking sites.

6 Conclusion

Based on the result of the studies, the Social Comparison Theory is still very much relevant to the use of social media today. It is found that Instagram is influential in moderating the relationship between the youth self-esteem and life satisfaction of Malaysian youths where they are able to project a different reality for themselves and for ardent followers to have a more cohesive outlook on their individuality. In doing so, their comparisons with the lives of others have significant effects towards how they project that reality in order to mask their own weaknesses in comparison to the strengths of others. In doing so, the level of engagement from others encourage the veracity and tenacity of their posts, in which creates room for others to do the same. The process is cyclical and inevitable due to the access of mobile and networking technologies. Whilst the comparisons are mostly concerning social status among youths due to their adolescent growth, there is much left to be explored on other generational cohorts in terms of their achievements at later stages in life to demonstrate the impact of Instagram towards digital migrants in compared to the already savvy digital natives.

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The Study of News Coverage of Antaranews.com and Republika.co.id toward 2016's Peaceful Movement in Indonesia

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Abstract Background of this study based on the news of peaceful movement committed by a group of Muslims on November 4, 2016, the biggest movement throughout the year 2016 by engaging millions of people from several Islamic organizations in Indonesia. This event based on the case of desecration of religion done by Basuki Tjahaja as the Governor of DKI Jakarta. This research use qualitative research method with purpose to analyse the news of peaceful movement from the government and private online portal uses a framing model of Robert Entman. The research results showed that Government portal put forward news updates and show facts to the public that to be addressed. Meanwhile, the online portal of the private-owned more emphasis the news based on the interests of the owners of capital.

Keywords: Government portal; Private portal; Framing model of Robert Entman; The interests of the owners of capital

1. Introduction

A big event known as the peaceful action November 4th, 2016 took place in Jakarta. News covering in relation of this event was varied. As an illustration, the coverage by Republika.co.id of this peaceful action November 4th, 2016 tends to incline toward the news that this peaceful action was done to clarified that the law enforcement was and is unfair and the public's freedom to express their concern through demonstration (Republika.co.id, November 4th, 2016). The news coverage of Republika.co.id was unable to be separated from the establishment of an online portal by Republika is political and ideological with Islamic nuance. On the other side, Metrotvnews.com covered the peaceful action November 4th, 2016 in different version. The coverage of the news by Metrotvnews.com tended to purify the name of Basuki Tjahaja as the Governor of DKI Jakarta, as well as the negative effects of the said peaceful action November 4th, 2016 (Metrotvnews.com, November 4th, 2016). The coverage by Metrotvnews.com of this news tends to defend the interest of the shareholder who supported Basuki Tjahaja Purnama (Kompasiana.com, June 25th, 2016).

Variety of the news is and was associated to the fact that each media is controlled by the political ideology of the capital owners, and consequently the coverage of the news was full of politics and political interest. At present, there are 12 giant media groups who control information, from the printed media, the radio, television, until the online network.These giant groups are MNC Group owned by Hary Tanoe Soedibjo, Jawa Pos Group owned by Dahlan Iskan, Viva Group owned by the Bakrie Family, Mahaka Media Group owned by Erick Tohir, Media Group owned by Surya Paloh, and Trans Corpora owned by Chairul Tanjung (Valerisha, 2016).

The ownership of mass media groups cannot be separated from freedom of the press in Indonesia which is marked with its issued of Law No. 40 of 1999 on the press Law No. 21 of 2002 on the broadcast (Hutagalung, 2013). The emergence of these two Laws has directly triggered the media industry in Indonesia, at a fast speed.

Moreover, the varied coverage of the news on peaceful action of November 4th, 2016 has caused biased opinions in the public. Based on this condition, the role of the Government as the managing agent of the State is required to emerge as a balancer in news coverage. The duty to act as the balancing agent in news coverage was done by LKBN Antara as the National News Agency, via Antaranews.com. In respect of the coverage of the news of the peaceful action of November 4th, 2016, Antaranews.com was totally impartial, it was neutral and informative.

Considering how varied the coverage of the news on the peaceful action of 4th November was, the author was required to analyze the difference between online portal owned by the Government and those owned by the private sectors, according to the framing of Robert Entman.

2. Robert Entman Framing Model

The concept of Robert Entman framing model is used to illustrate the selection process and to emphasize on certain aspects of the reality by the media. Framing may be viewed as placement of information in the specific context so that certain issues may get a greater allocation compared to other issues. Framing give more emphasis on how communicative text is prioritized and which part of the text should be considered to be more to be emphasized. The term emphasize here is defined as making information more visible, meaningful, and more memorable by the audience (Eriyanto, 2002:185).

Further, Entman in his book *"Framing: Toward Clarification of a Fractured Paradigm"* divides framing in greater dimensions, namely selection and emphasis of issues. Basically, selection of issues is done by mass media using strategy of idea and ignores the other aspects. Emphasis is the process of making information more interesting, meaningful and memorable by the audience by using more outstanding placement (headline or primary page), repetition, and using the graphics to make the emphasis. There are four important elements to be understood in *Entman* framing concept. These are the problems, diagnose cause, make moral judgment, and treatment recommendation.

Tabel 1. The Element of Robert Entman Framing Model

Define Problems	How is an event or issue viewed? As a what? Or as a matter of what?
Diagnose Cause	The event is seen due to what? What is considered to be the cause of a problem? Who is the actor is causing the problem?
Make Moral Judgement	The moral values presented to explain the problem? What moral values are used to legitimize or delegitimize an action?
Treatment Recommendation	What solutions are offered to resolve the issue? What kind of solution must be taken to solve the problem?

3. Research Methodology

This research use qualitative research method with purpose to analyse the news of peaceful movement from the government and private online portal uses a framing model of Robert Entman. Methods of data collection in qualitative research can be done through observation, participation, interviews, and ethnography (Neumann, 2006). The qualitative method is a method that produces descriptive data in the form of words written or spoken by people with observed behavior. Arguments researcher chose a qualitative method is the consideration to be able to adjust to the reality on the ground in an effort to collect data as detailed as possible.

The unit of analysis in this study is Antaranews.com as government online portal and Republika.co.id as private online portal.

4. Research Results

Define Problem

There is a difference between Antaranews.com and Republika.co.id in assessing cases both pre and post event. That Antaranews.com defines the peaceful action November 4th, 2016 as a normal demonstration to express aspirations as any demonstrations may be, to the government. Antaranews.com also has neutral perspective without taking side to any parties, the demonstrators or Basuki Cahaya Purnama. This case was viewed by Antaranews.com as a religious aspect growing to a political issue. The writing of news at Antaranews.com puts the emphasis on giving information and not to provide certain perspective.

On the other hand, Republika.co.id identified the issue peaceful action November 4th, 2016 as a religious issue. Republika.co.id judged that what happened as action November 4th, 2016 was a normal event considering that the case of Basuki Cahaya Purnama, as an alleged party of religious blasphemy was discontinued and even tended to be protected by certain persons in the government. The attitude shown by Republika.co.id was to support and respect the peaceful action November 4th, 2016.

Diagnose Cause

From the entire news covered by Antaranews.com in relation to the peaceful action November 4th, 2016, Antaranews.com thought that was a demonstration "Defending Islam" generated from the issue of the Defending Governor Elect of Jakarta, Basuki Tjahaja Purnama to be legally processed for the alleged religious blasphemy. On the other hand, Republika.co.id provided a different perspective in relation to the same issue, in that the peaceful action of 4th November 2016 was the expression of the disappointment of Moslems against the fact that the government and the relevant authorities defended Basuki Cahaya Purnama.

Moral Judgement

In this study, the moral judgment provided by Antaranews.com is that the peaceful action of November 4th, 2016 was in the beginning a peaceful demonstration which ended in chaos. Meanwhile, Republika.co.id provides an assessment that the peaceful action of November 4th, 2016 is the most dignified and greatest post-reform action undertaken without violence, hate speech, discrimination and not damaging public facilities.

Recommendation Treatment

Finally, each the media agencies give their recommended. Antaranews.com suggested that the officials conditioned at some of the points of the locations of the peaceful action November 4th, 2016. This conditioning should have involved the military forces, the Marines, Air Force and Army. On the other hand, Replubika.co.id had to be done considering that what Basuki Cahaya Purnama did belongs to the category of religious blasphemy and the government plus the officials tended to defend and protect Basuki Cahaya Purnama. For that reason, the recommendation given was to continue the execution of the peaceful action November 4th, 2016.

5. Discussion

The analytical descriptions that have been submitted show that each news portal preaches a different point of view to peaceful action November 4th, 2016. The different perspectives also provide the different views of the case, moral decisions and problem solutions.

Antaranews.com, being one of the divisions of the Indonesian News Agency, is a State owned company (BUMN), provided the peaceful action November 4th, 2016 news in an objective way, it provided ideas and knowledge. This was so done because Antara.co.id has no specific political or economic interest with the peaceful action November 4th, 2016. So the coverage of the news was focused of the data, enlightenment and solutions.

Republika.co.id, on the other hand, is a news portal generated from and by Moslem communities in Indonesia. This media covered the news of the peaceful action November 4th, 2016 as an action that was positive for Indonesian Moslem communities. The news written by Republika.co.id in relation to

the peaceful action November 4th, 2016 has been written in the perspective of Moslems so it was beneficial to and prioritized Moslems. Generally, the view that was delivered indicated the peaceful action November 4th, 2016 was an honorable action by Moslems and was not injuring any other party.

The researchers assessing the viewing angle by both online portals is a form of implementation of the hierarchical theory of influence of media content that was introduced by Shoemaker and Reese in 1996. The theory explains that influence on the media content toward a news coverage, both internally and externally. Shoemaker and Reese divide some level of influence toward media content, that is the influence of individuals of mass media workers (individual level), the influence of the media (media routines level), the influence of the media organization (organizational level), the influence from outside the media (outside media level), and the influence of the media ideology (ideology level) (Shoemaker, 1996:60).

The influences based on the hierarchical theory also happened with Antaranews.com and Republika.co.id. Namely, the news coverage broadcasted by these two online portals was generally influenced by the share owners or intentions of shareholders.

6. Conclusion

Each mass media has its own distinction in framing a piece of news. The frame depends on the interest of the mass media to show a mass media construction of a reality. The same event may be viewed from a different perspective by each press media as it is related to producing news process already constructed by reality. The news is later formed in the frame through the emphasis selected toward an issue.

Based on the study findings, it can be concluded that Antaranews.com and Republika.co.id have a distinction in framing the news of peaceful action November 4th, 2016, as follows:

Antaranews.com

It is a division of LKBN Antara (Antara National News Agency) as a State Owned company. During the peaceful action November 4th, 2016, Antaranews.com also transmitted news and information which are important to be informed by the public. Due to no economic and political interest, Antaranews.com did a factual and neutral reporting. Antaranews.com did not put anyone in the corner, it simply facts that could be as the foundation by some parties to be handled. Antaranews.com prioritized to update the news, in the form of data and suggestion to the public.

Republika.co.id

Known as a national news agency founded by a Moslem community, Republika.co.id spread the news of the peaceful action November 4th, 2016in a much more Islamic perspective. In transmitting the news, Republika.co.id called the peaceful action November 4th, 2016 as an honorable action of the Islamic communities in Indonesia, which took place peacefully in order to arrest Basuki Tjahaja Purnama for insulting Islam.

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Media reporting of cyber bullying: A framing analysis of *The Star*

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Abstract Cyberbullying refers to aggression that is intentionally and repeatedly carried out in an electronic context (e.g., e-mail, blogs, social networking sites, instant messages, text messages, etc.) against a person who cannot easily defend him- or herself. The experience of cyberbullying has been linked with a host of negative outcomes for both individuals and organizations (e.g., schools), including anxiety, depression, substance abuse, sleeping difficulty, various health problems, decreased performance in school, absenteeism and truancy, dropping out of school, and even murder or suicide. In Malaysia, cyberbullying is considered one of the top five cyber threats, it is the third most dangerous risk after fraud and intrusion. Considering the seriousness of cyberbullying as a cyber-threat as well as social problem, this study aims to analyze the coverage of cyberbullying by The Star, which is the most highly circulated English daily newspapers in Malaysia. Framing was employed as the theoretical framework, while content analysis was used as the research method to analyze news coverage of cyberbullying by The Star from 2013-2017. The findings showed that coverage in The Star focused on prevention and intervention strategies, which reflected the newspaper's effort in educating readers about the social problem, as well as raising their awareness. The contribution of the findings to the understanding of cyberbullying as a social problem was discussed.

Keywords: Cyberbullying, cyber threats, cyber harassment, framing, content analysis

1 Introduction

Marshall McLuhan's (1967) famous notion of "the medium is the message" succinctly describes the unintended/unanticipated consequences caused by new media usage today. The double-edged nature of modern technology, continuously balancing between risks and opportunities, manifests itself clearly in several emerging societal problems like cyberbullying, gaming addiction, privacy invasion, sexual exploitation, health problems, terrorism, etc.

Cyberbullying refers to aggression that is intentionally and repeatedly carried out in an electronic context (e.g., e-mail, blogs, social networking sites, instant messages, text messages, etc.) against a person who cannot easily defend him- or herself (Kowalski, Limber and Agatston, 2012; Patchin and Hinduja, 2015). The experience of cyberbullying has been linked with a host of negative outcomes for both individuals and organizations (e.g., schools), including anxiety, depression, substance abuse, sleeping difficulty, various health problems, decreased performance in school, absenteeism and truancy, dropping out of school, and even murder or suicide (Kowalski and Limber, 2013; Patchin and Hinduja, 2010; Van Geel, Vedder and Tanilon, 2014; Wachs et al., 2016).

In Malaysia, cyberbullying is considered one of the top five cyber threats, it is the third most dangerous risk after fraud and intrusion (Farezza, 2017). Based on the statistics compiled by CyberSecurity Malaysia, there were in total 1,524 cyberbullying cases recorded from 2012-2016 (Lee, 2017). There is also growing concern that Malaysian children and adolescents nowadays are increasingly using various cyber technologies at younger ages (Abu Bakar, 2015; Balakrishnan, 2015; Yusuf et al., 2018). In their study of Malaysian adolescents' internet usage pattern, Pawanteh and Rahim (2000) highlighted that implications of internet usage must be viewed within the context of the developmental process since adolescents between the ages of 13-18 are engaged in a struggle between giving up childhood and developing the social skills necessary for adult living. There is also the transition phase where the young person is in search of an identity and a lifestyle.

Previous studies found that increased Internet usage has led to increased involvement as perpetrators, victims or witness in cyberbullying. A survey by DIGI Telecommunications Sdn Bhd and

Telenor Group in 2016 revealed that one in four students in Malaysia admitted they had experienced cyberbullying. The cyber security unit of the country has also conducted a survey on the effect of cyber threats on children and adolescents. It was found that about 60% of the cases reported to them were about cyberbullying on social networking sites such as Facebook and MySpace (Anis, Rahim and Lim, 2012).

Furthermore, various media reports in Malaysia have suggested that cyberbullying is prevalent among children and adolescents. In May 2017, a 20-year-old student jumped from the 17th floor in Georgetown, Penang. The deceased was said to be struggling with his studies and was also a cyberbully victim (Brown, 2017). In October 2017, The Star reported a case where a nine-year-old was having suicidal thoughts after being called nasty names on Facebook (Brown, 2017).

2. Research Objectives and Research Questions

Considering the prevalence and harmful effects of cyberbullying, this study aims to examine the framing of cyberbullying by The Star, which is the English daily newspaper with the largest circulation in Malaysia. The following research questions were raised for the purpose of this study:

RQ1: What was the intensity of the newspaper coverage on cyberbullying?

RQ2: What were the news sources used by the newspaper in reporting cyberbullying?

RQ3: What were the news frames employed by the newspaper in reporting cyberbullying?

3. Theoretical Framework

This study drew upon framing as the theoretical framework. Scholars (Bosman and d'Haenens 2008; McCombs 2005) pointed out that the most frequently cited definition of framing comes from Entman (1993):

> Framing is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described. (Entman 1993: 52)

Other definitions for framing include 'the process of calling attention to some aspects of reality while obscuring others, which might lead to different reactions' (Griffin 2003); and 'the selection of a restricted number of thematically related attributes for inclusion in the media agenda when a particular object is discussed' (Scheufele and Tewksbury 2007).

Tankard (2008) enumerated several news features that commonly convey frames. They are headlines and kickers, subheads, photographs, photo captions, leads etc. Wong (2004) outlined four major dimensions of framing that could be studied: (1) presentation of news items (their size and placement); (2) news topic items (or what issues are included in the frame); (3) cognitive attributes (or the specific details of issues included); and (4) affective attributes (tone of the picture).

In addition, Manheim (1994) summarized that news framing analyses usually cover three aspects: visibility, valence and frame genres. Visibility refers to both the amount and the prominence level of an event/issue or a nation receives in news coverage. Prominence is usually demonstrated by some typical elements such as the article's placement in the newspaper or web sites, the headline, the visual tools associating with the text, the mention on the evening television news etc. Valence or slant is the tone of a news story or comment regarding certain frames. It is believed to have the potential to generate behavioural effects. By indicating discourse valuations or carrying positive and/or negative elements, valenced news frames present the extent to which the coverage reflects favourably or unfavourably on the event/issue. Entman (2007) also stressed that agenda setting, priming and framing fit together as tools of power, and he connected them to explicit definitions of news slant and bias.

