



**TARUMT**  
TUNKU ABDUL RAHMAN UNIVERSITY OF  
**MANAGEMENT AND TECHNOLOGY**



**DSRG**  
DIGITAL SOCIETY RESEARCH GRANT

# Practice of Networked Content Self-regulation Amongst Malaysian Users

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# Problem Statement

- ❑ Malaysian authorities have established and authorised **Content Forum** to create a **Content Code** for imposing self-regulating standards on networked content.
- ❑ The Content Code served as the guiding principle for content creators in managing their content better.
- ❑ Industry players were early adopters of the Content Code.
- ❑ However, there has not been a strong awareness of the Content Code amongst the public.



Focus Group Discussion

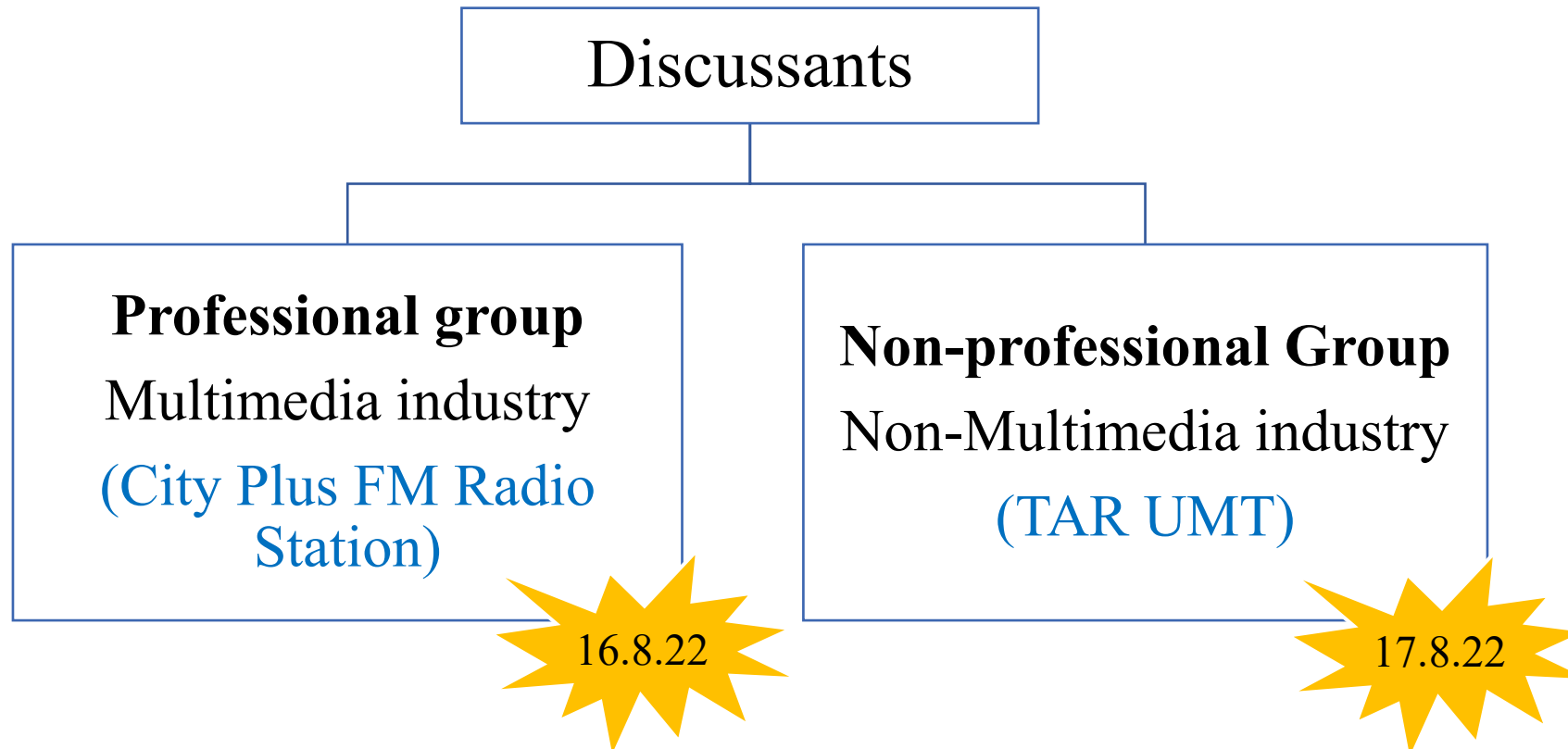
Questionnaire Distribution

Short-video Competition

# Objectives and Proposed Methods

RO 1	To identify the extent and nature of self-regulation when users are accessing, consuming and sharing networked content (broadcast, internet, Over-the-top (OTT), etc.) for themselves and family members	<input type="checkbox"/> Focus Group Discussion <input type="checkbox"/> Questionnaire Distribution
RO 2	To categorise elements incorporated by users when self-regulating, mediating or controlling the use of networked media contents	<input type="checkbox"/> Focus Group Discussion <input type="checkbox"/> Questionnaire Distribution
RO 3	To raise the awareness and use of the Content Code	<input type="checkbox"/> Short-video Competition
RO 4	To provide an entry point for users to learn about the Content Code	<input type="checkbox"/> Short-video Competition
RO 5	To capture users' expectations, readiness, and views on being subject to the Content Code	<input type="checkbox"/> Focus Group Discussion <input type="checkbox"/> Questionnaire Distribution

