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DSRG
DIGITAL SOCIETY RESEARCH GRANT

A STUDY ON THE EFFECTIVENESS OF KLIK DENGAN BIJAK (KDB) PROGRAM TOWARDS PARTICIPANTS' AWARENESS AND RECEPTIVITY OF DIGITAL LITERACY AND COMPETENCY

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Introduction



-  Digital literacy and competency refers to the ability to find, evaluate and communicate responsibly via the internet. These are vital skills in ensuring users' capability of operating digital devices and adapting to the 21st- century skills (Yanzi, et al. 2019).
-  Malaysian Communication and Multimedia Commission (MCMC) has initiated the 'Klik Dengan Bijak' (KDB) program to spread awareness of safety, security, and responsibility to those who are vulnerable to the threat of cybercrime; children, parents, adults, etc.
-  In any program, one of the important aspects to contribute to the success of a program would be the effectiveness of the program content and delivery.



Research Questions



To ensure that the 'Klik Dengan Bijak' (KDB) program will bring a positive impact to the public, it is necessary to assess the strength of the program content and delivery towards audience awareness, and receptivity, attitude, and behaviour of digital literacy and competency.

In parallel with the research objectives, the following would be the research questions of the study:

- 1 What is the content effectiveness of KDB educational and promotional materials towards clarity, likability, informativeness and attractiveness?
- 2 How does the KDB program affect participants' awareness, receptiveness, knowledge, attitude, and practice?
- 3 How do KDB program activities and engagement differs from other similar local and international program?

Methodology



CONTENT ANALYSIS

To assess the effectiveness of KDB program content with four main units of analysis:

1. Clarity
2. Likeability / content engagement
3. Informativeness
4. Attractiveness

Comparison study with 4 other similar programs; objective, target, message, activities & engagement.



FOCUS GROUP DISCUSSION

To conduct FGD with program simulation participants; 1st session - right after the program, 2nd session - one month after.

1. Awareness & Knowledge
2. Receptiveness
3. Attitude
4. Practice

Discussions will cover 4 groups; professionals, educators, students, and parents.



Key Findings



RESEARCH QUESTION:

- 1 What is the content effectiveness of KDB educational and promotional materials towards clarity, likability, informativeness and attractiveness?



- ✓ KDB videos = **most effective content**.
Attractive, clear, informative, engaging. For improvement; increase reach on social media



- ✓ KDB educational materials:
Clear, straightforward, appropriate visuals & readable. To improve = design consistency; font choice, colours, etc



- ✓ KDB website = **least effective content**
Lack of clarity, less informative, not interactive. Can include call-to-action to encourage engagement. Not in sync with SM which is active and happening.



- ✓ KDB's social media:
Clear, informativeness, and attractive. Appealing images, infographics, & videos
However, engagement very low

Key Findings



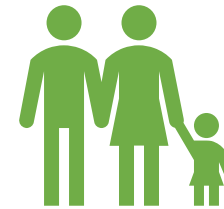
RESEARCH QUESTION:

2

How does the KDB program affect participants' awareness, receptiveness, knowledge, attitude, and practice?



- ✓ The content is memorable, interesting, and important (even after 30 days); they complimented on the program speaker. After attending the program, participants are more cautious in receiving information on the internet.



- ✓ Parents are more cautious with the use of the internet especially towards the children; they learn new methods to strengthen internet security. They requested for more guidance and to be invited to more program such as this to make them know other threats



- ✓ The program manages to change their attitude; information was shared with family members, friends, and colleagues. Unanimously agree that the program is helpful, and they are aware of the importance to increase online security practices such as changing passwords.



- ✓ They suggested for the future would be the reduce the duration of the program as it can be too lengthy. Could include activities that provide them opportunities to interact and have a conversation with the trainer.

Key Findings



RESEARCH QUESTION:

3 How do KDB program activities and engagement differs from other similar local and international program?



- ✓ - All program has similar objective & target audience – Yellow Heart Vision’s objective statement is more heartfelt / emotional appeal.
- A lot of unique message focuses on safety, security; Media Literacy Council added the value of being ‘kind’; Yellow Heart Vision is about making a difference (emotional).



- ✓ All programs organize similar activities
A few differences would be:
 - CyberAware includes weekly threat report
 - Media Literacy Council use Safer Internet Day as their pinnacle event since 2015
 - CyberSAFE organize a yearly NICTSED competition to reach young students



- ✓ - Yellow Heart Vision has the highest engagement as they tapped on Digi’s followers
- CyberSAFE has decent interactivity via users' comments and feedback; indicate that followers are paying attention
- KDB, CyberAWARE, and Media Literacy Council similarly has poor audience engagement / interactivity

Sample of feedback

P1: “Berdasarkan aktiviti aktiviti KDB sebelum ini, memang banyak faedah kepada pelajar pelajar sekolah. Jadi kalau boleh kena perbanyakkan lagi aktiviti dengan mereka. Kalau sekarang dalam talian, maybe future boleh buat secara semuka.”

P2: “Lebih aware dengan scamming dan phishing yang berlaku di Facebook dan lain lain. Bila membaca berita di link link tertentu, kena disahihkan dulu kerana banyak berita palsu. Lebih prefer berita berita dari Agensi.”

P5: “The things we learned in KDB I shared it to my friends in Facebook and a lot of people responded to that.”