4. Method

This study was based on a content analysis of news articles from The Star, the English daily newspaper with the largest circulation in Malaysia. According to the Audit Bureau of Circulations Malaysia, the 2016 average daily circulation of The Star was 217,082 (www.abcm.org.my). The Star has a national circulation, although predominantly the circulation is within Peninsular Malaysia (Selva, 2017).

This study investigated the reporting of cyberbullying for five years, which is from 1 January 2013 to 31 December 2017. The articles were collected via database search, which were pulled from The

Star's online achieve by using "cyberbullying" as the search term. The unit of analysis was the article, which included straight news, editorial, columns and letters.

The intensity of coverage refers to the importance of news stories (De Vreese, Banducci, Semetko and Boomgaarden, 2006). It was studied from two angles: 1) number of news items, and 2) type of news items. In addition, this study employed the inductive or emergent coding approach, whereby the researchers outlined the coding categories after a preliminary examination of the data. The categories for news sources used in this study were: 1) Ministries or government agencies; 2) Civilians; 3) Experts and professionals; 4) Telecommunication (telecom) or information technology (IT) companies; 5) Non-governmental organizations (NGOs) and activists.

Six categories of news frames were identified in this study: 1) Prevention and intervention strategies; 2) Prevalence of cyberbullying; 3) Harmful impact of cyberbullying; 4) Risks of the Internet; and 5) Court case or laws related to cyberbullying. The following are the operational definitions for the news frames:

  i.   Prevention and intervention strategies – reports about the efforts carried out by government, private sectors, telecom or IT companies in combating cyberbullying, the efforts include awareness campaign, media literacy education, apps, etc. Also reports experts' and professionals' advise for parents, youth, consumers on how to prevent, detect or combat cyberbullying.
  ii. Prevalence of cyberbullying – provides statistics for cyberbullying or discussion about the severity of cyberbullying in the society.
  iii. Harmful impact of cyberbullying – reports about the negative effects or suffering faced by the victims of cyberbullying.
  iv. Risks of the Internet – reports about other negative consequences of Internet dependency and usage.
  v.   Court cases or laws related to cyberbullying – reports about cyberbullying court cases or passing of new laws to prevent or punish cyberbullying in different countries.

5. Findings

As shown in Table 1, the study collected 71 articles about cyberbullying within the period of five years. Among the 71 articles, 28 of them (39.4%) were taken from international news agencies like Reuters, AFP, Asia News Network, etc.

Table 1: Number of Articles Covering Cyberbullying by *The Star*

Year	Number of Articles	Percentage
2013	9	12.68
2014	3	4.23
2015	12	16.90
2016	17	23.94
2017	30	42.25
Total	**71**	**100.00**

Table 2 demonstrated that the coverage on cyberbullying was mostly in the form of straight news (92.96%). It was followed by columns (4.23%) and letters (2.82%).

Table 2: Types of Articles Covering Cyberbullying by *The Star* (in percentage)

Type of Articles	Percentage ($n = 71$)
Straight news	92.96
Columns	4.23
Letters	2.82

Since some articles cited more than one news source, Table 3 shows the total number of news sources cited in the articles ($n = 117$). It was found that representatives from ministries and government agencies were the most frequently cited news sources in the coverage of cyberbullying (29.06%). Civilians (23.08%) were also quoted for their opinions on cyberbullying, followed by experts and professionals (19.66%), representatives from telecom or IT companies (15.38%), NGOs and activists (12.82%).

Table 3: News Sources Used in Covering Cyberbullying by *The Star* (in percentage)

News Sources	Percentage (*n* = 117)
Representatives from ministries and government agencies	29.06
Civilians	23.08
Experts and professionals	19.66
Representatives from telecom or IT companies	15.38
NGOs and activists	12.82

This study found that some articles carried more than one frames, therefore Table 4 records the total number of news frames found in the articles (*n* = 108). The most salient frame found in the coverage of cyberbullying is prevention and intervention strategies (45.37%) (see Table 4). Prevalence of cyberbullying (15.74%) is the next prominent frame, followed by harmful impact of cyberbullying (14.82%), risks of the Internet (12.04%), court cases or laws related to cyberbullying.

Table 4: News Frames Used in Covering Cyberbullying by *The Star* (in percentage)

News Sources	Percentage (*n* = 108)
Prevention and intervention strategies	45.37
Prevalence of cyberbullying	15.74
Harmful impact of cyberbullying	14.81
Risks of the Internet	12.04
Court cases or laws related to cyberbullying	12.04

6. Discussion and Conclusion

The findings showed that coverage on cyberbullying was rather low from 2013 to 2017, the average coverage was only 14 articles per year. Nonetheless, the most salient frame found was prevention and intervention strategies, which reflected the newspaper's effort in educating readers about the social problem, as well as raising their awareness.

Most cyberbullying studies were conducted in Western countries, with only a few focusing on Asia (Balakrishnan, 2017). Therefore, this study contributes to deeper comprehension of cyberbullying in the Malaysian context, especially about the role of newspapers in addressing the social issue. Last but not least, this study could be useful for the policy making about cyberbullying. The worrying trend of increasing prevalence of cyberbullying means that the problem has to be tackle more vigorously. The findings of this study could help various government agencies (Ministry of Education, Ministry of Higher Education, Malaysian Communications and Multimedia Commission), NGOS or telecommunication companies to develop and implement policies that deal specifically with cyberbullying.

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Media Reporting of Suicide: A Framing Analysis of the Coverage by *The Star* Newspaper in Malaysia

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Abstract The World Health Organization (WHO) cautions that media coverage of suicide could heighten the incidences of suicide or generate a protective effect by responsible media reporting. In light of the role of media, the need to study the media coverage of suicide reports has become imperative. This study employed a systemic analysis, interpretation and understanding of the framing of suicide cases on articles that were published in *The Star* (English, with the largest circulation) from 2013-2017. The findings show that the most salient frame found in the coverage of suicide cases is method of suicide; the way in which the victims died was described. Most of the articles used the straight reporting approach and reliance on mainly authorities as sources. Only one article drew on comment or information from a mental health professional. The current approach to coverage of suicide in *The Star* shows a dearth, if not complete absence of, positive coverage.

1. Introduction

Suicide is a complex phenomenon and has further emerged as a serious public health problem that demands attention, understanding and action. Close to 800 000 people die due to suicide every year, which is one person every 40 seconds. Many more attempt suicide. Suicide occurs throughout the lifespan and is the second leading cause of death among 15-29 year olds globally. It is a global phenomenon; in fact, 78% of suicides occurred in low- and middle-income countries in 2015. Suicide accounted for 1.4% of all deaths worldwide, making it the 17th leading cause of death in 2015 (WHO, 2017). More specifically it has been linked to mental health issues. International Association for Suicide Prevention president Professor Brian Mishara highlights the gravity of this worldwide phenomenon when he summarises the statistics - more people kill themselves than die in wars, terrorist acts and interpersonal violence combined (UN News Centre, 2009).

Although an Asian survey situates Malaysia as having a comparatively "low to medium rate of suicide", the Ministry of Health Malaysia (MOH) has forecast that in the next 10 to 15 years suicide will emerge as the second highest cause of death in Malaysia, after cardiovascular disease (Wei and Chua, 2008). This is supported by a research on completed suicides (people having died from suicide) in Malaysia which concluded that that the prevalence of suicide in Malaysia was six to eight per 100,000 population per year (Armitage et al, 2015).

Coverage of suicide by the media has long been perceived as potentially detrimental to individuals who have suicidal tendencies. Therefore the World Health Organisation (WHO) cautions that media coverage of suicide could heighten the incidences of suicide (WHO, 2017).

In light of the role of media, the need to study the media coverage of suicide reports by the Malaysian media has become imperative. The media could be used more efficiently to support suicide prevention. In order to gain more in-depth insights into the coverage of incidences of suicide by the Malaysian media, this study examines the coverage of suicides and attempted suicides incidences by a mainstream English language daily, The Star to ascertain to what extent this issue is covered, who gives the information (sources) and what are the main frames used.

2. Research Objectives and Research Questions

The overall objective of the study is to examine the coverage of suicide by *The Star* (248,559), the English language daily with the largest circulation in Malaysia (ABC, 2017). Specifically, this study asked the following questions:

RQ1: What is the extent of coverage published by the newspapers?
RQ2: What are the news sources used by the newspapers?
RQ3: What are the news frames used by the newspapers?

3. Theoretical Framework

Mohamad Afiq et al (2017) investigated the perception of media in particular online newspapers on suicide in Malaysia but there was no theoretical framework, let alone communication theory to guide their study. In this study the theoretical framework of framing is used to provide a systemic analysis of newspaper coverage. Entman (1993) quoted by Bosman and d'Haenens (2008) and McCombs (2005) offer a more commonly used definition of framing:

Framing is to select some aspects of a perceived reality and make them more salient
in a communicating text, in such a way as to promote a particular problem definition,
causal interpretation, moral evaluation, and/or treatment recommendation for the
item described. (Entman 1993: 52)

Other definitions for framing include 'the process of calling attention to some aspects of reality while obscuring others, which might lead to different reactions' (Griffin 2003); and 'the selection of a restricted number of thematically related attributes for inclusion in the media agenda when a particular object is discussed' (Scheufele and Tewksbury 2007).

Tankard (2008) enumerated several news features that commonly convey frames. They are headlines and kickers, subheads, photographs, photo captions, leads etc. Wong (2004) outlined four major dimensions of framing that could be studied: (1) presentation of news items (their size and placement); (2) news topic items (or what issues are included in the frame); (3) cognitive attributes (or the specific details of issues included); and (4) affective attributes (tone of the picture). Entman (2007) also stressed that agenda setting, priming and framing fit together as tools of power, and he connected them to explicit definitions of news slant and bias.

In addition, Manheim (1994) summarized that news framing analyses usually cover three aspects: visibility, valence and frame genres. Visibility refers to both the amount and the prominence level of an event/issue or a nation receives in news coverage. Prominence is usually demonstrated by some typical elements such as the article's placement in the newspaper or web sites, the headline, the visual tools associating with the text, the mention on the evening television news etc. Valence or slant is the tone of a news story or comment regarding certain frames. It is believed to have the potential to generate behavioural effects. By indicating discourse valuations or carrying positive and/or negative elements, valenced news frames present the extent to which the coverage reflects favourably or unfavourably on the event/issue. Entman (2007) also stressed that agenda setting, priming and framing fit together as tools of power, and he connected them to explicit definitions of news slant and bias.

4. Method

This study investigated the reporting of suicide for five years from 1 January 2013 to 31 December 2017 using the content analysis method. The articles were collected from The Star's online database using "suicide in Malaysia" as the search term. The unit of analysis was the article, which included straight news, editorials, columns and letters.

The extent of coverage refers to the importance of news stories (De Vreese, Banducci, Semetko and Boomgaarden, 2006). It was studied from two angles: 1) number of news items, and 2) type of news items. In addition, this study employed the inductive or emergent coding approach, whereby the researchers outlined the coding categories after a preliminary examination of the data. The categories for news sources used in this study were: 1) Authorities ie police, government officials; 2) Mental

health professionals; 3) Non-governmental organizations (NGOs); 4) Media organisations ie information taken from other media; 5) Family members; 6) General public ie friends, neighbours, bystanders, passersby.

Six categories of news frames were identified in this study with the following corresponding operational definitions:

i.   Statistics/prevalence – provides statistics, figures, number of incidences, demographics.
ii. Strategies – reports strategies to prevent suicide or improve mental health, and information
iii. on how or where to get help.
iv. Causes/tendencies - reasons offered for the incident taking place/ family members/ friends/parents, jumping on the bandwagon without understanding the repercussions, bullying, serious illness, drugs/substance abuse.
v.   Mental disorder – report of the state of the mind of victim ie mental illness, depression, previous mental health problems
vi. Criminalisation - highlighting suicide as a criminal offence, report of suicide attempt met with police action/arrest/prosecution.
vii. Method of suicide – report on method of attempt or completed suicide, eg jumping from high-rise building, overdose, hanging, cutting.

5. Findings

This study collected 34 articles on suicide in Malaysia from *The Star* newspaper (Table 1) of which 31 of them were straight news.

Table 1: Types of Articles on Suicide Cases by *The Star*

Item	2017	2016	2015	2014	2013	TOTAL
Straight news	12	8	2	4	5	31
Editorial		1				1
Column						
Opinion						
Letters			2		1	1

From the data collected, the majority of the articles on suicide cases were in the form of straight news (N=31) and the least were editorial (N=1) and letters (N=1).

Table 2: News Sources Used in Articles on Suicide Cases by *The Star*

Item	2017	2016	2015	2014	2013	TOTAL
Authorities	10	15	1	3	2	31
Mental health professionals			1			1
NGOs	1	2	1		1	5
Media organisations	1	1	1		1	4
Family members	2	1			2	5
General public					1	1

In the reporting of suicide cases, some articles cited more than one news source. Table 2 shows the total number of news sources cited in the articles (N= 47). It was found that authorities were the most frequently cited sources of information (N=31). NGOs and family members (N=5) were also attributed equally as sources though much less than authorities. Media organisations (N=4), mental health professionals and general public were the least used (N=1) sources.

Table 3: News Frames Used in Articles on Suicide Cases by *The Star*

Item	2017	2016	2015	2014	2013	TOTAL
Statistics/prevalence	1	2	2		1	6
Strategies	7	3	2	2	3	17
Causes/tendencies	8	2	3	2	3	18
Mental disorder	2	3	2	1		8
Criminalisation			3			3
Method of suicide	11	7	2	4	3	27

The findings reveal that some articles carried more than one frame. Table 3 illustrates the total number of news frames found in the articles (N=79). The most salient frame found in the coverage of suicide cases is method of suicide (N=27). Cause or tendencies of suicide cases (N=18) is the next prominent frame, followed by strategies of suicide (N=17), mental disorder (N=8), and criminalisation being the least frame used (N=3).

6. Discussion and Conclusion

The findings of this study show that there were very few articles on suicide for the five year period examined. This could possibly be due to the fact that in cases where the actions of victims described may generally be deemed suicide, the police classify the incident as "sudden death" and therefore not classified as "suicide" per se. The main source of suicide news was the authorities namely the police, with N=31out of the total of 46 sources.

From the articles retrieved and studied, the most salient frame found in the coverage of suicide cases is method of suicide; the way in which the victims died was described. Based on the literature, news reporting of suicides in a few Asian countries portrays the incidences in graphic, explicit and simplistic manner as compared to Europe and the United States (Beautrais et al, 2008). Such media portrayal of suicide has been associated with copycat suicidal acts (suicide contagion), particularly if the reported suicide is glorified or sensationalised, or the method is explicitly described. Though the articles in The Star were not sensational, some descriptions were detailed.

Mohamad Afiq et al (2017) investigating how online news articles on suicide, concluded that suicide stories in Malaysia have been presented in more harmful than productive manner and recommended that journalists should choose professional and ethical ways of presenting suicide stories that would contribute to its prevention. The articles in our study could contain more information by mental health professionals to help readers better understand suicide cases. Among the articles in this study, information from only one (1) mental health professionals was mentioned.

The findings here show very few articles used the frame of "strategies", defined as information on strategies to prevent suicide or improve mental health, and information on how or where to get help. Similarly very few articles were written using the frame of causes/tendencies, ie there were few which included reasons for the suicide taking place.

Past literature shows that, the media framing theory are usually applied to the field of political communication and there is no substantial evidence on the application in social issue coverage. Hence, the current research applied the media framing theory in examining the media coverage on the suicidal issue. Media plays a significant role in society in the shaping of public opinion and giving focus on certain issues (Goffman, 1974). As such, it is important for media to report suicide news appropriately.

Jane Pirkis (2017), one of the authors of the WHO document, *Suicide Prevention: A Global Imperative,* in her plenary address at the 2017 International Association for Suicide Prevention, Kuching, Sarawak said that in the world of suicide prevention, the impact of the media is often discussed but much of this discussion has focused on the potential for irresponsible reporting of suicide to lead to copycat acts. Recently, however, there has been an emphasis on how the media might be used in a positive way, as a vehicle for suicide prevention. Studying the current approach to coverage of suicide in the leading English language newspaper in Malaysia shows a dearth, if not complete absence of, positive coverage.

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Usability Evaluation of Let's Talk Now (LeTaNo) App: A mobile application for Dysarthric Children

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Abstract Dysarthria is a neurological disorder that damages of motor speech articulation. The children who suffered from this disorder have no problem with their cognition, but they have difficulties to speak out their words. They could not have an accurate and smooth communication with their family and friends due to this disorder. Therefore, the purpose of this study is to develop an interactive speaking tool in the form of a mobile application named 'Let's Talk Now' (LeTaNo) which was designed with redundant multimedia elements for the use of dysarthric children -aged 3 to 7 years old. This study involved 30 respondents who are related to dysarthria namely therapists, parents, and teacher of dysarthric children. The LeTaNo mobile application was then evaluated using the USE (Usefulness, Satisfaction and Ease of Use) Questionnaire (Lund, 2001) which was used to measure its usability. The findings described that all of the respondents agreed that the LeTaNo mobile application is usable and suitable in helping the communication between dysarthric children and people.

1 Introduction

On the other side of the earth, there have a lot of children suffer with the communicating, problem even through using hand gesture, and it still could not send the messages accurately and correctly to other people. Cerebral Palsy is not a disease, but it is a disorder which is affected on movement while the patient has limited activity and affected from brain damage. It has a lot kind of cerebral palsy, one of that is dysarthria (Richards & Malouin, 2013). Dysarthria is a neurological disorder that damages of motor speech articulation (Duffy, 2013). The children who have this syndrome they have cognition, but they are difficult to speak out their words. They could not have an accurate and smooth communication with their family and friends. These syndromes can only be detected before 3 years old in natural born (Pennington, Parker, Kelly, & Miller, 2016).