# Method 1: Focus Group Discussion



The focus group discussants were asked:

- To complete the questionnaire as a pre-test to check the complexity of the questionnaire and to ensure that the questions were understandable and adequate.
- To express their thoughts and comments.

# Method 2: Questionnaire Distribution

## Questionnaire

(Multiple-choice)

**Section 1:** Socio-demographic factors

**Section 2:** The perception and understanding of respondents regarding Content Codes

**Section 3:** The expectations, readiness, and views of respondents regarding Content Codes

- To enhance the readability of its contents, the questionnaire was developed in three languages: English, Malay and Chinese.
- Only those 18 years old and above could participate in the survey.
- The questionnaire distribution covered all states in Malaysia, including West and East Malaysia.
- The respondents were randomly sampled.
- The questionnaire was distributed from August to December 31, 2022.

# CONTENT CODE

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# Method 3: Short-video Competition

This competition was supported by Malaysian Communications and Multimedia Commission (MCMC)

## SHORT VIDEO COMPETITION

THEME  
"Awareness and Use of Content Code 2022"

REGISTRATION DEADLINE  
30 NOVEMBER 2022

WINNER ANNOUNCEMENT  
15 DECEMBER 2022



**ATTRACTIVE PRIZES  
AWAIT YOU!**

**1<sup>st</sup> prize**  
RM 500

**2<sup>nd</sup> prize**  
RM 300

**3<sup>rd</sup> prize**  
RM 100

**Video**

- ✓ The video should be informative and interactive to watch.
- ✓ The video should follow the theme given.
- ✓ The video should be within 3 minutes in length.

**Terms & Conditions**

- ✓ The competition is open to all students.
- ✓ All entries must be accompanied by the completed entry form (<https://forms.gle/UPH2JQp6sNjLxZwWA>)
- ✓ The video must be uploaded to the social media platform (Facebook, Instagram, TikTok or any platform).
- ✓ Collection of the number of likes is up to 10 December 2022 only. Make sure the view setting is public.
- ✓ The registration form and your video link can be submitted via email to [ongsl@um.edu.my](mailto:ongsl@um.edu.my) with the subject 'VIDEO COMPETITION ENTRY'.
- ✓ Final result will be based on the number of likes obtained from social media and the evaluation by the judges.

**NOTE:**

- ✦ Please refer to **CONTENT CODE 2022** by clicking this link: <https://www.mcmc.gov.my/skmmgovmy/media/General/pdf/content-code-2022.pdf>
- ✦ Focus on Part 1 and 2 only.



- ❑ This competition aimed to raise awareness and use of the Content Code and provide an entry point for users to learn about the Content Code.
- ❑ The competition's theme was "awareness and use of the Content Code 2022".
- ❑ Participants were asked to create their video content by referring to the Content Code 2022 released by the CMCF.
- ❑ The short video competition was open to all students in Malaysia.
- ❑ Competition period: 1.10.22 – 30.11.22

# Finding 1: Focus Group Discussion

Socio-demographic Characteristics		Number
Gender	Male	5
	Female	4
Age Group	18-29 years old	5
	30-39 years old	1
	40-49 years old	3
Race	Malay	2
	Chinese	6
	Indian	1
Nationality	Malaysian	9
Education level	Secondary school	1
	Bachelor's degree or above	7
	Professional qualifications	1
Marriage status	Single	6
	Married	3
State of residence	Selangor	4
	Federal territories	5
Profession	Private sector (employee)	4
	Private sector (employer)	5

Discussant from Multimedia	Discussant from Non-Multimedia
<input type="checkbox"/> Well aware of the Content Code	<input type="checkbox"/> Aware of the existence of the Content Code, but do not know its requirements in detail.
<input type="checkbox"/> Parents were more concerned about the negative impacts of the prohibited content on their children. Non-parents believed the prohibited content had minimal impact affecting them.	
<input type="checkbox"/> Parents felt that the Content Code should be introduced as early as possible. Non-parents felt that introducing it too early might not have any effect.	
<input type="checkbox"/> The best way of introducing the Content Code was through key opinion leaders (KOL).	
<input type="checkbox"/> Disagreed on a strict punishment for those violating the Content Code.	
<input type="checkbox"/> Agreed that the Content Code was important and effective in helping and enhancing positive values and harmony in society.	