P4: “Sejak pergi talk KDB kita jadi lebih aware dengan apa yang berlaku di dalam talian.”

P6: “Lebih aware dengan benda benda remeh. Sekarang lebih mengenali scammer dan lebih jujur dengan maklumat maklumat yang dibaca.”

Recommendations



To increase the video reach - linked to all potential channels; website, social media, etc.



It will be ideal for KDB to maintain such a look and feel across all materials; program slides, social media postings, website, etc. This is to keep the image consistency.



To shorten the content of the KDB educational materials; use short point form, infographics, etc.



The website content can be synced with the social media content which includes social media feeds, information and statistics, infographics, and a lot more.



The KDB website can include more enticing buttons for visitors to click and participate further (such as CyberSAFE).



To create creative content to lure MCMC followers into the KDB platform, to increase awareness and engagement



KDB to organise a pinnacle annual project that collaborates with notable organization to expand network and strengthen the public's trust.



To utilise the popularity of prominent figures (such as celebrities, influencers, politicians, etc) to reach audience's interest and receive further endorsements.







One of the attractive contents that KDB posted on the social media page is a rap song #taknakfake. This type of video will work very well on the TikTok algorithm; not only to be trendy, but also to inspire youth to be engaged with positive, informative, and important messages.

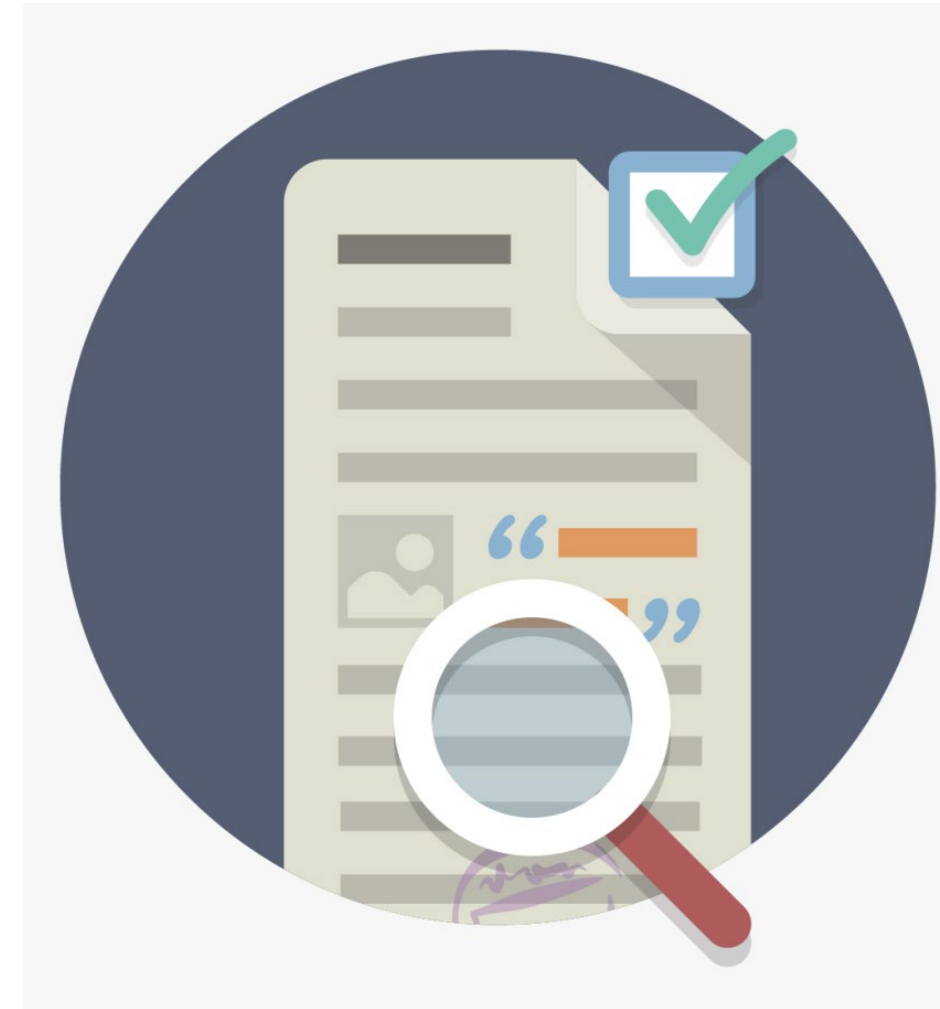


To increase audience interactivity such as providing live demonstration; how to report fake news, how to cross-check information, what to do when receiving questionable emails or WhatsApp, etc.

Conclusion



-  The study concluded from the content analysis, the KDB video is the most effective content followed by educational and program materials. The KDB social media is fairly good, but many improvements can be made to enhance its interactivity. The least effective is the website.
-  By comparing the campaign conducted by other organizations/countries, future improvements can be made towards the KDB program to ensure its effectiveness and receptiveness to the audience of the program.
-  As for the participants' feedback, all groups agree that the simulation program successful as it does bring great impact to participants' behaviour and attitude even one month after the program was conducted. There are still several areas to improve such as audience interactivity and engagement during the session.
-  Overall, the researchers provide several recommendation for KDB to consider to improve the effectiveness of KDB content and program delivery in the future.





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THANK YOU!

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