Researchers claim that speech based assistive technologies have been developed for users with dysarthria based on the severity level (Jain, Prema & Vedavathi, 2015). However, these commercial speech recognition technologies are still not easily employed by individuals who have speech or communication disorders (Young & Mihailidis, 2010). They need supervision from the therapist and caregivers and little has been done to assist the children who have this communication disorder in the early stage of experiment of recovery (Rosenbaum & Simon, 2016). Furthermore, these speech assistive technologies are tools that facilitate the recovery of the dysarthric patients and it does not help them especially the children to communicate at the initial stage (Rosenbaum & Smith, 2016). In most cases, this constant monotony and lack of opportunities for individual practice affect the children's motivation for recovery and diminish their effect to be independent. The children get frustrated as the initial attempt to communicate fails as their family and friends still are unable to understand their speech, and this demotivate them to try the complicated therapies and techniques further.

In this study, a mobile application named as Let's Talk Now (LeTaNo) was designed and developed as an early intervention to help the dysarthric children to communicate and enable them to be understood by others. This application will focus on daily communication phrases. For this purpose, the mobile application usability was evaluated by testing it on the dysarthric children who were assisted by parents, teachers or therapist, as it gives direct input on how the real users use the application. This is to measure the capacity of the LeTaNo mobile application, whether it meets its intended purpose.

This paper reports the findings of the usability evaluation of the LeTaNo mobile application. Firstly, aspects involve in the evaluation were discussed, then, procedure conducted user evaluation were reported and lastly the findings of the evaluation were revealed. Four dimensions of usability have been evaluated, namely usefulness, ease of use, ease of learning and satisfaction. The usefulness dimension measures whether the application can be used to achieve its intended goal (Hashim, Hussin, Othman, & Ahmad, 2016). The ease of use dimension describes the efficiency or productivity of the mobile application; as how quickly users can accomplish tasks once they have learned how on a given user interface (Hashim et al., 2016). As for the ease of learning dimension, the evaluation will be measuring how easy it is for first time users to figure out how to accomplish tasks given and how easy it is to remember what they have learned between infrequent users, and with frequent use (Hashim et al., 2016) while satisfaction referred to the users' comfort with and positive attitudes towards the use of the system (Hashim et al., 2016). For this purpose, this study employed the USE usability questionnaire as its evaluation instrument.

2 Issues with Dysarthric Children

Cerebral palsy is a disability resulting from damage to the brain before, during or shortly after birth and outwardly manifested by muscular incoordination and speech disturbances (Richards & Malouin, 2013). It restricts the sufferer's movement which makes them to have limited activity. They need the help from treatments, aids and technologies. Most common problems occur is during pregnancy, childbirth or accident. There is no cure for CP but treatments and medications may help them much. This may include the physical therapy, occupational therapy and speech therapy based on their situation.

There are many types of cerebral palsy, and one of it is dysarthria (Richards & Malouin, 2013). Dysarthria is a neurological disorder that damages of motor speech articulation (Pennington, Parker, Kelly, & Miller, 2013; Duffy, 2013). The children who suffered from this disorder have no problem with their cognition, but they have difficulties to speak out their words. It's also characterized by slurred or slow speech that can be difficult to be understood. The causes of dysarthria include nervous system disorders, for example stroke, brain injury from an accident and brain tumors. The damage of nervous causing them could not deliver the words accurately to people even in easy sentences. These syndromes can only be detected before 3 years old (Pennington et al., 2016). Generally, the children with dysarthria have full understanding of the language and know what they want to say, but just have trouble actually saying it (Wrightington, Wigan and Leigh NHS Foundation Trust, 2016). They could not have an accurate and smooth communication with their family and friends. These children suffer as they have to communicate using hand gesture, and it could not send the accurate messages to other people.

Dysarthria faced speaking disorder and activity limitation problem and it does not have an efficient way to overcome this problem. At the moment, the treatment for dysarthria is speech therapy to help improve speech (Hodge & Gotzke, 2014). Dysarthric children can rely on the therapy treatments in the specialist clinic, but when they are home, they have no chance to get the facilities like at the specialist clinic (Ferguson, 2016). And since dysarthria cannot be cured with surgery or medication (Kent, 2000), it is a huge source of frustration for the individual and also the family as without treatment can be quite detrimental to confidence and self-esteem levels. Therefore, early intervention in the form of speech and language therapy is recommended (Chandrakala & Rajeswari, 2017) and behavioural interventions involving computer-based assistive tools are often used to help the dysarthric patients (Rudzicz, 2011).

Research suggest that if a child has been detected to have speech disorder such as dysarthria, the caregivers should not wait and immediately start with an early intervention of Speech Assistive Technology as the developmental language deficits do not disappear with age (Desch & Gaebler-Spira, 2008). Hence it is essential to intervene early because the early intervention services using simple and user friendly speech assistive technology enhance child development (Allen, 2015). These interventions also assist parents and siblings, helping them deal with feelings of stress or helplessness, while learning to maintain a positive attitude.

The issue is that the existing speech based assistive technologies and techniques that have been developed for users with dysarthria are complex and is not easily employed by individuals who

have speech or communication disorders (Young & Mihailidis, 2010). It is not customized for the early intervention of these children. The use of the existing assistive technologies needs supervision of the therapist and little has been done to assist the children who have this communication disorder in the early stage of experiment of recovery (Rosenbaum & Simon, 2016). It also does not help the children to communicate at the initial stage. It can be time consuming, especially when the dynamics of the existing assistive technology are complex. In the initial stage, the speech assistive aids should be implemented through a family-centered approach as the intervention will be carried out by the parents or caregivers.

Therefore, this study attempts to investigate the usability of a mobile application named as Let's Talk Now (LeTaNo) that was developed as an early intervention to help the dysarthric children who are facing the problem to communicate and enable them to be understood by others. This application will focus on daily communication phrases.

3 Let's Talk Now (LeTaNo) Mobile Application

Let's Talk Now (LeTaNo) was designed and developed as an early intervention to help the dysarthric children who are facing the problem to communicate and enable them to be understood by others. This application will focus on daily communication phrases. It is employed with the redundancy of multimedia elements such as text, graphic, narration and animation, and the content focused on daily usable terms and conversations like family, greetings and expressions, places, ordering food and beverages, activity and asking for help. The LeTaNo mobile application is available in dual language; English and Mandarin.

LeTaNo was developed using Macromedia Flash with ActionScript 3.0. The lesson content for this mobile application was developed based on the Special Children Curriculum syllabus that was provided by the Special Children Care Centre. The user interface of the MALPS is designed using the appropriate color, font and graphics. This mobile application was designed and developed by using the ADDIE Model (Analyze, Design, Develop, Implement, and Evaluate). The layout and navigational behaviour of the mobile application was designed using the Interaction Design theory (IxD). It is designed to have all the important features such as text, narration, background music, graphics and animation. The mobile application was not designed with assessment (exercise) and the purpose of this application as an early intervention to help the dysarthric children to communicate and enable them to be understood by others.

Figure 1 illustrates the interfaces of the LeTaNo in English version and Figure 2 illustrates the interfaces of the LeTaNo in Mandarin. There are two similar applications in the market for the users; Talking Pictures: Autism, CP and Speak CePal for Autism and CP. These applications are developed for the iOS operating system and it's not catered for the Android operating system. Both applications are designed to facilitate communication with non-speaking children diagnosed with autism, mental retardation, and cerebral palsy. The Talking Pictures: Autism, CP has images with sound that depends on the setting; either an alarm sounds or speech synthesizer will speak the phrase that is set for that image; however it does not have its own narration. Speak CePal for Autism and CP has limited option similar with the former.

Figure 1. Interfaces of the LeTaNo in English version

Figure 2. Interfaces of the LeTaNo in Mandarin version

4 Methodologies

This study is an attempt to investigate the usability of the LeTaNo mobile application from the perspective of 30 respondents who is related to dysarthria namely therapists, parents, teacher and the dysarthric children themselves. They responded to the usability testing after experiencing the mobile application together with the dysarthric children. Three dimensions of usability have been evaluated, namely usefulness, ease of use and user interface satisfaction. For this purpose, this study employed the USE (Usefulness, Satisfaction and Ease of Use) questionnaire (Lund, 2001) as its evaluation instrument. Among the aspects that are evaluated are usefulness, ease of use, ease of learning and satisfaction. This questionnaire contains 30 statements that require the respondents to indicate their response, according to the rating based on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The data collected were analyzed using parametric statistical method.

5 Findings

The purpose of this study is to conduct usability testing on the Let's Talk Now (LeTaNo) mobile application. Among the aspects that are evaluated are usefulness, ease of use, ease of learning and satisfaction. 30 respondents who are related to dysarthria namely therapists, parents, and teacher of the dysarthric children responded to the USE questionnaire (Lund, 2001) to evaluate the usability of the mobile application. Table 1 illustrates the descriptive analysis of the respondents' demographic information.

Table 1. Respondents' demographic information

Information		Distribution	Percentage (%)
Role	Therapist	7	23.3
	Parents	15	50.0
	Teacher	8	26.7
Gender	Male	11	36.7
	Female	19	63.3
Smartphone Platforms	Android/ Google	25	83.3
	iOS	0	0.0
	Microsoft	5	16.7

The finding describes that 19 of the total respondents are female and 11 respondents are male. Majority of the respondents are parents of the dysarthric children which occupied 50.0% (15 people), 7 of them are therapist and 8 respondents were teachers. Most of them were using Android smart phones.

Table 2 describes the statistical analysis of the usability evaluation of LeTaNo according to the role of the respondents.

Table 2. Usability evaluation mean analysis

Role	Usefulness	Ease Of Use	Ease Of Learning	Satisfaction
Therapist	5.00	4.86	4.71	4.57
Parent	4.80	4.73	4.80	4.80
Teacher	4.75	4.50	4.75	4.63
Total	4.83	4.70	4.77	4.70

The first dimension of the usability evaluation is the usefulness aspect. The respondents stated that the LeTaNo mobile application is useful as the mean score for this dimension is 4.83. All the therapists strongly agree that the developed mobile application is useful while the parents responded that the mean value is 4.80 and the teachers claim that the usefulness's mean value is 4.75.

As for the ease of use dimension, the total mean score is 4.70. The analysis suggests that the therapist scored a mean value of 4.86; parents stated 4.73 and the mean that the teachers scored were 4.50.

The ease of learning dimension projected a mean score of 4.77. The therapists recorded a mean score of 4.71 while parents claimed a mean score of 4.8. The teachers scored a mean of 4.75.

For satisfaction, therapists responded the mean score at 4.57, the parents suggested 4.80 and the teachers implied that the mean score is 4.63. Overall, the respondents scored a mean score of 4.70 for the satisfaction dimension.

All the mean scores which are more that 4.50 ($4.00 < \bar{x} < 5.00$) indicated that the all the respondents strongly agreed that the LeTaNo mobile application is useful, easy to be used, easy to be learned and they are satisfied with the design and function of the mobile application.

6 Discussions and Conclusion

Dysarthria is a motor speech disorder and a dysarthria child has much difficulty in communicating. Although, several speech based assistive technologies and techniques have been developed for users with dysarthria, it is not easily employed and little has been done to assist the children who have this communication disorder in the early stage of experiment of recovery. It is suggested that at the initial stage, the speech assistive materials should be implemented through a customized family-centered approach. It should be an early intervention that will help the dysarthric children to communicate and enable them to be understood by others.

This study attempts to develop an interactive speaking tool in the form of a mobile application named 'Let's Talk Now' (LeTaNo) which was designed with redundant multimedia elements for the use of dysarthric children aged 3 to 7 years old. The LeTaNo mobile application was then evaluated using a usability questionnaire that was adapted the Purdeu Usability Testing Questionnaire (PUTQ) which was used to measure its usability. This study involved 30 respondents who are related to dysarthria

namely therapists, parents, and teacher of dysarthric children. The findings of the usability evaluation on the LeTaNo mobile application imply that the application can be used to achieve its intended goal which is to help the dysarthric children to communicate; the users can quickly accomplish tasks once they have learned how on a given user interface and it is to remember what they have learned. They are also satisfied with the use of the system.

Overall, the respondents agreed that the Let's Talk Now (LeTaNo) mobile application is an early intervention that is usable and suitable in helping the communication between dysarthric children and people and it also helps the dysarthria children to interact at the initial stage independently. This research will benefit the dysarthric children, their parents, teacher and the therapist. This study is also an attempt supports the Incheon Strategy for expanding early intervention of children with disabilities.

Acknowledgements

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Examining the relationship between legal, political environment and freedom of information in the print media of India

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ABSTRACT Previous studies only focused on the media policies and regulations and no specific research has been done to track the freedom of information in print media in India. This study traced the freedom of information in print media by exploring and analyzing the relationship between legal environment, political environment and freedom of information. A survey research was conducted to obtain data to determine the level and to analyze the legal environment and political environment in relation to freedom of information. Descriptive and inferential statistics were used to analyze the data. The study found that the legal and political environment are significantly related to freedom of information in print media in India.

1. Introduction

It is a fundamental axiom of democracy that citizens must have information and knowledge. People must be informed if they are to play an active role in the life of their country. Free and responsible media are critical sources of information for citizens who want to choose the best leaders for their country and make sound decisions about the issues in their nation and in their communities. The information the media provide is just as critical for intelligence, economic and personal decisions as for good political choices.

Media freedom is a dynamic concept. A media which is able to operate without undue restrictions and interference would be in a position to disseminate information of public interest with greater efficiency. A free media is an integral part of democracy and democracy is about human rights. Human rights advocates have argued that "….by exposing human rights abuses and giving voice to marginalized parts of the community, the media can at its best encourage the proper application of justice and stimulate debates (Amnesty International as cited by Jeniffer et al. 2014). When we discuss press or media freedom we need to consider not only the right of the press to publish but also the right of readers to receive the information which they need in order to function effectively as citizens of a democratic society, a right which places certain obligations on the press (Norris 2011). A free media functions as a reliable information resource to citizens by providing open access to facts and debate regarding social, political, and economic issues (Schudson 2003). Research has found that media plays an especially important role in facilitating citizen knowledge and engagement in fledgling democracies (e.g., Mattes & Bratton, 2007; Schmitt-Beck & Voltmer 2007). Thus, within emerging democracies, a free media is a key factor shaping the citizen knowledge, perceptions, and behaviors that are the basic foundations for citizen demand for democracy.

A free print media is also entrusted with the role of performing a watchdog function over government officials and the bureaucratic process, acting as an accountability institution for the public (Siegel, Weinstein, & Halperin 2004). This media watchdog role leads to greater political stability and less violence, increases the independence of the judicial system and government efficiency because elected leaders are held accountable to their constituents, and decreases political corruption (Chowdhury 2004). In this sense, a free press is a resource for citizens to evaluate the supply of democracy within their country as well as form opinions about how satisfied they are with how their government operates (Mattes & Bratton 2007; Schmitt-Beck & Voltmer 2007). It is pivotal in todays' societies, that access to information is central to the decision making process by citizens and consumers alike. Whether it is politics or economy, the availability of information is a crucial determinant.

This paper examines the nexus between free press and freedom of information in the Indian print media, explored via the domains of political and legal indicators. The two main objectives are to determine the level of legal environment and political environment in relation to freedom of information and to evaluate the relationship between legal environment, political environment, and freedom of information.

1.1 Regulating Free Flow of Information

Freedom of information is synonymous with freedom of press and its importance cannot be underrated. It's a core component of journalism in a democracy: making sure the public gets the information that it has a right to know (Birkinshaw 2010). Information gathering by journalists is a vital component of freedom of information. Without access to information, journalists are engaged primarily in presenting opinions. While openness in the statement of opinions is an important element of a democratic society, it is insufficient for its development and maintenance. An informed citizenry depends on journalists' ability to have access to sources. Without this kind of journalistic effectiveness, a society can have free and independent media, but their utility in advancing democratic institution building is severely limited (Peter & Monroe 2002). An essential condition of effective and professional journalism is journalists' ability to gather information held in tangible files, often dusty and hard to find, that are held by or controlled by public authorities. An enabling legal environment will include legal guarantees for the conduct of this gathering activity. Such guarantees are often found in generally applicable legislation that recognizes the rights of public access to documents. Although these laws often do not expressly cite the rights of journalists, naturally news media representatives share the rights of access with the general public (ibid). The fundamental characteristic of effective freedom of information legislation is an expressly articulated presumption of openness. The presumption of openness is grounded in the principle that information in the control of the public authorities is public unless it is covered by an exception expressly set forth in a legislative act. The principle therefore places the burden of justification for refusal to disclose on the public custodian (Stiglitz 2002).

Many legal systems impose some kind of standard on people who request access to documents, such as a requirement that they demonstrate that the requested information affects their rights and legal interests or that it is of a particular level of importance. The effectiveness of freedom of information legislation is significantly reduced if, instead of a presumption of openness, burdens are imposed on requesters (Walden 2000). Universally, it is understood that freedom of speech and of the press are not absolute. All legal systems tolerate content regulation to some extent to advance certain state, collective, and individual interests. A good deal of such regulation takes place through the mechanism of direct regulation of content, affected through legislative, executive, and judicial acts (Peter & Monroe 2002). We will take a broad view of content regulation, which we perceive as any form of external intrusion into the professional activities of gathering, editing, and reporting public sector information and disseminating opinion on public matters. Again, an enabling environment is one in which this takes place according to the rule of law. Although rights of free expression are not absolute, an enabling environment is one in which the political culture recognizes the value of the free flow of information and ideas for democratic society.