# Finding 2: Questionnaire Distribution

Socio-demographic Characteristics		Percentage (%)	Sample Size (n)
<b>Gender</b>	Male	35.5	93
	Female	64.5	169
<b>Age Group</b>	18-29 years old	59.5	156
	30-39 years old	27.5	72
	40 years old and above	13	34
<b>Race</b>	Malay	32.4	85
	Chinese	44.7	117
	Indian	13.0	34
	Natives of Sabah and Sarawak	23.5	26
<b>Nationality</b>	Malaysian	98.1	257
	PR or Non-Malaysian	1.9	5
<b>Education level</b>	Primary and Secondary school	8.4	22
	Pre-university	28.2	74
	Degree or Professional	63.4	166
<b>Marriage status</b>	Single	63.4	166
	Married	35.5	93
	Others	1.1	3

Socio-demographic Characteristics		Percentage (%)	Sample Size (n)
<b>State of residence</b>	Perlis	0.4	1
	Kedah	6.9	18
	Penang	5.7	15
	Perak	7.3	19
	Selangor	25.5	66
	Pahang	4.2	11
	Negeri Sembilan	2.7	7
	Malacca	1.5	4
	Johor	8	21
	Kelantan	2.7	7
	Terengganu	1.5	4
	Sabah	14.5	38
	Sarawak	12.6	33
	Federal territories	6.9	18
<b>Profession</b>	Private sector	36.2	95
	Government sector	13.4	35
	Student	49.2	129
	Others	1.2	3

**Q:** Are you aware that there is a Content Code issued by the Malaysian Communications and Multimedia Content Forum (CMCF), which every viewer and the content user shall comply with if they were to watch or create any content in Malaysia?

<b>%</b>	<b>Choice</b>
24.4%	Yes
58%	Yes, but not in detail
17.6%	No

**Q:** In your opinion, which of the following content are being included in the Content Code? You may choose more than 1 answer.

<b>%</b>	<b>Content</b>
79.8	Violence
75.2	Obscene
74.4	Indecent
60.7	False
60.7	Offensive
57.3	Menacing
51.1	Privacy
48.9	Children
42	Family value
26.7	Persons with disabilities

To evaluate the **perception and understanding** of the respondents regarding the Content Codes, the definition of specific terminologies based on the definition in the Content Code 2022 released by Malaysia's Communications and Multimedia Content Forum (CMCF) in May 2022 was tested.

Example

**2.0 Indecent Content**

2.1 Indecent Content is material which is offensive, morally improper and against current standards of accepted behaviour. The depiction of nudity is not allowed other than exceptions for non-sexual content nudity based on art, information and/or sciences. Such depictions shall not be excessive or explicit in nature (i.e. not too prolonged, close up or gratuitous).

Illustrations:

- a) In the context of art, Content such as travelogues with visuals of paintings and sculptures such as Greek statues, Renaissance paintings.
- b) In the context of information, Content such as programs on sex education.
- c) In the context of sciences, Content such as programs on human biology.

