



Institute for Advanced and Smart
Digital Opportunities (IASDO),
School of Computing,
Universiti Utara Malaysia (UUM)



AN IMPACT STUDY OF MALAYSIAN ICT VOLUNTEERS (MIV) PROGRAMME

LEAD RESEARCHER:
Mazni Omar

TEAM MEMBERS:
Huda Ibrahim
Azizah Ahmad
Mazida Ahmad
Azman Yasin
Hapini Awang

Introduction

Malaysian ICT Volunteer (MIV) Programme

To empower Malaysians to become digital citizens besides supporting the 'Smart Digital Nation' initiative.

MIV focus:

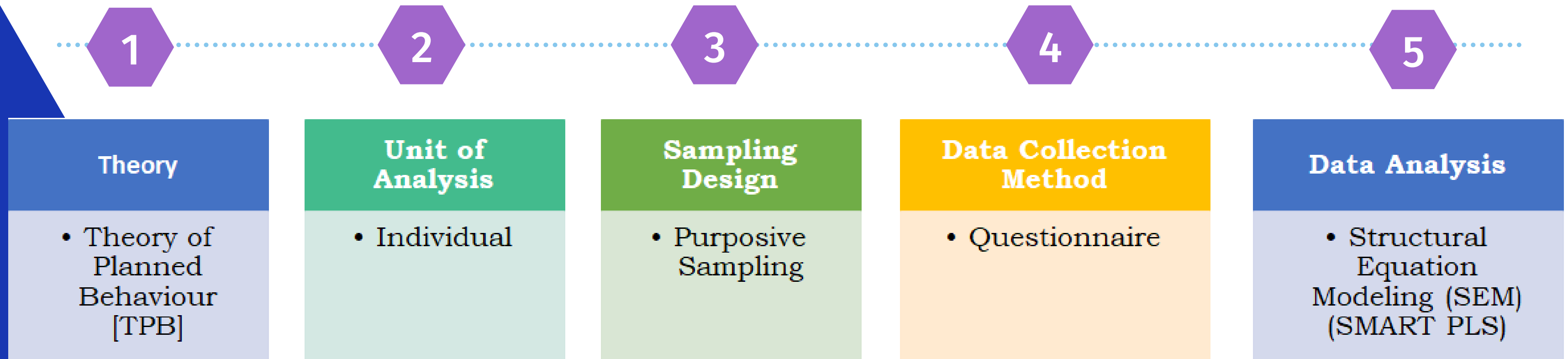
- MIV with community
- MIV with schools
- MIV with Institutions of Higher Education (IHE)
- MIV with International ICT Volunteer (IIV)

Aims

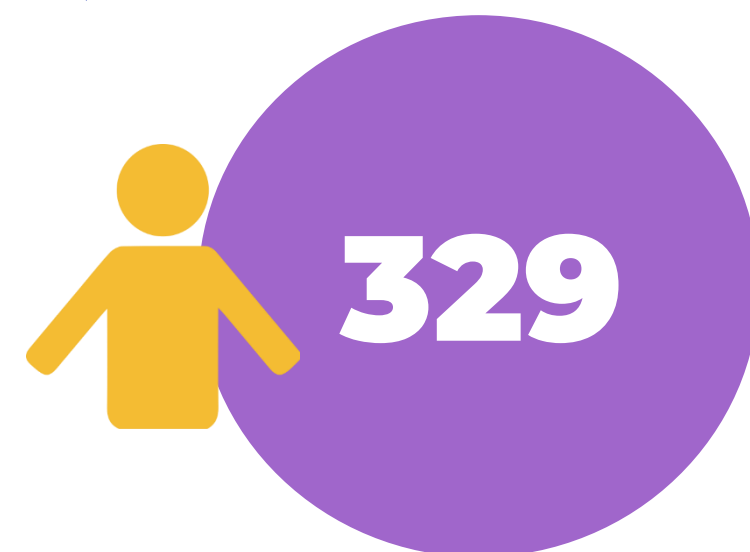
To measure, assess & evaluate the impact of MIV Programme to understand the:

- Effectiveness of the MIV programme.
- Provide suggestions on effective ways to engage, ensure knowledge transfer and inculcation of positive elements to the community.