Based on the objectives and literature review, the following hypotheses were formulated:

Hypothesis 1: There is a significant relationship between legal environment and freedom of information.

Hypothesis 1a: There is a significant relationship between legal awareness and freedom of information.

Hypothesis 1b: There is a significant relationship between role of state and freedom of information

Hypothesis 1c: There is a significant relationship between rational legal authority and freedom of information.

Hypothesis 2: There is a significant relationship between political environment and freedom of information.

Hypothesis 2a: There is a significant relationship between political parallelism and freedom of information.

Hypothesis 2b: There is a significant relationship between censorship and freedom of information

Hypothesis 2c: There is a significant relationship between biasness and freedom of information

Hypothesis 2d: There is a significant relationship between intimidation and freedom of information

2. Method

A survey involving 100 professional journalists working in India was conducted. However, an accurate listing of this population is not available and the total number of professional journalists working in the country is virtually unknown. The sample frame for this study is a purposive sampling focusing on working journalists.

The questionnaires were in English. The items included in the questionnaire are factual and the types of data collected include nominal, ordinal and interval or Likert scales which reflect categorical scales; nominal (gender and nationality), ordinal (educational qualifications, income) and Likert scales (lowest to highest) respectively. Data on the political environment measures media biasness, intimidation, biasness and political parallelism in print media operations. Legal environment has four dimensions. It measures legal restrictions, role of the state and the rationality of legal authority.

Journalists from 5 Indian newspapers in Kerala namely The Hindu, Indian Express,   Deccan Chronicles, Mathrubumi and Malayalam Manorama, participated in this survey. The process of administering the questionnaires started from 1 August 2017 till 8 August 2017. The data were analysed descriptively and inferentially using SPSS 23.0.

3. Results and discussion

The study found that there is a significant relationship between legal environment in which print media in India operates, and freedom of information as shown in Table 1. The dimensions revealed that there is a very strong agreement among journalists that they are wary of the laws that may expose them to legal suits and the need to practice pre-publication verification. Inquiry into role of state indicated general acceptance among journalists that government approval is somehow needed to operate a press and that the policies of the State support freedom of press while retaining slight concern that information they gather may be classified as secret.

Investigations under rational legal authority showed that journalists in India strongly believed that the courts are independent and that their rights as journalists are protected under the Constitution. They indicate strong belief that the courts will uphold justice in cases of dispute involving freedom of expression and that their media performed the watch dog role.

In testing hypothesis 1, 1a, 1b and 1c, a low correlation between legal environment and freedom of information was discovered. Hypothesis 1a which tested the strength of the correlation between legal awareness among journalists and FOI – full revealed a negative correlation which was not significant. In other words legal awareness do not significantly influence FOI. In testing the strength of the correlation between freedom of information and the role of the State in hypothesis 1b, a weak but significant correlation is detected. For the strength of correlation between rational legal authority and FOI, which was tested under hypothesis 1c, a moderate correlation was reported.

In regards to political environment, the results indicate that journalists in India reject the claim that that their press is strongly connected to a political party as they strongly indicate preference of publishing social news over political news. The journalist strongly denied that they receive instructions from the government to censor news as they felt they are self-regulated. The results also revealed that print media journalists in India believed that the press gives equal coverage to both ruling and opposition parties. Reporters demonstrated strong rejection that they have an obligation to respect the government and not to cause embarrassment to it indicating biasness practiced in favor of the ruling government.

Hypothesis 2 which tested the strength of correlation between political environment and freedom of information, revealed a moderate correlation. On the strength of political parallelism, tested under hypothesis 2a, no relationship between political parallelism and FOI was revealed. There is a negative correlation between censorship and freedom of information, tested under hypothesis 2b indicating an insignificant relationship. However, in testing hypothesis 2c, a positive correlation which is not significant was reported indicating that biasness does not influence FOI. Similarly for intimidation, tested under hypothesis 2d, no correlation was revealed.

The independence of the press is fiercely guarded in India. The autonomy of judicial authorities is one key reason towards achieving this independence. The most important one would be the limitation on the sovereignty of the Indian Parliament. While legislative powers are vested in the House it is subject to the doctrine of basic structure. It is an Indian judicial principle that the Constitution of India has certain basic features that cannot be altered or destroyed through amendments by the parliament (Padhy & Sahu 2005). Key among these "basic features", are the fundamental rights granted to individuals by the constitution which includes freedom of press. The doctrine thus forms the basis of a limited power of the Supreme Court to review and strike down legislations and constitutional amendments enacted by the Parliament which conflict with or seek to alter this "basic structure" of the Constitution (Chaturvedi 1989).

A crucial indicator of the extent of freedom of information in any given nation is the existence of the Freedom of Information Act. The Right to Information Act has facilitated and enhanced the watchdog role of the Indian media. The Press Council of India's while ensuring journalists adhere to ethical standards of reporting succeeded in keeping check on incidences of intimidation against journalists and attacks on press liberties (Kumar 1991).

In politics, interest and power have a greater role and legitimacy than in law (Miro 2010). Political environment in India is more conducive towards freedom of information in the significant absence of political paralleism, censorship and biasness in reporting in favour of ruling government, hence, entrenching its freedom.

Table 1: Correlation Analysis between Freedom of Information and Predictor Variables (Political environment, Legal environment, Philosophical Values) (n=100) - India

	Freedom of information	
	r	p
Legal Environment	.361	.000
Political Environment	.334	.000

N=100

 * Correlation is significant at the 0.05 level (1 tailed)

Table 2: Correlation Analysis between Freedom of Information and legal awareness, role of state rational legal authority , political parallelism, censorship, biasness, intimidation and culture (n=100) - India

	Freedom of information	
	r	p
Legal awareness	.-014	.890
Role of State	.236	.018
Rational Legal Authority	.419	.000
Political Parallelism	.106	.296
Censorship	-187	.104
Biasness	.381	.000
Intimidation	.035	.729

N=100

 * Correlation is significant at the 0.05 level (1 tailed)

4. Conclusion

Freedom of information is largely understood in terms of regulation of media. Nonetheless, an exhaustive study of the indicators of freedom of press and their potential influence by political, ideological, legal and economic implication on the use of the indicators is lacking.

This study employed Hallin and Mancini's (2004) theory of Three Models of Media and Politics which creates categories of model based on freedom of information. This theory which has been used to study the nature of media systems in Western Europe and North America is departure from the classical division of media according the Libertarian theory, Social Responsibility and the Authoritarian theories which has been debunked as not appropriate for analyzing the relationship of media with law and politics in non-western societies. In other words, this approach implies taking the characteristics of the western media political systems as particular or even exceptional cases rather than a universal norm .

The findings from this study help develop a portrait of perception of Indian journalists. The results are of great value to journalists, media scholars, media practitioners who can use the findings to better identify the factors that influence the freedom of information in their respective media. Academic researches in the future on media freedom can be done using multiple different analytical frames to yield more specific results. Media practitioners are also given an insight to make appropriate comparisons on the unique factors that makes their media different from others.

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Reporters-Public Smart Partnership Ensures the Survival of Investigative Journalism in Malaysia

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ABSTRACT The practice of investigative journalism in a controlled press freedom media environment of an Asian developing country, Malaysia is the focus of this study. It is exploring possible smart partnership between reporters and the public to enhance the information availability and the success of investigative journalism in Malaysia. Current literature is dominated by Western perspectives with liberal press freedom. The influence of information technology advancement is being highlighted as an important element for the success of this partnership. Current literature failed to address this gap in the context of controlled press freedom in a developing country. This research explores Malaysian newspaper practitioners' experience in collaborating with the public in their information searching. The effects of information technology advancement on public engagement with journalists are also discussed. The final aim of this study is to explore the prospects of investigative journalism in Malaysia with the implementation of reporters-public smart partnership. In-depth interviews and qualitative content analysis were used in this research. A total of 16 informants were interviewed and 15 investigative reports were analyzed. Data from both studies were examined using thematic analysis and vast data generated pointing to a new perspective in investigative journalism. It was found that Malaysian newspaper practitioners has been collaborating with the public to help them in information searching for investigative reports, as a way to get around the controlled-media freedom environment. Advancement in information technology has made a big difference in making this partnership a success. The study concludes that besides controlled press freedom in Malaysia, it is not an obstacle to the practice of investigative journalism with the help of information technology and smart partnership between reporters and the public.

Keywords: Investigative journalism, Press freedom, Reporters-Public smart partnership

Mengkonstruksi Model Sistem Media Malaysia: Berasaskan Fenomena Filem Cetak Rompak dan Filem Tidak Bertapis

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ABSTRACT Meskipun pelbagai perundangan dan penguatkuasaan dibentuk bagi menangani gejala filem cetak rompak dan filem tidak bertapis dipasaran namun gejala ini masih berlaku. Oleh itu, kajian ini dijalankan dengan memfokuskan kepada dua objektif; pertama, mengenal pasti kewujudan fenomena filem cetak rompak dan filem tidak bertapis dan kedua, mengkonstruksi model sistem media McQuail berdasarkan fenomena filem cetak rompak dan filem tidak bertapis di Malaysia. Kerangka teori yang digunakan dalam kajian ini adalah Teori Normatif Media yang dipelopori oleh McQuail. Dalam usaha memperoleh dapatan kajian ini, kaedah kualitatif digunakan iaitu gabungan analisis dokumen, pemerhatian, dan temu bual mendalam bersama informan yang terlibat secara langsung dalam industri media filem negara ini. Isu hak cipta yang dihadapi oleh pengedar filem merupakan faktor utama yang membawa kepada kewujudan fenomena filem cetak rompak dan filem tidak bertapis di samping faktor luaran seperti perkembangan teknologi. Hasil kajian turut mendapati bahawa Model Sistem Media Autokratik yang diamalkan oleh Malaysia sebelum ini tidak lagi relevan dengan perubahan perkembangan teknologi, isu hak cipta dan kesedaran yang rendah di kalangan masyarakat. Oleh itu, model Alternatif-Autokratik-Tanggungjawab Sosial yang telah dikonstruk berdasarkan model sistem media McQuail adalah signifikan kepada senario sistem media di Malaysia kini.

Kata kunci: filem cetak rompak, filem tidak bertapis, sistem media dan perkembangan teknologi

1 Pengenalan

Secara dasarnya, faktor politik, sosial dan ekonomi dapat disimpulkan mempengaruhi pembentukan sistem media sesebuah negara (Blumber & Gurevitch 1975; Christians et al. 2009; Rantanen 2013). Ini disokong oleh kajian Hujanen, Lehtniemi, & Virranta 2008 dalam Mellado & Lagos (2013) yang mendapati bahawa elemen perbezaan politik, ekonomi, sosial dan budaya turut mencorakkan bagaimana amalan operasi media di sesebuah negara dan hubungannya dengan cara kerja wartawan. Oleh yang demikian, model sistem media sesebuah Negara dapat ditentukan melalui dasar dan peraturan yang ditetapkan oleh pemerintah dalam melaksanakan operasi media dengan mengunakan alat-alat media seperti pembentukkan Akta dan dasar. Ini jelas dilihat melalui pembentukkan Akta Penapisan Filem 2002 dan dimantapkan lagi dengan pembentukkan Dasar Penapisan Filem serta dasar penguatkuasaan.

Industri perfileman negara dilihat semakin rancak dengan melihat kepada peningkatan pengeluaran filem tempatan iaitu pada tahun 2010 sebanyak 39 filem dan terus meningkat kepada 49 filem pada 2011 seterusnya 76 filem pada 2012 dan agak menurun kepada 71 filem pada 2013. Walaupun pengeluaran filem tempatan agak menurun pada 2013 namun industri ini tetap meriah dengan peningkatan jumlah kutipan dan penontonan bagi semua filem asing dan tempatan di pawagam iaitu 2010 sebanyak RM54.49 juta dan terus meningkat sehingga RM61.02 juta pada tahun 2013 (FINAS 2014).

Namun kerancakan industri perfileman ini telah terganggu oleh peningkatan aktiviti penjualan dan pengedaran filem cetak rompak dan filem tidak bertapis. Ini dapat dibuktikan dengan data dan statistik yang diperoleh dari agensi Penguatkuasaan yang terlibat secara langsung dalam usaha kerajaan

memerangi filem tidak bertapis. Bahagian Kawalan Penapisan Filem Dan Penguatkuasaan (BKF), yang diletakkan di bawah Kementerian Dalam Negeri (KDN) telah melakukan operasi di seluruh Negeri Selangor antaranya mencatat jumlah tangkapan dan rampasan yang meningkat. Pada tahun 2012 jumlah operasi yang dijalankan adalah sebanyak 418 operasi dengan jumlah rampasan sebanyak 1.5 juta filem pelbagai tajuk dalam bentuk VCD dan DVD melibatkan sebanyak 61 tangkapan. Manakala pada tahun 2013 jumlah operasi berkurangan iaitu sebanyak 409 operasi dengan jumlah rampasan juga berkurangan iaitu sebanyak 172,294 filem manakala jumlah tangkapan pula meningkat iaitu sebanyak 71 tangkapan (KDN 2014).

2 Permasalahan Kajian

Kajian tempatan berhubung filem cetak rompak yang terakhir dijalankan adalah pada tahun 2006. Jika dilihat dari masa kajian Ahmad Shamsul Abd Aziz (2006) dengan kajian hari ini, memperlihatkan satu jurang masa yang besar. Malah penyelidikan yang dijalankan oleh Ahmad Shamsul Abd Aziz (2006) hanya menjurus kepada aspek perundangan sahaja dan tidak melihat fenomena filem cetak rompak dari sudut sistem media negara. Kajian sarjana ini hanya memuatkan Akta Hak Cipta 1987 dan Akta Cakera Optik 2000 sebagai tunjang penyelidikan yang menjurus kepada tuntutan sivil yang boleh dikemukakan oleh pemunya hak cipta terhadap pencabulan hak cipta karyanya. Senario di atas menunjukkan kekurangan kajian yang melihat perkaitan fenomena filem cetak rompak dan filem tidak bertapis dengan sistem media negara.

Manakala kajian berhubung model sistem media Negara yang terkini hanya dijalankan oleh Faridah Ibrahim et.al (2012). Kajian oleh Luwarso (2000) yang terdapat dalam kajian Jia Fei (2008) terhadap sistem media Negara ini mendapati bahawa akhbar di Malaysia dan Singapura merupakan salinan sistem Autokratik di Asia.Dapatan kajian sarjana ini bertentangan dengan dapatan kajian Faridah et.al (2012) yang menekankan oleh kerana Malaysia merupakan Negara majmuk yang terdiri dari pelbagai bangsa, model sistem media Negara ini tidak bercirikan Autokratik. Iaitu tidak mengikut perintah Ketua Negara semata-mata.

Oleh itu, pengkaji berpandangan terdapat keperluan untuk menjalankan kajian bagi meneroka kewujudan fenomena filem cetak rompak dan filem tidak bertapis berdasarkan sistem media negara. Adakah kewujudan fenomena filem cetak rompak dan filem tidak bertapis disebabkan oleh sistem media Negara ini sendiri? Selain itu adakah terdapat perubahan sistem media Negara ini berbanding sebelum ini?

3 Objektif Kajian

Oleh kerana filem merupakan salah satu dari cabang medium media, maka pengkaji berasakan adalah wajar sekiranya pengenalpastian model sistem media yang diaplikasikan di negara ini turut diterokai. Pengenalpastian ini dapat membantu pengkaji untuk melihat apakah amalan-amalan sistem media ini turut mendorong kepada kewujudan fenomena filem cetak rompak dan filem tidak bertapis yang berlaku di negara ini. Seterusnya membawa pengkaji kepada persoalan apakah model sistem media yang diamalkan oleh negara pada ketika ini? Adakah mempunyai persamaan dengan model sistem media Normatif yang dipelopori oleh McQuail (2010)? Dapatan kajian berhubung sistem media turut membantu pengkaji untuk melihat sama ada wujud perubahan dalam model sistem media negara pada masa lepas dan kini.

4 Sorotan Literatur

Kajian filem cetak rompak

Kajian yang dilakukan oleh Yar (2005), menekankan bahawa pihak Motion Picture Association di United Kingdom telah mengenal pasti bahawa negara-negara di Asia Tenggara merupakan negara utama yang merupakan pusat penghasilan dan pengeksportan filem cetak rompak dengan melabelkan Malaysia sebagai pusat utama cetak rompak dengan mencatat jumlah tertinggi iaitu sebanyak 61% DVD cetak rompak yang memasuki United Kingdom adalah dari Malaysia melalui Lapangan Terbang Kuala Lumpur.

Manakala dalam kajian Wang (2006) berhubung isu cetak rompak turut menekankan bahawa negara Asia seperti China, Taiwan, India, Thailand dan Malaysia merupakan negara yang sedang membangun dari segi ekonomi dan pasaran. Pada dasarnya, keunikan pembangunan ekonomi dan perkembangan teknologi yang melanda negara Asia ini telah mengakibatkan bukan sahaja kebanjiran pengeluaran barangan berorientasikan eksport malah lambakan barangan cetak rompak.