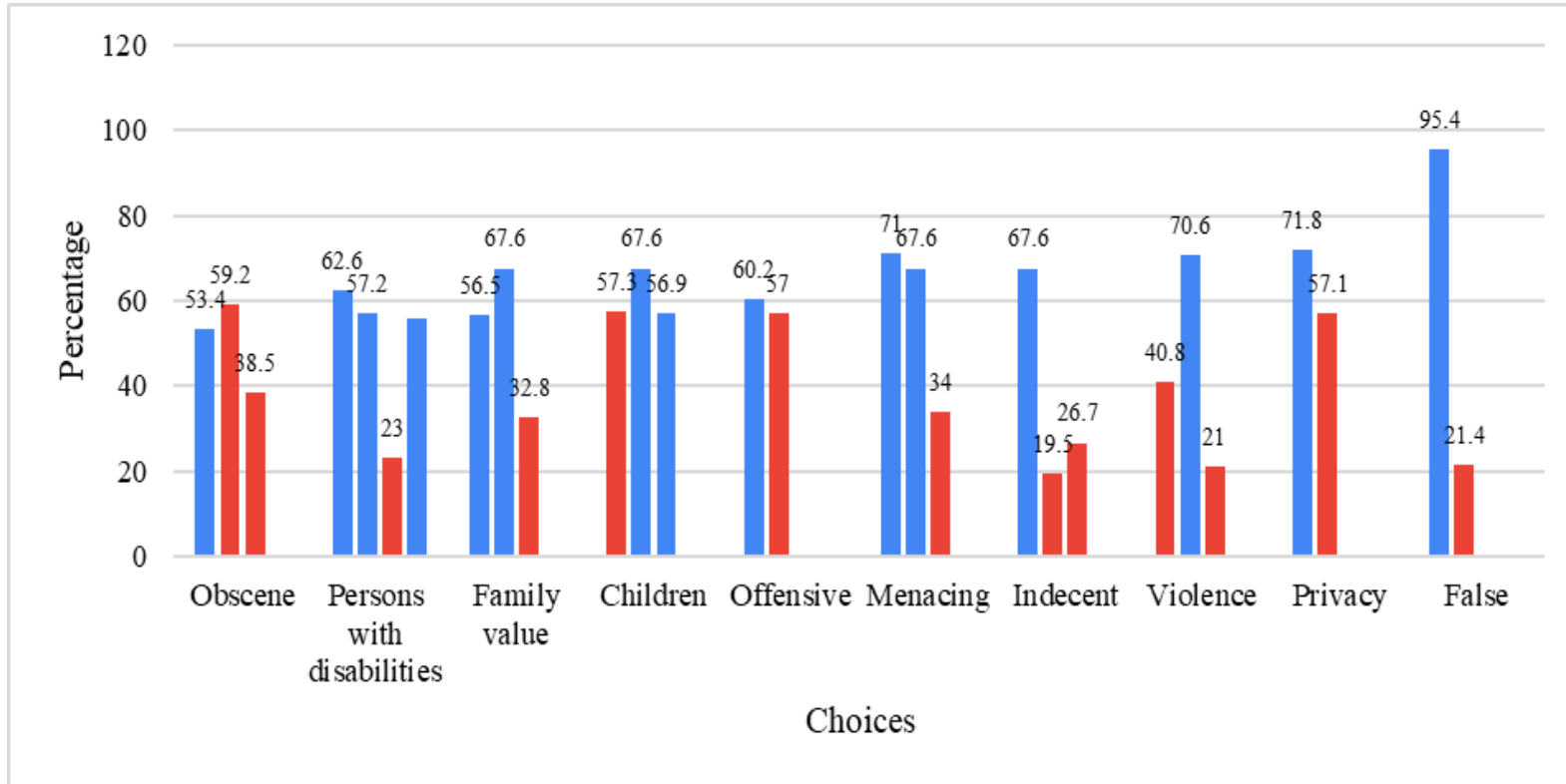
**Source:** Page 14 of 73, Content Code 2022

Indecent content includes nudity and morally inappropriate materials.

√ However, non-sexual content based on art, information and/or science is allowed so long as it is not excessive and explicit.

× Still, nudity is allowed for non-sexual content based on art, information and/or science, even if it is excessive or explicit.

× Not only that, but all non-sexual content based on art, information and/or science is also not allowed.



Note: Blue indicates the correct choice, while red indicates the wrong choice.

- ❑ Many respondents might assume their understanding of the Content Code based on their general knowledge rather than its actual definitions.
- ❑ As a result, their perception of acceptable content may not be aligned with the Content Code's scope, leading to incorrect content selection.

- ❑ The respondents agreed that the best way the CMCF can introduce the Content Code to the public is through:
  - Education (85.1%)
  - Collaboration with service providers (78.6%)
  - Campaigns (69.1%)
  - KOL (32.1%)
  
- ❑ The CMCF should warn those violating the Content Code instead of punishing them (71.4%)
  
- ❑ The Content Code was effective in helping and enhancing positive values and harmony in society (77.1%)

# Finding 3: Short-video Competition

- Twelve participants participated in the short video competition.
  - The majority of them came from Universiti Malaya, while one of them was a student from TAR UMT.
  - All of them were undergraduate students.
- The video content from most of the participants was aligned with the theme of the competition.
  - The participants used simple words and phrases in their videos to introduce the Content Code.
  - They demonstrated the need to avoid certain content.
  - This situation helped to make reading and understanding the Content Code easier for the public.

# Recommendations

1. Individuals without any background knowledge concerning the communication & multimedia industry or law would find it **hard to understand** the technical language of the Content Code.
2. The media industry itself is complicated and comprises different categories of media. It would be **challenging to simplify** the Content Code while maintaining its relevance to the industry. Thus, it is recommended that different sets of Content Code be issued for the industry players and the media users respectively.
3. Awareness about the Content Code among the media users can be achieved through education, campaigns and collaboration with Content Application Service Providers.

# Conclusion

Given the rapid pace and development of the multimedia industry, we are dealing with a digital society that requires everyone to put their minds together and work toward successful content governance.

- ❖ This promotes the **responsibilities** and **accountability** of Malaysian media users in accessing and sharing only legally and morally permitted networked content.
- ❖ Hence, it is of great importance **to have a Content Code** that acts as a **key reference point** outlining the procedures and governing standards and best practices of both industry players and media users for responsible content creation and content consumption across all platforms.