Kajian berhubung pengenalpastian sistem media ini turut dijalankan oleh Engesser & Franzetti (2011) yang turut mengaplikasikan pembolehubah kebebasan, kepelbagaian, pemusatan dan tradisi sebagai asas perbandingan. Curran & Seaton (1991) juga turut menelusuri teori klasik kebebasan, dengan menyatakan bahawa kebebasan akhbar berakar umbi dari kebebasan untuk menerbitkan tanpa sebarang bantahan atau penapisan dari pihak kerajaan. Meskipun kajian sarjana ini menumpukan kepada kebebasan akhbar sebagai tunjang perbandingan namun pengkaji berpandangan bahawa kebebasan filem dapat digunakan dalam kajian ini memandangkan filem turut merupakan bahan media dan berperanan yang sama dengan akhbar.

Manakala Hallin & Mancini (2004) turut melihat kepada hubungan antara sistem media dan sistem politik dalam meneroka perbandingan sistem media. Dimensi pertama adalah tahap intervensi kerajaan dalam sistem media; kedua, tahap kecenderungan hubungan politik dalam masyarakat; ketiga, pembangunan pasaran media terutama melibatkan pengedaran dan kemasukan pasaran dan keempat, tahap professional kewartawanan. Hasil kajian sarjana ini mendapati bahawa intervensi kerajaan yang paling tinggi terdapat di dalam sistem media negara Poland seperti juga dengan apa yang berlaku di negara Mediterranean. Intervensi kerajaan ini dapat dilihat jelas melalui badan utama yang mengendalikan penyiaran utama di negara tersebut adalah Majlis Penyiaran Kebangsaan yang mana ahli-ahlinya dilantik oleh Senat dan Presiden. Dimensi tahap intervensi kerajaan dalam sistem media ini mendorong pengkaji untuk mengambil pembolehubah ini sebagai dimensi perbandingan dalam mengenalpasti model sistem media Negara ini.

Selain itu, kajian (Breuniq 1994) telah melihat kawalan yang dilakukan oleh kerajaan terhadap alat-alat organisasi media seperti penapisan dan juga pengaruh kerajaan dalam pengenalpastian model sistem media sesebuah Negara. Manakala kajian Blumber & Gurevitch (1995) yang dimuatkan dalam kajian Rantanen (2013) pula, turut mengambil kira pembolehubah kawalan yang mana sarjana ini telah mengenal pasti empat dimensi utama dalam analisis perbandingan sistem media pertama; tahap kawalan kerajaan terhadap media massa; kedua tahap penyertaan media massa; ketiga tahap integrasi antara elit politik dan media dan keempat, kesahan semula jadi institusi media.

Kajian sistem media tempatan

Tinjauan yang dilakukan oleh Saodah Wok et al. (2005) menyatakan bahawa sistem media di Malaysia mengamalkan Teori Tanggungjawab Sosial. Ini disebabkan bahawa kerajaan sering mengambilkira kepentingan rakyat dalam melaksanakan sebarang tindakan. Prinsip ini dikira mirip prinsip didalam Teori Tanggungjawab Sosial. Namun melalui tinjauan yang dijalankan oleh sarjana Jian Fei (2008) sendiri mendapati bahawa sistem media di Malaysia dikatakan hampir menyerupai sistem media Komunis. Penilaian ini di ambil kira berdasarkan sistem ini yang mengarahkan akhbar untuk mempromosikan berita yang positif sahaja tentang kerajaan dan juga atas faktor pemilikan. Hal ini kerana akhbar utama negara ini iaitu Utusan Malaysia dan The New Straits Times di kuasai oleh parti politik UMNO yang mewakili etnik Melayu (Jian Fei 2008).

Kajian Yow Chong Lee (2014) ini turut meliputi media penyiaran yang mana terdapat juga pemilikan oleh pihak kerajaan misalnya TV AlHijrah, TV1 dan TV2. Kerajaan juga dilihat mempunyai kepentingan dalam agensi berita nasional iaitu Bernama. Agensi berita ini mempunyai hak dalam mengedarkan berita luar negara. Selaras itu, konsep ini didapati bertentangan dengan konsep media teori Autokratik di mana kerajaan tidak mempunyai sebarang kepentingan dalam pemilikan organisasi media dan intervensi hanya melibatkan menjatuhkan hukuman sekiranya laporan atau penerbitan mendatangkan keburukan kepada kerajaan (Yow Chong Lee 2014).

Perkaitan Teori Dengan Kajian

Objektif kajian ini adalah untuk mengenalpasti apakah amalan-amalan sistem media Negara ini menyumbang kepada kewujudan fenomena filem cetak rompak dan filem tidak bertapis yang berlaku di negara ini. Seterusnya membawa pengkaji kepada persoalan apakah model sistem media yang diamalkan oleh negara pada ketika ini? Adakah mempunyai persamaan dengan model sistem media Normatif yang dipelopori oleh McQuail (2010)? Pengkajian ini penting bagi melihat apakah model terkini sistem media Negara yang mana menurut Mckenzie (2006) sistem media sentiasa bergerak mengikut perubahan teknologi dan globalisasi. Oleh kerana teori sistem media McQuail (2010) ini membincangkan bagaimana media itu sepatutnya beroperasi dalam sesuatu masyarakat, maka pengkaji merasakan adalah wajar untuk menjadikan teori media normatif McQuail sebagai kerangka teori jika dibandingkan dengan teori-teori sistem media yang lain.

Teori model media normatif McQuail (2010) menekankan kepada empat model sistem media iaitu model sistem media bebas/a liberal pluralist or market model, model sistem media tanggungjawab

sosial/ a sosial responsibility or public interest model, model sistem media profesion kewartawanan/ a professional model dan model sistem media media alternatif/ '*an alternative media model'*.

5 Kaedah Kajian

Kajian ini menggunakan kaedah kualitatif triangulasi sepenuhnya gabungan analisis kandungan, pemerhatian dan temu bual mendalam ke atas 19 orang informan yang terlibat dalam penggubalan dasar dan undang-undang, penggiat seni iaitu penerbit filem, pemimpin yang mewakili persatuan pengguna dan bagi melengkapkan kajian pengkaji telah menemu bual seramai lima (5) orang pembeli yang pernah membeli filem cetak rompak dan filem tidak bertapis yang terdiri dari pelbagai kategori.

Kaedah kualitatif digunakan untuk memahami tingkah laku, perspektif, perasaan dan pengalaman manusia serta segala apa yang berlaku dalam kehidupan mereka (Othman Lebar 2014). Proses triangulasi akan menghasilkan data yang lebih tepat dan meyakinkan kerana pelbagai sumber maklumat digunakan (Yin 2003). Malah triangulasi merupakan kaedah penyelidikan kualitatif yang disokong kuat oleh kebanyakan pengkaji. Ini adalah kerana sekiranya para pengkaji hanya bergantung kepada satu proses penyelidikan sahaja, dipercayai akan menghasilkan keputusan yang tidak menepati kesahan dan kebolehpercayaan (Puvanesvary et al. 2008).

Disamping mengadakan temu bual mendalam, pengkaji turut melakukan analisis kandungan terhadap dokumen-dokumen yang mencirikan elemen perbandingan sistem media sesebuah Negara. Manakala permerhatian dilakukan terhadap aktiviti penjualan dan pengedaran filem cetak rompak dan filem tidak bertapis di premis-premis yang menjual filem cetak rompak dan filem tidak bertapis serta tapak pasar malam.

6 Hasil Perbincangan

Hasil penemuan terdapat beberapa isu yang melibatkan dasar turut sama menyumbang kepada kewujudan fenomena ini. Dapatan kajian turut menemui isu hak cipta iaitu terma-terma yang terkandung dalam perjanjian pembelian hak cipta, tatacara kelulusan, tatacara pelaksanaan, perkembangan teknologi dan peruntukan undang-undang turut sama disedari sebagai faktor kewujudan aktiviti ini.

Isu hak cipta adalah berkaitan kos penjualan hak cipta yang terlalu tinggi yang ditetapkan oleh pemunya filem (pemilik hakcipta) terhadap pengedar. Ini sekaligus memberi kekangan kepada pihak pengeluar VCD/DVD yang original untuk menurunkan harga bagi menyaingi filem cetak rompak dan filem tidak bertapis di pasaran. Dapatan temu bual turut menemui terma '*hold back term'* dalam perjanjian pembelian hak cipta ini yang turut menyumbang kepada aktifnya aktiviti ini. Terma ini merujuk kepada satu tempoh masa yang agak lama diberikan kebenaran kepada pengedar filem mengeluarkan filem dalam bentuk VCD/DVD oleh pemegang hak cipta.

Pembentukan dasar operasi media seperti tatacara kelulusan penapisan turut sama menyumbang kepada peningkatan aktiviti filem cetak rompak dan filem tidak bertapis iaitu tempoh masa yang lama untuk mendapatkan kelulusan tapisan iaitu pengeluaran Perakuan B. Perakuan B merupakan tanda kelulusan bagi filem yang ingin dihasilkan dalam bentuk VCD/DVD. Justeru, tempoh masa ini diambil kesempatan oleh penjenayah cetak rompak untuk mengeluarkan terlebih dahulu filem cetak rompak di pasaran.

Tatacara pelaksanaan merupakan antara salah satu faktor yang dikenal pasti turut membawa kepada kewujudan aktiviti ini. Tatacara pelaksanaan ini merujuk kepada tatacara-tatacara menjalankan Penguatkuasaan, permohonan untuk filem import, pengeluaran filem dalam bentuk VCD/DVD, dan sebagainya. Pengkaji melihat, bahawa terdapat kelonggaran dalam beberapa tatacara yang sudah tentunya digunakan kesempatan ini oleh penggiat cetak rompak untuk menghasilkan filem cetak rompak dan tidak bertapis.

"Kalau selepas main di panggung selalunya untuk Astro First dalam masa selepas 2 minggu mereka akan keluar di TV. *That why* kita selalu minta dari *Producer* kalau boleh untuk beri lebih cepat dari Astro kepada kita supaya kita boleh prepare semua dan supaya apabila Astro First tayang di TV, dalam masa yang sama kita pun boleh keluarkan DVD untuk filem yang sama" menurut informan yang menyatakan bahawa perkembangan teknologi turut membawa kepada kewujudan fenomena ini.

Hasil analisis kepada pelaksanaan amalan sistem media negara ini turut menjurus kepada teori autokratik yang mana pemerintah masih lagi berkuasa penuh dalam menggubal dasar tanpa penglibatan khalayak dan kuasa kerajaan adalah mutlak. Dapatan kajian turut menemui bahawa system media negara tidak berpaksikan kepada model kebebasan McQuail kerana meskipun kebebasan itu termaktub dalam Perlembagaan namun ianya merupakan kebebasan bersyarat. Dengan erti kata lain, kerajaan

turut mengawal organisasi media dengan mewujudkan peraturan penapisan, pengimpotan dan pengedaran filem di Negara ini. Ini jelas menunjukkan bahawa elemen intervensi kerajaan juga wujud dalam system media Negara. Elemen akauntabiliti kepada khayak turut wujud yang mana peraturan dan kawalan dibentuk demi memastikan keharmonian masyarakat tercapai. Ini bertepatan dengan model sistem media tanggungjawab sosial McQuail yang menekankan bahawa kawalan perlu dibuat demi tanggungjawab sosial terhadap masyarakat.

Penerimaan masyarakat terhadap media alternatif ini sangat menggalakkan sehingga ke peringkat kanak-kanak. Malah lebih hebat lagi, media alternatif merupakan punca utama kepada aktiviti filem cetak rompak dan filem tidak bertapis ini. Dapatan ini diperoleh melalui temu bual bersama informan yang berkongsi pengalaman menyatakan bahawa internet (hasil perkembangan teknologi) penyumbang terbesar kepada kerancakan aktiviti ini. Media dari sudut ini dilihat sebagai rakan kepada masyarakat tempatan yang diyakini dapat berkongsi pendapat dan maklumat kepada media.

7 Kesimpulan

Jelas bahawa terdapat ciri-ciri model sistem media tanggungjawab sosial dan model media media alternatif serta teori autokratik dalam system media Negara. Di samping itu, penemuan kajian turut menemui bahawa dasar dalam operasi system media Negara telah menyumbang kepada kewujudan fenomena ini.. Oleh hal yang demikian, pengenalpastian ini berjaya mengkonstruksi model sistem media Negara iaitu model sistem media Alternatif, Autokratik-Tanggungjawab Sosial.

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Social Media fosters the Civic Participation: A Critical Review

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ABSTRACT In the current era of globalized societies, there are many lauds voices about the "democratic deficit" in the societies. Many countries around the world confronted with the issue regarding the civic and democratic life of the citizens which may include casting the vote, join the political party, voluntarism or trust in political process of the country. The inclination towards participation in democracy majorly observed among the youth, who are socially disoriented and disengaged in the democratic process due to lack of participation. And if the scenario persistent regarding less participation of youth in civic activities then the democracy will be in great danger in future. However, the technological development in the past decade could be the solution of this issue, and specifically the internet. Internet used as medium to reengaging the youth in the civic activities, specifically the use of social media. Social media gives the opportunity to the people to interact, participate and engage in social issues of the society. So there seems to be the need of the hour to develop more understanding in the crippling situation of civic participation among the youth, especially in multi-ethnic society like Malaysia in the context of social media use.

Key words: Democratic deficit, Civic activities, social media

1. Introduction

The social media has become omnipresent and provide opportunity to the people for social networking and content sharing through Twitter, Facebook etc. Social media gives internet-based platforms which facilitates the people to create and exchange the user generated content by using web-based technologies or mobile (Asur & Huberman, 2010). The social media has potential to change the public opinion regarding any issue because of its ease of use, reach and speed and these issues may involve social, environmental, political etc. In the current era, social media has power in the construction of collective wisdom of the public.

The social media has exploded as a category where plural society can generate benefits from shared experiences and these shared experiences provide some sort of social glue which helpful in the efforts to solve the shared issues. As well as social media is encouraging the people to listen up opposite views on any issue which could be helpful in identification of the people's real problems and needs. The use of social media for information purposes has ability to share such information which eventually beneficial for the whole society (Boulianne, 2015).

The power and importance of social in current age is enormous. As we witnessed the power of social media in politics in 2016, the Turkey military attempted a coup against Tayyeb Ardaghan but it failed. The major television network in Turkey going to blackout but the military was not succeeded to take over the social media. The Tayyeb Ardagan appeared himself on social media and gives the message to their supporters to fight against such anti-democratic powers and eventually coup failed. Therefore, social media played vital part in combating such anti-democratic powers.

Therefore, people do not live in echo chambers or information cocoons in the well-functioning democracy. People are confronting with the wide range of topics and ideas on social media. The youth are getting information from the social media and social media has capacity to ease the flow of information among the people (Arrahmah, 2018). The Malaysian youth consider as heavy users of social media. As many studies indicate that the social media possess the power to regenerate political life, culture and civic life of the people (Boulianne, 2015; Benkler et al. 2015; Vromen et al., 2014; Loader & Mercea, 2011) and the emergence of social media generates the different mode of social interaction between the people which influence the everyday life of every citizen (Artikel et al., 2017).

So, social media use holds the potential to increase the knowledge of the citizen about the political issues which may helpful to develop eagerness in citizens to participate in civic activities (B. S. Kim, 2016). Hence, the area of concern for the research scholars is to understand the role of social media and their use by youth regarding civic participation.

In Malaysian context, the youth observes disengagement from the civic activities (Samsuddin, Hasan, & Ching, 2016) which obviously not a healthy sign for the political stability of any country. As, Rajaratnam (2009) showed some serious concerns over the participation of youth in the political and civic arena of life. As well as, Isme (2011) also indicated that the Malaysian youth engagement with the political process is towards the rate of inclination. Malaysian youth shows lowest political and civic participation as compared to the others counterpart countries of commonwealth (Report, 2013). So the mobilization of the youth regarding civic activities highly needed for the advancement of Malaysia in the political context. The social media should be helpful to fill this gap and had capacity to engage the youth in the civic and political activities (Tang & Lee, 2013).

2. Critical Review

There are seems to be consensus among the scholars that social media helpful in increasing the social networks and mobilizing information between people (Tang & Lee, 2013). The exposure to information may increase in the larger networks among people through social media which make citizens more active and participatory in social issues (Boulianne, 2015b). But many studies identified that the larger network holds the more weak ties in the relational perspective, although these large network of citizens on social media ease the flow of information which ultimately facilitate the civic participation (Wilson et al., 2014; McPherson et al., 2006; McPherson et al., 2006).

However, the story of social media effects on people is not simple that in recent years there are few scholars who claimed that the new innovative mode of communication are demolishing the culture and politics and assumes social media as main culprit in destroying the social fabric of the society (Sunstein, 2018: pg 30; Valentini, 2015; Murayama at el., 2013; Selwyn, 2012). But there seems to be consences over the use of social networking sites for the sake of information have possitive effects on society. Shah et al., (2005) mentioned in their study that civic participation assumes as outcome in the shape of behavior of the whole society at large and their cooperation among each other. Civic participation by the citizens plays a critical part in the functioning of the democracy by facilitating the collective action toward community building (Samsuddin & Hasan, 2016). However, when the citizens engage themselves in civic activities then the norms of reciprocity appears in them, which eventually fruitful for the whole society (Newton, 1997).

In prior studies, researchers are seems to be agreed upon the relationship between the media consumption and civic participation and this assumes to be well established relationship in researches. Such as Shah, McLeod and Yoon (2001) indicates in their study that the consumption of news media and interpersonal political discussion had an impact on civic participation. Likewise, Glynn, Huge and Hoffman (2012) also noted in their study that the social networking sites news use encourages in the increase of participation of the citizens. As well as, Shah et al., (1998a) and Norris (1999) observed in their conducted research that the civic participation increases by the uses of internet for information seeking purpose. Thus, the media consumption and civic participation have positive relationship with each other.

Hence, from the last 20 years, many scholars have examined the impact of new digital media on civic participation (Skoric et al., 2016). Early research scholars majorly concerned with the frequency and duration of internet use (Nie & Erbring, 2000). However the seminal studies from the early 2000s researched on the motivational perspective (eg. Katz, Haas, & Gurevitch, 1973) to explore how different patterns of internet use predicted social capital (Shah Nojin Kwak, 2001). Therefore research scholars found that the use of social networking sites increases social capital (Skoric et al., 2016) as well as civic participation (Shah et al., 2005).

In prior studies also identifies that social media and civic participation has a significant positive relationship (Boulianne, 2015; Zúñiga et al., 2012; Kim, Sohn, & Choi, 2011; Pasek, More, & Romer, 2009). As, Bargh & McKenna (2004) argues that the "features of the internet communication setting and the particular goals and needs of the communicators, inform and guide the impact of social media

on civic participation". Moreover, Zhang et al. (2010) also finds that the use of social media was significantly associated with increased civic participation.

As, some scholars from different fields agreed that the enormous growth in the use of the internet is transforming social and civic life of humans (Valente & Davis, 1999; Kraut et al., 1998; Dertouzos & Burkan, 1997). As well as, some scholars argues that the internet era contains the promise of enhanced knowledge, strong relationship among people and also "wired" communities around the globe for cooperation and coordination (Morahan-Martin & Schumacher, 2000; Bimber, 1998; Katz & Aspden, 1997; Jones, 1995). However, the pattern of using social media different in demographic context such as a recent study which conducted in US and Hong Kong finds that the respondents from the individualistic culture more likely to uses social media for seeking and gaining information whereas the respondents from the Hong Kong reported that the collectivistic culture uses social media for social interaction (Chau et al., 2002). Indeed, individuals who use social media may have different motives to use it which reflects their needs and wants.

The motivation of an individual's uses of social media very much crucial aspect for analyzing the social capital and civic participation. The use of social networking sites for seeking of information positively relates with the civic participation (Zúñiga, 2012). For instance, social networking sites users are use SNS for seeking information regarding community work, discuss information about hot political issues and share links with each other of societal stories. Obviously, the information sharing among SNS users are not always about the public affairs just like the television contents which not always broadcast the entertainment stuff to their viewers. However, SNS users use this platform not only purpose of information seeking, they also SNS others purposes like personal identity construction, social relationships or entertainment. Therefore, the contents on social networking sites are diversified and people use SNS for the fulfillment of their different purposes (Hilbert, 2009). As, Robertson, Vatrapu and Medina (2010) observes in the Presidential Election of 2008 in America that Facebook users shares the links of different news channels (CNN, the New York Times and the Huffington) posts and people immensely giving comment on these posts and these activities which performed by the SNS users affirms their political commitment towards a campaign. Hence, the use of social media but specifically the news use enhancing the civic participation which helpful for the whole society.

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Malaysia Media in Post GE-14 Era

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ABSTRACT By tradition, political news coverage in the Malaysian mainstream media is often seen as biased and too favourable to the govern-ment. Political Transformation Programme (PTP) declare by the sixth Prime Minister of Malaysia in 2012 was predicted to have altered the local media landscape. More interestingly, the current ruling party has promised a more significant reform in upholding press fredom. To what extand this transformation and reform has been translated into significant press freedom exercise? Generally this paper aims to analyse the impact of GE14 on press freedom by analysing framing of the 100th day of New Malaysia Government as the case study. Through content analysis of mainstream newspapers, this article discussed the press freedom progress in the new dawn of Malaysia.

Identity Building Among the Youth Through Broadcasting: A Case of Nasionalfm, Malaysia

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Abstract Identity building is a continuous effort in Malaysia, a country with multiracial background. It is important for Malaysia to have a strong national identity that will enable her to achieve the status of a developed nation by 2020. To ensure Malaysia stays continuously in peace and harmony, Nasionalfm has a role to keep the nation united. The objective of this paper is to identify the elements in radio programmes that will contribute towards the identity building process specifically among the youth audience. A content analysis was carried out based on the data collection of in-depth interviews and observations. Interviews were done with the radio station top management, producers and the broadcasters in more than six states in Malaysia. The findings show that even though it is very unlikely for Nasionalfm to be as popular as the commercial radio stations, changes and creativity are pertinent to ensure sustainability in Nasionalfm.

Keywords: identity building, radio programmes, youth, content analysis and creativity

1. Introduction

As a multicultural independent nation, Malaysia's second and third generations of youths are striving to sustain harmony and integration of pre-independent and post-independent Malaysians enjoyed. Malaysia is projected to be an ageing nation by 2020 with 7 percent of the population aged 65 and above (Statistics Department, 2017). Malaysia has 32 million population which comprises of 68.8 percent from the Malay race group combined with the indigenous groups, Chinese at 23.2 percent and Indians at 7.0 percent, hence intercultural interactions in Malaysia are inevitable.

Yusof (2006) states that these ethnic groups have their own beliefs, culture and norms that affect their behavior in the society. The forging of the national unity and integration amongst the various ethnic groups has been successful through greater social tolerance and interactions of these differences. According to Parekh (2000), fostering unity and nurturing cultural diversity are equally important goals in a multiethnic background.

1.1 Radio Stations in Malaysia

Radio Television Malaysia or RTM is the broadcasting arm under the purview of the Malaysian Communication and Multimedia Ministry. Majority of the radio stations in Malaysia are commercial radios except for the 32 RTM radio stations. RTM was established in 1st April 1947 to disseminate government information to the public.

The objectives of establishing Nasionalfm were to broadcast information and events nationwide at a daily basis. This radio station via its programmes was a necessary platform for nation building. As the medium of communication to engage the government and the people, Nasionalfm broadcasts programmes in Malay and the local dialects.

It is worthwhile to note that despite all 32 RTM radio stations have a percentage of their programming format with the purpose of social integration, it is the Nasionalfm that is the forebearer in the creation a uniting the Malaysians. As the quality of tomorrow's youth depend very much on how and what their lives are today, and the importance to educate the nation at a young age, the government has taken several steps to be closer to the youth. Similarly, Nasionalfm has adopted the same approach in broadcasting to its young audience using multiple platforms.

2. Objective

The main objective of this paper is to identify the elements in radio programmes that will contribute towards the identity building specifically among the youth audience. This study was done based on the following research questions (RQ):

a) Producers

RQ1: How do you design a programme that will ensure you the correct messages are received by your audience, specifically the youth?

RQ2: What are the initiatives taken by Nasionalfm to attract youth to the station?

b) Broadcasters

RQ3: How do you create sustainability among the existing youth listenership while attracting new listeners among the youth?

3. Significance of Study

Nasionalfm was established to broadcast programmes that will promote unity among all races in Malaysia. This study emphasises on youth as more than 50% of this radio station listenership consists of youth from the ages of 17 to 40. In just 6 years to go, the youth today will lead in their chosen field and is expected to join the global players. The quality of tomorrow's youth depend very much on how and what their lives are like today. It is with this deep concern that the government continually strives to engage with this group of youth through the media including the broadcast media.

Media is the principal source for much of what the citizens know about the world, and what is reported and how the information is framed has implications for both the public and the policy agendas. All these will help Nasionalfm, to better design their programmes.

4. Statement of Problem

In the era of advance thinking in scientific and technological progress such as the Internet, media is the potent force for mass enlightenment, supplementing and continuing to educate the public. Hence, the role of radio today should not be undermined as it has been hailed as the best hope for uniting a divided world in the effort to preserve global peace.

In the current situation, there are pockets of dissatisfaction which mainly involves the lack of equality among the Malaysians in several aspects such as politics, distribution of wealth, educational opportunities, healthcare and housing issues. However, due to the multi-ethnic composition of the nation, the gap between the government and the youth is inevitable. Nasionalfm as the media arm to the government has the ability to close this gap. This study is to ensure that the role of Nasionalfm is carried out as it should be.

5. Literature Review

National identity is the result obtained when several groups of people with multi - cultural and social background live together harmoniously adopt a common lifestyle and shared mindset. According to Kymlicka (1996a), having a national identity leads to creating a social unity by emphasizing on the importance of identifying a model of social unity that can accommodate ethnic diversity and is also important politically.

Another factor in unity, the sense of belonging which was described by Tajfel (1981) as when a minority group has failed to have the feeling of 'belonging', there may be an attempt to leave the community pursue to create their own values. Rawls (1996) agreed that social unity is important to foster social justice while Miller (1999) described it as peacefully resolve conflicts, and Dahl (2000) as to create effective democratic institutions.

As for the Malaysian identity, the youth today preferred to be linked with a certain entity or unit, in order to have trusts and feel secure. This link or bond among the races in Malaysia could be seen through the culture, language, lifestyle and sharing of ideas. How does a process of identity work? Rozenblit (2013) reiterated that the complexity and fluidity of an identity were held by people of multiple identities and perform those identities depending on the circumstances.

In the Malaysian context, unity has been a result of having trusts and respect among the diverse ethnic groups. Uberon (2007) did a study which showed that this can only be achieved when factors such as *security* and the *sense of belonging* of each ethnic group are assured. It was impossible to have security when a minority group was not perceived as important which would then result in the minority group assimilating the culture of the majority group or accepting the fact that the minority group would unlikely be important in the society. The second effect was the beginning of 'disattachment' in the society, hence creating 'self-segregating communities', as a result, this group would become recalcitrant and refuse to integrate into the society.

In other words, the more a given identity is perceived by the individual as a source of self-esteem, self-efficacy, distinctiveness, meaning, continuity, belonging and psychological coherence, the higher the chances for an individual to arrive at the state of self-conceptualisation. The multiracial environment in Malaysia has resulted in the existence of cultural diversity, hence the existence of a broad variety of cultures in the local community.

In terms of cultural identity, Hecht (1993) referred cultural identity as an identity shared by members of a culture that, taken as a set, mark them as distinct from members of other cultures. Like most forms of identity, according to cultural identity is socially constructed – that is, people do something to create and then claim it, whether that be speaking a particular language, eating particular foods, or following particular religious practices. Individuals have multiple identities, and these change over time being constructed and reconstructed through communication in intercultural interactions. Akindes (2005) mentioned that "Being constructed, identities must be communicated from one individual to the next, and passed down from one generation to the next, most explicitly from parents to children. Children of parents raised in different cultures provide an obvious example of individuals holding multiple cultural identities, since children frequently become competent in all cultures.

A study among the African American youth by Whaley (2012) showed that the multicultural environment played a significant role in the youth success academically while Oyserman et al. (1997) emphasized on 'socially contextualized model' which consisted components such as 'the sense of community', 'awareness of racism' and 'individual effort as an African American'. (cited by Whaley et al. in The Journal of Negro Education, 2012, 81 H, 25-38).

At the school level, Carter (2006) found out that schools that promote "interculturalism" may have better academic and social results compared to the schools that do not. An investigation to identify the relationship between self-esteemed and cultural identity showed that when one was aware of one's cultural identity, one would be of a higher self-esteemed, hence have a higher productivity.

Oyserman et al. (1997) emphasized on 'socially contextualized model' where the success of African American youth was the result of the three components embedded in them. These components are 'the sense of community', 'awareness of racism' and 'individual effort as an African American' (cited by Whaley et al. in The Journal of Negro Education, 2012, 81 H, 25-38).

The youth is the asset for the future. Based on Campinha-Bacote's five models in developing cultural competence: cultural awareness, cultural knowledge, cultural skill, cultural encounters, and cultural desire (cited by Hammerich in The Journal Canadian Chiropractic Association., 2014; 58(3)) are the elements necessary for a person to equip himself in preparation for a diverse environment.

6. Theoretical framework

The media Agenda Setting Theory and the Identity Process Theory were used in the identification of the elements of identity building. According to Miller (2005), Agenda Setting Theory discussed about how the media shaped the audience's view of the world, what the world is like, what is important enough to pay attention to, and how to deal with societal issues. Zhu and Blood (1997) stated that agenda setting is the process whereby the media lead the public in assigning relative importance to various public issues.

The Identity Process Theory (IPT) (Breakwell, 1986: Vignoles, 2002; Hecht, 1993) proposed a theoretical framework for understanding the motivational aspects of national identification which include the structure of self-identity as mentioned by Uberon (2007). There exists two processes. The first process is the *assimilation accommodation process* where it refers to the absorption of new

information and the adjustment which takes place in order for it to become part of the structure. The second process is the *evaluation process* which confers meaning and value on the contents of identity. Breakwell (1986) stressed that according to IPT, a 'social representation is essentially a construction of reality' which determines the social and psychological meanings attached to surrounding social stimuli.
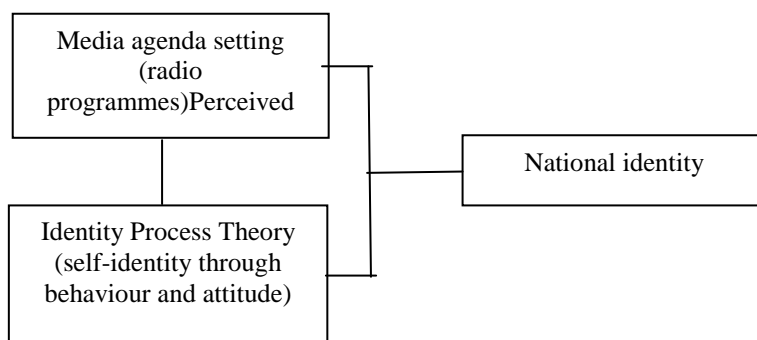

Figure 1. Theoretical framework in the identification process

7. Methodology

Content analysis was the method used to examine the content of selected radio programmes, broadcasted from 1 January 2015 to 28 April 2015. Some of the important local events took place were the re-building the flood affected areas in Kelantan, Terengganu, Pahang, Sabah and Sarawak; the death of the opposition party leader; and the continuous campaign to introduce the Goods and Service tax (GST) by the government. Some scholars have indicated that content analysis is the most sensible way using a census to conduct a research that is by examining a particular event or series of events (Lai, 2012). The programmes involved were news, editorial and daily segments.

Using the qualitative approach, data was collected from observations and interviews conducted with the key personnel of Nasionalfm in all regional RTM radio stations. The observation covered areas of programme content and message delivery while the interview questions were based on the research questions. The data was then grouped into themes based on the research questions of this study. These themes formed the bridge between the customary practices and the beliefs of the audience, the basis of the triangulation process towards the solution of this study.

8. Findings and discussion

8.1 The findings of the interviews are presented in three parts as follows:

Table 1. Interview findings

	Research Question	Emerging Theme	Remarks
Part 1	Designing of radio programmes	Transparency in news reporting and information dissemination	Directives received from the authority. Delivery representation selected.
Part 2	Initiatives to attract youth to listen to Nasionalfm	Usage of effective media platform	High competition among other radio social media platform.
Part 3	Sustainability on existing youth and potential youth listeners	Creativity in delivery	Quality of presentation

8.2 The observation from the social media as depicted as follows:

Table 4.2: Number of 'likes' and 'comments' by youth listeners

	Facebook	Tweeter
January 2015	80	184
February 2015	63	158
March 2015	115	216
April 2015	76	137

Table 4.2 shows the inconsistency of followers for both the Facebook and the tweeter. It is observed that in March 2015, there was a leap jump of numbers of followers in these platforms. This was due to the GST implementation on 1 April 2015 and many programmes were aired during the month March 2015 to inform and educate the public. Audience were encouraged to participate in the social media for answers to their questions.

9. Discussion

This study showed that Nasionalfm was aware of the importance of the youth market share hence the suitability of the radio programmes. So, what is the relationship between the findings and the national identity? The findings showed that due to the designing of the radio programmes based on the agenda – setting theory, youth consumed the information at their own pace and capacity while building their own mindset on

The frequency of the news stories and the appropriateness of delivery by the broadcasters had helped expedite the Identity Process Theory towards a common and shared identity or widely known as the process of structuring self – identity. This was then followed by the acceptance of values embedded in the radio programmes in the presence of the social surrounding stimuli. It was through this self-identity that will make the youth value their uniqueness as Malaysians. The development towards an identity of a much higher value such as a group identity was seen from the social media feedback. This included some common lifestyles, acceptable opinion and shared values. Will these thoughts and common mindsets bring the youth together? Will this be part of the process in identity building? If Kymlicka (1996a) believed in identifying a model that can accommodate ethnic diversity, and as a result will lead towards a social unity, then Nasionalfm has fulfilled its role in making sure its audience is experiencing the process of identity building.

Nasionalfm has put a lot of emphasies on the social media to reach its young audience. Websites, blogs, Facebook, tweeter and Instagram are a must for Nasionalfm as the young audience browse these sites during their leisure time for many purposes. This was very relevant as at the stage where it was normal for the youth or the Gen Y to imitate and develop their personalities, idols and models being their icons, Nasionalfm has applied the agenda – setting theory to its maximum.

In line with the Identity Process Theory, it is normal for the youth to request for current songs and diverse participations from other races or ethnic groups as they are at the stage to develop themselves, personally and professionally.

Nasionalfm needs to continuously deliver quality and creative programmes that will attract the youth of various races to its radio station. Its promotion of aggressive participations using the social media is applauded. However, a more creative content is required more frequent than ever in order to compete with other radio stations in terms of the choice of getting information. The credibility of the news and information are the strength of Nasionalfm which should be leveraged in order to gain more young listeners.

10. Recommendations

It is recommended to have more participations from various races to be on air as this will attract different races to listen to Nasionalfm. Based on the Media Agenda Setting Theory, a well designed programme will enable Nasionalfm to widen its young market share.

External activities on culture or community engagement with the youth should be considered by Nasionalfm as this can create positive values and reduce the gap between the youth of different races. These activities can then be shared on air as part of the programme.

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The Investigative Journalists and Their Challenges in Framing the Issues of Corruption in Sudan

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ABSTRACT Nowadays, investigative journalism is faced with multiple challenges in the world. Hence, the present study is aimed at identifying the challenges of investigative journalists in framing the issues of corruption in Sudan. A qualitative research method was employed, involving the use of in-depth interviews and purposive sampling technique was adopted in selecting 20 Sudanese journalists and editors from across both governmental and private newspapers operating in Sudan. In order to achieve a clearer understandings of the journalists' perspectives, and the study supported each theme with models generated by means of employing NVivo 8 software. The findings revealed a number of restrictions faced by investigative journalists, namely; restrictive laws and censorship, weak press freedom, taxes, customs and other restrictions on newspaper print inputs which are usually imported from outside the country, Therefore, this study calls for more attention to be drawn into making amendments on the legislation in Sudan.

Key words: Investigative journalists; Challenges; Framing; corruption; Sudan

1. Introduction

In fact, investigative journalism began to emerge in the late 1950s, the revival of the modern investigative press dating back to 1974, when press correspondents Carl Bernstein and Bob Woodward were involved in a book on the Watergate corruption scandal, and two years later the book was the basis of a thrilling film. In August 1974, Richard Nixon became the first American president to step down. Some sources in the media claimed that was the day the press dropped him (Aucoin, 2007).

World over, information is transmitted to the public from the media, and professional journalists are set behind it. Whether it is newspaper articles, radio or television programs journalists are the pulsating heart and the intellectual mind of the media. Journalists have a fervent observed eye on politicians, public officials, and companies (Von Dohnanyi, 2003).

2. Sudan Secnario

In Sudan there are various problems concerning investigative journalism which includes: authoritarianism laws, restrictions on press freedom, financial problems, poor working environment and corruption, lack of journalistic training, as well as violence against journalists however much attention has not been directed at these problems. More so that there is strong concern about the dramatic increase on the issues of corruption in Sudan despite the fact that the number of political and social newspapers in Sudan has risen to more than 45. Investigative journalist might not have been exposed to corruption in Sudan but due to the restrictions imposed by the state on investigative journalists such as weak press freedom, censorship, difficulties to access government information, taxation, financial burdens and other series of obstacles which has limited the development of investigative journalism and has also prevented them in playing their role as watchdog of the government. All these have motivated the main objective of this study which also led to understanding the immediate motives why investigative journalists are faced with challenges in framing the issues of Corruption in Sudan. Hence the need to further study on this topic of research.

Previous studies have focused on the role of media to curb corruption (Sowunmi, Raufu, Oketokun, Salako, & Usifoh, 2010; Stapenhurst, 2000), or 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 the media coverage of corruption scandals

(Tella & Franceschelli, 2009). whereas (Motlhasedi & Phiri, 2015) focused on the impact of mass media on corruption in South Africa.

However, limited studies focused on investigative journalists and their Challenges in framing the issues of corruption in Sudan. Therefore, in the present study the focus is on how the Sudanese newspapers frame the news of corruption issues. The present study adopts theories of media framing to examine the coverage of corruption in the Sudanese Press.

3. Methdology

The present study employed a qualitative research method using in-depth interviews to sufficiently investigation the perceptions of the Sudanese journalists and editors and explore the investigative journalists and their challenges in framing the issues of corruption in Sudan the Sudanese newspapers' in framing the issues of corruption in Sudan. A purposeful sampling was adopted in selecting twenty of 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 adequately supported each theme with models generated by means of employing NVivo 8 software.

3. Discussion and Conclusion

The results of this study have greatly contributed to understanding the impact of investigative journalists and their challenges in reporting corruption issues in Sudan. Based on the findings of this study, the following recommendation is necessary. As it appears that the phenomenon of financial corruption is an old and renewable phenomenon and may last for longer periods, it requires concerted efforts of the media to expose it to the protection of society and ensure its development. On the other hand, there is a need to remove the obstacles that stand in the way of the investigative press. From the provision of press freedoms and easy access to government information and the lifting of financial constraints such as drought and other financial burdens and encourage and the implementation of investigative journalism for development.

One of the most important challenges facing journalists everywhere is to work in an uncertain economic environment given the fact that layoffs happen everywhere forcing journalists to do more with less income (Blog.journalistics, 2009). Figure 1 below shows theme two challenges in reporting corruption with its secondary themes which include (Information hoarding, lack of investigative training and imposing taxes) which are generated from Nvivo 8 software.
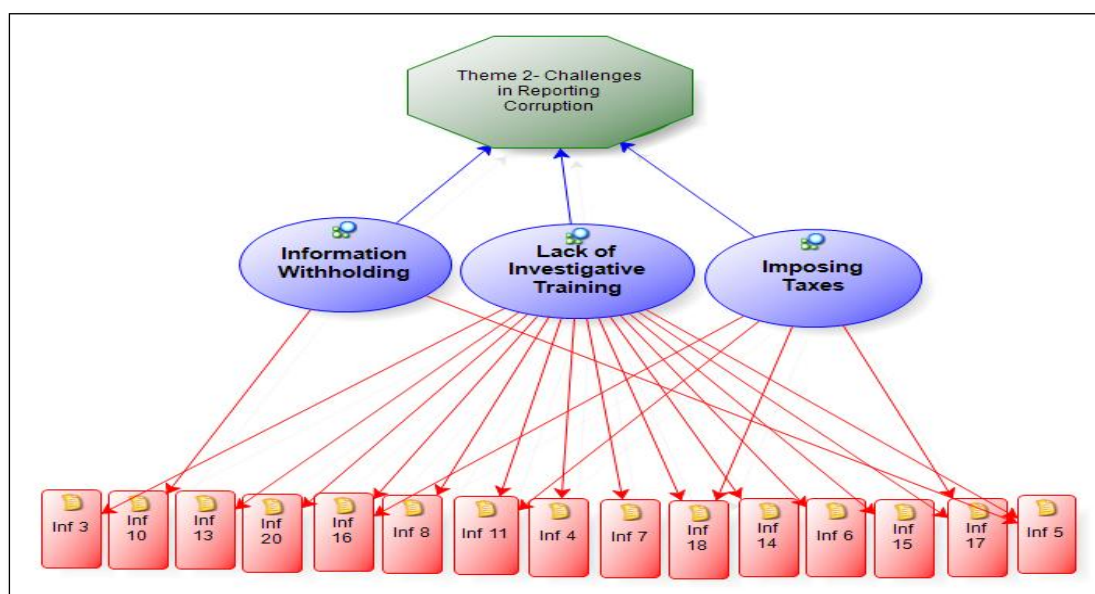

Figure1. Challenges in reporting corruption

3.1 Information Withholding

The right to access and accessing information are an important feature of meeting the requirements and the criteria of democratic governance. This means the actual application of freedom of expression and access to information, whether public access to the media or the access of journalists to the government information (Baglo, 2008). Figure 1. above shows the informants' perceptions on information hoarding with its dimensional relationships developed from the interviews.

The views below show the informants' perceptions regarding the information hoarding on corruption issues. One informant observed "To a certain extent, because there is a blocking of information and this impedes the investigative journalism in Sudan with the existence of problems such as withholding information from different quarters, but not enough" (informant-5). Informant 10 supported the view:

> I do not think so, because of the absence of information, there is no doubt that the availability of information is the basis of the investigative news article, which leads to examining the problem and the final solutions. Because of the absence of information, the Sudanese newspapers review some topics generally rather than seriously. (Informant-10).

3.2 Lack of Investigative Training

African researchers describe various problems of the investigative journalism: authoritarianism laws, restrictions on press freedom, financial problems, poor working environment and corruption, lack of journalistic training, as well as violence against journalists (Mudhai, 2007; Yusha'u, 2009). Figure 3. below shows the informants' perceptions on lack of investigative training with its dimensional relationships developed from the interviews.

The followings express the informants' perceptions regarding the issue of lack of investigative training on corruption.
Informant 3 describes the problems faced by the investigative journalist:

> As an investigative journalist, I have conducted some investigations that have had an impact on some continents. In contrast, I have been attacked by parties included in the investigation. I won the Thomson Foundation Award as the best investigation, but the journalist has a number of problems and can make some journalists reluctant to work as investigative journalists. Yes, it plays its role as investigative journalism, but many of the problems and obstacles could lead many journalists to refrain from conducting investigations (Informant-3).

Informant 4 described the challenges as general regarding the lack of the investigative training:

> Although investigative press suffers from poor training and other problems, the press operates according to the available freedom and economic capacity. It depends on the policy of liberation and its political orientation and the freedom granted by the state (Informant- 4).

Also, informant 5 supports the above view and stated: "There is a lack of information in Sudan in the presence of other problems such as training and weak press freedom from various government institutions. All these problems affect investigative journalism in Sudan (Informant-5). In contrast, informant 6 explained his idea through his perception and stated that there is no problem facing the journalism in terms of press freedom.

> To a large extent, the existing space of freedom in newspapers is no exception but without an ambition. As journalists, we have a lot of freedom to move in, along with red lines not listed in the press law and in the press code of honor and each newspaper has its editorial policy (Informant-6).

Similarly, informant 11 stated:

> Yes, satisfied with the practicing of the Sudanese newspaper for its role as investigative journalism, because it will not be able to provide the Sudanese press more than it presented because of their one direction. This role is sufficient in light of the situations and in light of the difficulties encountered and the obstacles placed in front of them and the existing lack of healing (Informant-11). Also, a similar view is expressed by informant 17:

In general, I strongly believe that the press in our country publishes and discusses all issues, including issues related to financial corruption boldly, directly, objectively, without fear and no obstacles whatsoever stand in the way (Informant-17).

Informant 7 has another view stating "The Sudanese newspapers are still practicing their role as investigative journalism that is still unsatisfactory and needs to improve through training and providing more space of freedom of the press".

Informant 8 concentrated on the lack of training of the investigative journalists and lack of press freedom:

Newspapers were not free enough and they face a lot of problems such as training of journalists, and the space of freedom is simple. The newspapers are their censorship problem. Otherwise, there would have been a lot of news. Two years ago, the newspapers were dealing with corruption issues. But now, they have gone down and do not deal with the corruption cases except what is published in the report of the Office of the General Auditor (Informant-8).

A different perception was expressed by informants 13 and 15 "The press is diligent and it will have to gain the benefits of this effort and there is no lack of the investigative press, but the investigative press is few in the Sudanese press, and we need to do that more".

Informant 14 added "The press needs more investigations and larger areas of investigations, but corruption cases need more training because getting information is difficult".

Informant16 explains the following view point:

To some extent, there are newspapers that can be the only public relations newspapers where professionalism is found at the lowest level. In contrast, there are newspapers that follow the investigative journalism style and research and produce split investigations that influence decision-making. I would like to remind you that AL-Intibaha has done a better investigated coverage about the (May market) in south Khartoum and they sell rotten food and oil that is not suitable for human using. Because of the investigative report published in our newspaper, the police carried out large-scale campaigns and raided these places and benefited citizens from these campaigns. On the other hand, if you are talking about a financial corruption investigative press, as I have already told you that he needs a lot of caution, especially in the press, to get real documents, the journalist will have a great difficulty. The journalist will face considerable difficulties to obtain documented information. This journalist may be subject to legal accountability and may be brought to court (Informant-16).

Supporting a similar view was stated by informant 18:

The Sudanese press plays its role as an investigative journalist to a certain extent, but this is not enough, and this may be for several reasons, including weak training and weak press freedom. However, I am not sure that the press is playing its role as a fourth state or not. I do not think that the Sudanese press can do more than now due to the difficult circumstances and the pressure it experiences (Inforamnt-18).

Informant 20 expressed the view below regarding the lack of investigative training in corruption and said "There is an attempt by the Sudanese newspapers to play their role as an investigative journalism, especially in this social newspaper, despite that the Sudanese media lack training and legal obstacles"

3.3 Imposing Taxes

Governments have some tools that can affect the media and the most important tools are money. Governments can impose tax, distribute advertisements and restriction laws to suspend newspapers. Also, Governments have a long tradition of distributing public advertising to sympathetic newspapers while keeping them away from non-pro-government newspapers (Di Tella & Franceschelli, 2011). Figure 1. above shows the informants' perceptions on imposing taxes with its dimensional relationships developed from the interviews.

The following views express informants' perceptions regarding the issue of imposing taxes. Informant 11 explains how Sudanese newspapers suffer from taxes and other financial burdens, which is a powerful pressure factor on newspapers that can lead to limit their development:

The imposition of heavy taxes on newspapers, Zakat, and customs for press production inputs such as printing and paper inks, etc., are imported from abroad, thus increasing

their financial burden. If you want to solve the problem of journalism, you have to take it out of the concept that "journalism is a business" and introduce it into the concept of cultural work. However, this requires the abolition of fees and taxes borne by the newspapers. If the state does not intervene in support of production inputs and reduce costs, straight ahead, the press will face difficulties every time the journalist is valued and we will reach a stage where people will not be able to buy newspapers (Informant-11).

Supporting the above view was also expressed by informant16:

The restrictions imposed by taxes, customs and others on print inputs are restrictive because they are the ones suffering greatly in newspapers printing, and there are usually more printing presses than journalists' rights and salaries. The press industry in Sudan faces great challenges, such as importing paper, ink and foreign workers. Then the Sudanese press suffers from a significant decline in the distribution of its sales to the newspapers, because the paper press market originally suffered a fierce attack from the new social media. The Sudanese reader is stepping up his steps to go to the bookstores to buy a private newspaper. Its price has become 4 pounds in the universities. This implies that the price of the newspaper is equal to the price of bread, but now the price of the paper is worth 8 pounds. Hence, the Sudanese people do not buy newspapers (Informant-16).

Similarly, informant 17 supported the view point stating:

The press industry in Sudan has become very expensive because of taxes and customs on the input of the press industry such as ink and paper imported from abroad and because the papers and ink's price rose, which increased the price of printing and the cost of the newspaper. Hence, I will find that the newspaper has become expensive and will refrain from buying, which affected the market negatively (Informant-17).

A similar view was released by informant18 who stated:

The state also imposes taxes and other financial burdens on it and increases the costs of the production of newspapers and the owner (publisher) faces all these obligations and may not be able to fulfill them, which hastens his exit from the market (Informant-18).

4. Discussion and Conclusion

Several major challenges hamper editorial and professional processes in the investigative press in Sudan. In addition to the lack of financial resources for the training of investigative journalists, although the Press and Publications Law of Sudan explicitly stipulates that newspaper owners are obliged to allocate part of the budget of the press organizations for training, investigative journalists face other challenges such as the difficulty of accessing government information and a number of economic pressures on institutions Which is also reflected on the journalists of the investigation, including the imposition of taxes and customs and other financial burdens and poor salaries compared to the work done by investigative journalists from long working hours.

The main objective of the study was to identify the challenges faced by the journalists in reporting corruption in Sudan and its effect on the framing the issues of corruption in Sudan. It has been revealed that information concealment, lack of investigative training and imposing taxes are the key challenges during reporting corruption cases in Sudan.

Consequently, there is the need for the activation of the law to access the government's information which was issued in 2015, as well as the obligation of press institutions to train journalists.

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Information sources of Sexual and Reproductive Health (SRH): A qualitative study among final year students in UUM

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ABSTRACT The sexual and reproductive health (SRH) has become one of the imperative and critical issues in Asia, including Malaysia. Due to the increasing rate of SRH problems, the information about SRH should be communicated well among the youths. This study aimed to explore the information sources of SRH among final year undergraduate students. 12 final year students in UUM participated as informants in the interview sessions. The results showed that the informants usually seek the SRH information through various sources such as internet, family members, and health service providers. Overall, this study recognized that appropriate sources for SRH information are really important among the selected participants and it is also anticipated as essential for youth in Malaysia.

Key words: Information Sources, Sexual and Reproductive Health (SRH), Youth, Health Service Providers, Communication

1. Introduction

The sexual and reproductive health has become one of the important and critical issues in Malaysia, even in Asia (Rahman, Rahman, Ibrahim, Salleh, Ismail, Ali, Wan Muda, Ishak & Ahmad, 2011). In Malaysia, there is an increasing number of HIV cases, which is edging up from 3,393 in 2013 to 3,517 in 2014, and end up with 91,848 HIV patients in 2014 (Global AIDS Response Progress, 2015). Other than that, pre-marital sexual activity among adolescent has become more common over the years and is on the rise (Low, 2009). This phenomenon may increase the risk of contracting and transmitting sexually diseases, including HIV or AIDS, and even may lead to unwanted pregnancy and abortion. Low (2009) stated that the problems of sexual and reproductive health which disserved our youths are premarital sexual intercourse, sexually transmitted diseases, unwanted and unsafe pregnancies, abortions, sexual diversity, HIV or AIDS, and cybersex.

Due to the increasing rate of sexual and reproductive health problems, the information about sexual and reproductive health should be communicated well among the youths. Information becomes one of the core elements to ensure the youths have the correct perceptions on take care their sexual and reproductive health. According to Low (2006), the lack of sexual and reproductive health information, services and education are the factors that increase the risky sexual behavior among the young people and make them having the misperceptions about the sexual and reproductive health. Communication for sexual and reproductive health is a significant action towards the youth nowadays. Thus, this study is presented to discuss the youth behavior in searching for information source and the needs for the information of sexual and reproductive health.

2. Information sources of Sexual Reproductive Health (SRH)

Since the Malaysia is under the conservative cultural, the topic about sex is still considered as a taboo is the family, even in the country (Leul, 2015). Due to the sensitivities, the education and the communication about this topic is inadequate. According to Ismail and Hamid (2016), the young people often do not willing to discuss sex related topic with anyone, except about puberty changes. This causes the young people to do not have the platform to obtain the information about sexual and reproductive health. Hence, there is an unmet need for revealing the reliable information sources for the young people to help them in obtaining the information.

Other than that, the lack of communication and education programs of sexual and reproductive health in Malaysia causes the young people who are curious on sexual topic may get the information from various sources. According to the previous studies of Zhang and Shah (2007), young people can obtain the sexual and reproductive health knowledge from different sources, such as media, family, school, health services providers, and the community, especially the school teachers and mass media,

which identified as the two most important sources in information seeking on sexual and reproductive health. The adolescent are increasingly depending on mass media to get the information, while the percentages of adolescents seeking information from teachers were declined. Another study by Ismail and Hamid (2016) showed that most of the Malaysian students obtained the sexual and reproductive health knowledge from teachers, friends, parents and media. Besides, Ruppel and Rains (2007) also stated the health providers, family, friends, magazines, newspaper, television, books and the internet are the information sources that can be used in order to get the sexual and reproductive health information. Due to the development of technology, the internet use in information seeking on health information has become increasingly common among the young people (Yan, 2010). Therefore, there is a need to find out what are the information sources that usually used to seek sexual and reproductive health information in order to contribute to further sexual and reproductive health communication.

The information seeking can be studied from the academic perspective (Fasola & Olabode, 2013; Thani & Hashim, 2014) and also the health perspective (Zhang, 2013). The previous study explained that the information seeking behaviors as the purposive actions (Fasola & Olabode, 2013; Thani & Hashim, 2014; Zhang, 2013). There is an evidence that there are positive relationship between the information needs and information seeking behaviors (Thani & Hashim, 2011). The findings of Thani and Hashim (2011) showed that people seeking information due to the academic purposes, expanding the knowledge, obtaining and validating new knowledge, solving problems, and meet the social purposes and social needs. This finding was supported by the study of Fasola and Olabode (2013) which revealed that students tend to seek the information due to meet the academic purposes and meet the social purposes). The previous study also discovered that people able to seek the information no matter for which purposes through the internet (Fasola & Olabode, 2013; Zhang, 2013), doctors (Zhang, 2013), parents (Zhang, 2013), social media (Fasola & Olabode, 2013; Zhang, 2013), libraries (Fasola & Olabode, 2013; Zhang, 2013) and textbook (Fasola & Olabode, 2013). However, there is not every source suitable for all the people. The people will choose their own preferred source according to the proximity and quality of information (Fasola & Olabode, 2013; Zhang, 2013), the availability of sources (Fasola & Olabode, 2013), the accessibility and familiarity of sources (Zhang, 2013), and the authoritativeness of sources (Zhang, 2013). The findings from these previous studies contribute the understanding toward the nature of information seeking behavior, particularly in the purposes of information seeking, the information sources and the preferences of information source which will be further explored in this study.

The previous studies proved that sex education is crucial in the development process of adolescent and young people by emphasizing the importance of the sexual and reproductive health information transmission. (Rahman, et, 2011; Ismail & Hamid, 2016; Lester & Allan, 2006). The sexual and reproductive health education is important to prevent the misconceptions about the sexual and reproductive health (Rahman et al, 2011) and need to be started in earlier stage (Lester & Allan, 2006). In transferring the information about sexual and reproductive health, teachers play an important role to provide the accurate information (Rahman, et, 2011; Lester & Allan, 2006). The previous study also showed that the communication of sexual and reproductive health among the adolescent and their parents is important (Lester & Allan, 2006; Rahman, et, 2011; Ismail & Hamid, 2016). Although parents act as trusted information sources on sexual and reproductive health, the embarrassment was still the main barrier for adolescent to discuss topics about sexual and reproductive health with their parents (Lester & Allan, 2006; Ismail & Hamid, 2016). Other than that, the studies of Rahman, et (2011) and Ismail and Hamid (2016) showed that the topics of pregnancy abstinences and sexual transmitted infections are the crucial topics that should be discovered and transferred in sexual education programs as most of the respondents have misconceptions on these two topics and they are not willing to discuss about it with their parents or teachers. These findings from the previous studies revealed the issues occurred in the sexual and reproductive health communication and also the topics that usually discussed by the young people, which able to guide the researcher in exploring this study which studied on the information seeking behavior on sexual and reproductive health.

3. Methods

The informants of this study were the final year undergraduate students of School of Multimedia Technology and Communication (SMMTC), who are among the age of 22 to 25 years old in UUM. According to Low (2004), the sexual curiosity and one's own sexual development will increased when a young people getting older, and in turn will lead the person to explore and seek for more information related to sexual and reproductive issues. Accordingly, the reason to choose final year students as the informants of the study is because they are among the young people in UUM and they may have the highest intentions in conducting information seeking on sexual and reproductive health. They are also

might experiencing an increasing interest in sexuality topics, and mark the onset of sexual activity (UNFPA, UNESCO & WHO, 2015). They are the one who soon will be graduated from University and get ready to build their own family.

There is a total number of twelve final year students participated in the interview methods in this study. In this study, the interview questions were developed and modified from Quaye (2013) and Leul (2015).

4 Findings and Discussions

The total twelve informants are made up by two males and ten females. Which are seven Malays, four Chinese and two Indian. In this study, the marital status becomes the important demographic factors which may affect the information seeking behaviors on sexual and reproductive health.

4.1 Marital status and information seeking

Based on the findings, the researcher found that the married females have a higher understanding about the sexual and reproductive health compare with the informants who are single and in relationship. They are seeking the sexual and reproductive health information more frequently. The two married female informants stated that understanding about sexual and reproductive health has become their responsibility since they are married. For example, Informant 2 provided explanation about her marriage as below.

> "As I was married, for sure I have sought this kind of information. Before the marriage, I have to get ready with this kind of knowledge. After the marriage, I have to keep this kind of knowledge in my mind… I have discussed this topic with my mother, my sister and my husband. It was not embarrassing as I am married, and this topic became the normal and appropriate topic for me to seek the information with them" (Informant 2).

4.2 Information Sources

From the findings, the researcher found that all of the informants do not only depend on one information source, but try to get more information from various information sources. There are many forms of information sources have been used by the informants in the information seeking on sexual and reproductive health. The information sources which mentioned by the informants are the family, health service providers, internet, peers, books, magazines, newspaper, pamphlets and television.

4.2.1 Internet

Based on the findings, the internet becomes the most popular information sources among the informants. All of the informants stated that internet is one of the information sources that used to obtain the sexual and reproductive health although they are not only focus on the use of internet. According to the findings from the informants, the internet can be assumed as the online media and social media, which consists of the healthy websites, online newspaper, Facebook, YouTube, and other online resources. For example, informant 6, informant 8 and informant 9 stated as below:

> "In this modern era, I am able to get the information just by a click. I always tried to know more about this topic by using internet" (Informant 6)
> "Facebook, television program, YouTube and newspaper are the sources that sometime provide me the sexual and reproductive health information. I saw some of these information distributed through some webpages of Facebook. Besides, there are some channels in Youtube are distributing the educational video about this topic" (Informant 8).
> "Usually I will seek the information through the online media. For example, when I need the information about this topic, I will search it by using Google. I will try to seek the information from the blogs or forum of the experts and professionals. Besides, I will visit the health websites to get the information rather than simply get the information from any webpages or bloggers" (Informant 9).

4.2.2 Peer

The findings showed that the peers act as the second most popular information sources among the informants. Peers can be defined as the person who belonging to the same societal group which share the same characteristics such as gender, age, socioeconomic status and ethnicity (Reitz, Zimmermann, Hutteman, Specht & Neyer, 2014). Ten out of 12 informants commented that peers are the information source which able to provide information about sexual and reproductive health. However, nine of them

stated that they are not always discuss this topic with their peers and not purposefully asking the question, but get the information when they are coincidently discussing the topic related to the sexual and reproductive health. Informants 2, Informant 8, Informant 12 stated that:

> "[Did you discuss the topic of sexual and reproductive health with your friends?] Yes. But it is not often. Finding some or intimate friends is not so easy. If you discuss this topic with the normal friends, it is risky that the friends will betray you. And it is quite embarrassing and weird if she is not your intimate friends. Normally we discussed this topic when there were some other topics related" (Informant 2).

> "Yes, I have discussed this topic with my friends before, but it was rare" (Informant 8)

> "I will only discuss this topic with my close friends" (Informant 12).

4.2.3 Family

Family becomes the third ranked information source that is accepted by majority of the informants, which is eight out of twelve commented that family as one of the information sources when they are seeking information about sexual and reproductive health. Based on the findings, the family members are the mother, sister, and husband. Among the eight informants who commented the family as their information source, four of them stated that they are usually discussed this topic with their family. For examples:

> "I will discuss this topic with my mother. She is okay with this topic. When I got something questions related with sexual and reproductive health, she is willing to answer me. She will teach me how to take care of our own, how to take a tonic for reproductive health. Since I am in relationship, she keep remind me the importance of abstinence and how to prevent the unwanted pregnant. She is quite open-minded" (Informant 8).

While, another four informants stated that they are rarely discuss this topic with their family due to the reason of shyness and embarrassment, the conservative thinking of family, and family think that it was not an appropriate timing to discuss this topic. Quotation of Informant 3 and informant 7 are as below.

> "Although my sister is married, she thinks that this topic is not so important for me now and maybe it was inappropriate to tell me so much. Therefore, she was rare to share the information about this topic for me" (Informant 3).

> "I have never discussed this topic with my family, except the topic about puberty, but it is rare. Sometimes my mother will give some information about how to take care myself internally. For the sexuality, my mother will try to avoid communicating this topic with me. They are quite conservative thinking" (Informant 7).

4.2.4 Magazines

From the findings, magazines have been identified as the most common information sources for the informants, which were seven out of 12 informants have stated that they have gained the sexual and reproductive health information through the magazines.

> "She (sister) will buy some magazines which have a forum discussed about this topic, so sometimes I obtained the information from the magazines too" (Informant 10).

> "There were some magazines provide and distribute the tips which are related to the methods of take care our reproductive physiology, the tips for maintain a happy family, the tips to solve the sexual and reproductive problems and others which is related. It is quite useful in our daily life" (Informant 2).

> "Sometimes I may obtain the information from magazines too. You know "Feng Cai"? It is one of the magazines which focus on female. There are some information about sexual and reproductive health will be discussed in that magazines. Some products for woman care also will be promoted there" (Informant 7).

4.2.5 Books

For the use of books, there are four out of twelve informants stated that they have sought the information about sexual and reproductive health although it was not the main information sources. Informant 9 stated that he used the books as a guideline and to study the basic knowledge about the sexual and reproductive health before heading to deeper exploration.

> "During that time, I get the information from books. Although the information in that book is in general, at least it provided some basic information for me" (Informant 9).

4.2.6 Newspaper

Regards to the use of the newspaper, there are five informants have mentioned that the newspaper as one of the information sources, but they have no stressed on the use of the newspaper. Informant 8 stated that:

> "Facebook, television program, YouTube and newspaper are the sources that sometime provide me the sexual and reproductive health information. Sometimes the newspaper also provided a space for the specialist to discuss about this topic" (Informant 8).

4.2.7 Pamphlet

Two informants have mentioned that the pamphlet also as one of the information sources that can be used to obtain the sexual and reproductive health information. Informant 11 and informant 12 stated that they only get the pamphlet when they visit the health services center.

> "Sometimes I will seek the information through the LPPKN websites, sometimes will get the information from the pages in Facebook, sometimes I will read the information from the pamplets from hospital when I visit there, sometimes will read the information from newspaper and magazines" (Informant 11).

> "I have tried to seek the information through the books, the newspaper, the television programs, the online media, pamphlets when I visit the clinics, and the movies" (Informant 12).

4.2.8 Television

According to the findings, the television is also the information source that has been used to get the information on sexual and reproductive health. There are three informants stated that they have gained the sexual and reproductive health information from the television programs. For example:

> "I also get the information through the television programme which was discussed about this topic. The programme named as "Wanita Hari Ini" in TV3. It will be shown on 8 a.m. every morning. This programme will invite the doctors and professionals to discuss about the health, especially for the woman" (Informant 6).

4.2.9 Health Service Providers

Health service providers was the least chosen information source among the twelve informants. There are only two informants have mentioned that they have obtained the sexual and reproductive health information from the health services providers when they are attending the health program. The researcher found that the informant do not purposefully seek the health service providers to ask the issue of sexual and reproductive health. They are passive as they try to get the information once they have attend to the health programs or talks. Quotations of informant 9 and informant 10 have been shown as below.

> "I have obtained the knowledge about sexual and reproductive health during my training in PLKN. I asked the sexual and reproductive health service providers when I attend the talk of this topic" (Informant 9).

> "I have attend the sexual and reproductive health program before and from the program I have obtained some related information" (Informant 10).

The internet was identified as the most popular sources among the information sources that have been found within the informants in my study. The informants are using the internet to access to the online media and social media, such as the online newspaper, online magazines, Facebook, Youtube, Blogs and healthy websites. This finding was aligned with the previous studies which studied on the popularity on using internet for information seeking (Zhang, 2013; Hyldegard, 2014; Yan, 2010; Evers, Albury, Byron & Crawford, 2013). The findings of Zhang (2013) showed that web search engines and health websites were ranked by the participants as highly important sources for the health information. Zhang's (2013) finding also consistent with the study of Evers et al (2013) which stated that the participants agreed the Google search as their most common source when seeking the health information. These previous findings reflect that the internet use for information seeking is increasingly becoming common (Yan, 2010).

The peers have been revealed as the second common information source for the topic of sexual and reproductive health in this study. This finding in this study able to support the findings of few previous researches, which showed that the main information sources of sexual and reproductive health among the teenagers are the friends (Lester & Allan, 2006; Rahman et al, 2011). Fongkaew, Fongkaew and Muecke (2006) also found the adolescents often seek the information from their friends. Although there are ten out of 12 informants stated that they have obtained the information from their peers, there is only an informant mentioned the peers as the primary information source. Peers seem to be the additional information sources for the informants. This result was explained as the effect of the feeling of embarrassment between the information seekers and their friends. This explanation was

consistent with the statement of Jahanfar, Loh, Yeoh and Charles (2008), which commented the contribution of friends towards the sexual education were narrow due to the fact of conservative among the Malaysian.

The family was the third popular information source in my study although the informants stated that they rarely discuss the topic and get the information about sexual and reproductive health from their family members, except the informants who were married and assumed this topic as normal topic. The informants assumed the family as the second or additional information source. These findings were consistent with the findings of the previous study by Ismail and Hamid (2016) which found that the Malaysian adolescents were hardly discussed the culturally forbidden issues such as the topic related to sex matters and reproductive issues with their parents Majority of the respondents never discuss the issues such as fertilization, pregnancy and pregnancy abstinence, sexual relationship, abortion, STD and prostitution with their parents (Ismail & Hamid, 2016). In my study, the informants stated that they usually discuss the topics which are more general due to the feeling of shyness and embarrassment. Besides, the conservative thinking of their family members is one of the barriers for them to seek the information. This finding was aligned with the study of Okwun, Siraj and Okwun (2013), which stated that the sexual and reproductive health related topic, which assumed as highly sensitive or taboo, is considered impolite to discuss regularly as the Malaysian is a rather traditional and conservative nation.

However, I have found that there are some contradictions from the study of Zhang and Shah (2007) and Quaye (2013). The findings of the study by Zhang and Shah (2007) showed that the adolescents have not had a relationships were more likely to discuss the sexuality topic with their parents, was different with the finding of my study which revealed that only the married informants tend to discuss the topic with their parents. Quaye (2013) also found that the adolescents assumed their family, especially mother, as the first call information source for them when they are in need of the information.

The mass media, consists of magazines, books, newspaper, television also have been mentioned by the informants as the information sources for the topic of sexual and reproductive health. This finding was a line with the finding of Yan (2010), who found that 49.2% of 443 respondents stated that mass media remained as the major source of health information. Especially the magazines, majority of the informants stated that they have obtained the information from the magazines, which is consistent to the findings of Zhang and Shah (2007), who found that the magazines is one of the top ranked information sources for obtaining the sex knowledge.

5. Conclusion

In summary, the information sources that have been used by the informants in information seeking on sexual and reproductive health are the internet, peers, family, magazines, books, newspaper, pamphlet, televisions and health service providers. Besides, the informants are found that they are not only depend on one information source, but also seeking the information from various sources in order to make comparison and get a deeper understanding on various need to solve problems, the recognition of existence uncertainty, the need to expand knowledge, and to fulfill the responsibilities as a wife. The findings correspond to the information sources reflect that the young people are not only depend only on one information source, but they will choose varieties of information sources which is comfortable for them. This finding is also able to provide an insight for the policy maker on choosing the medium or media which is familiar and popular among the young people to distribute the sexual and reproductive health information.

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