Research Design & Implementation



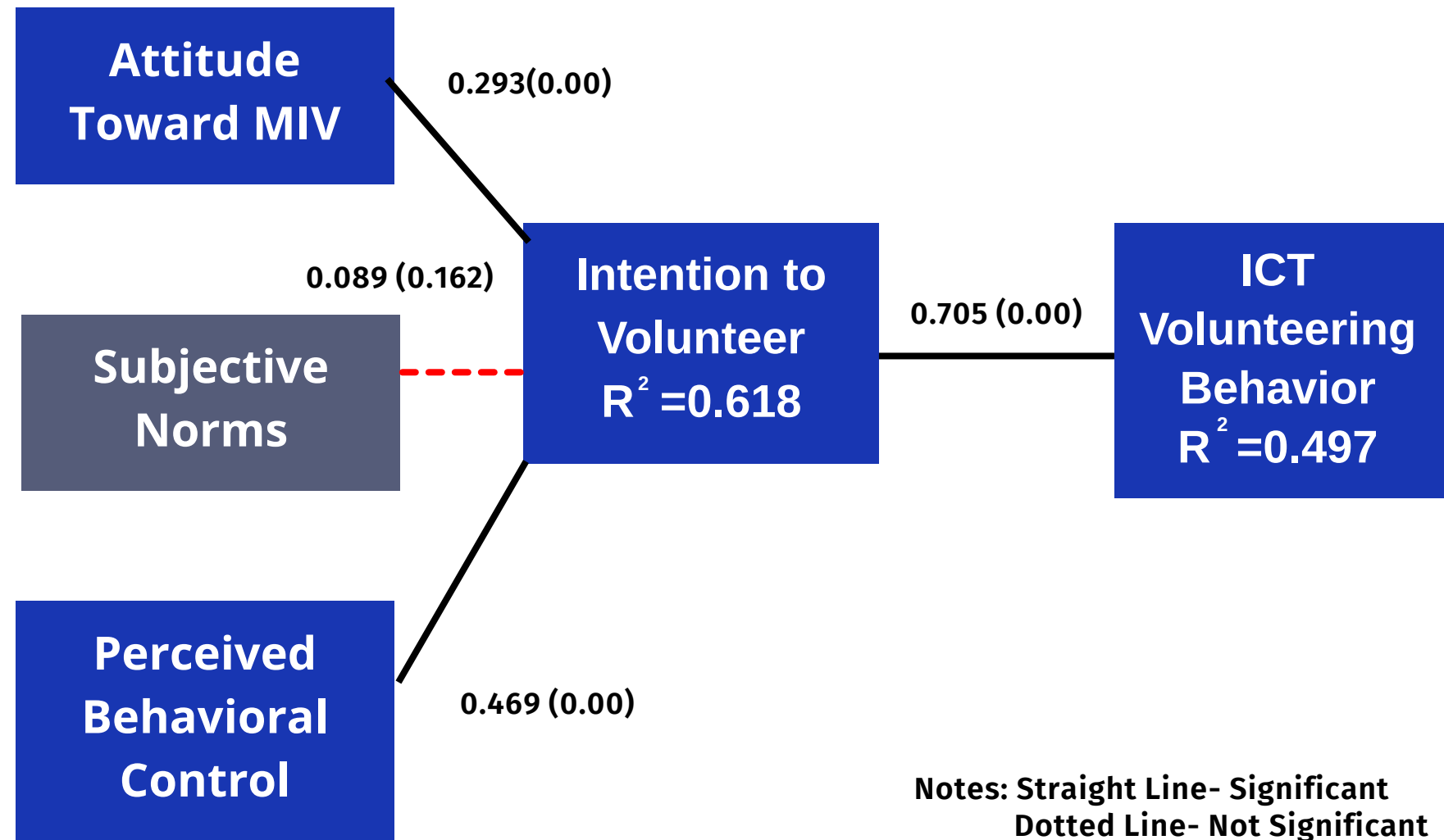
**No.of Responses
(MIV Volunteers)**



**No.of Responses
(MIV Community)**



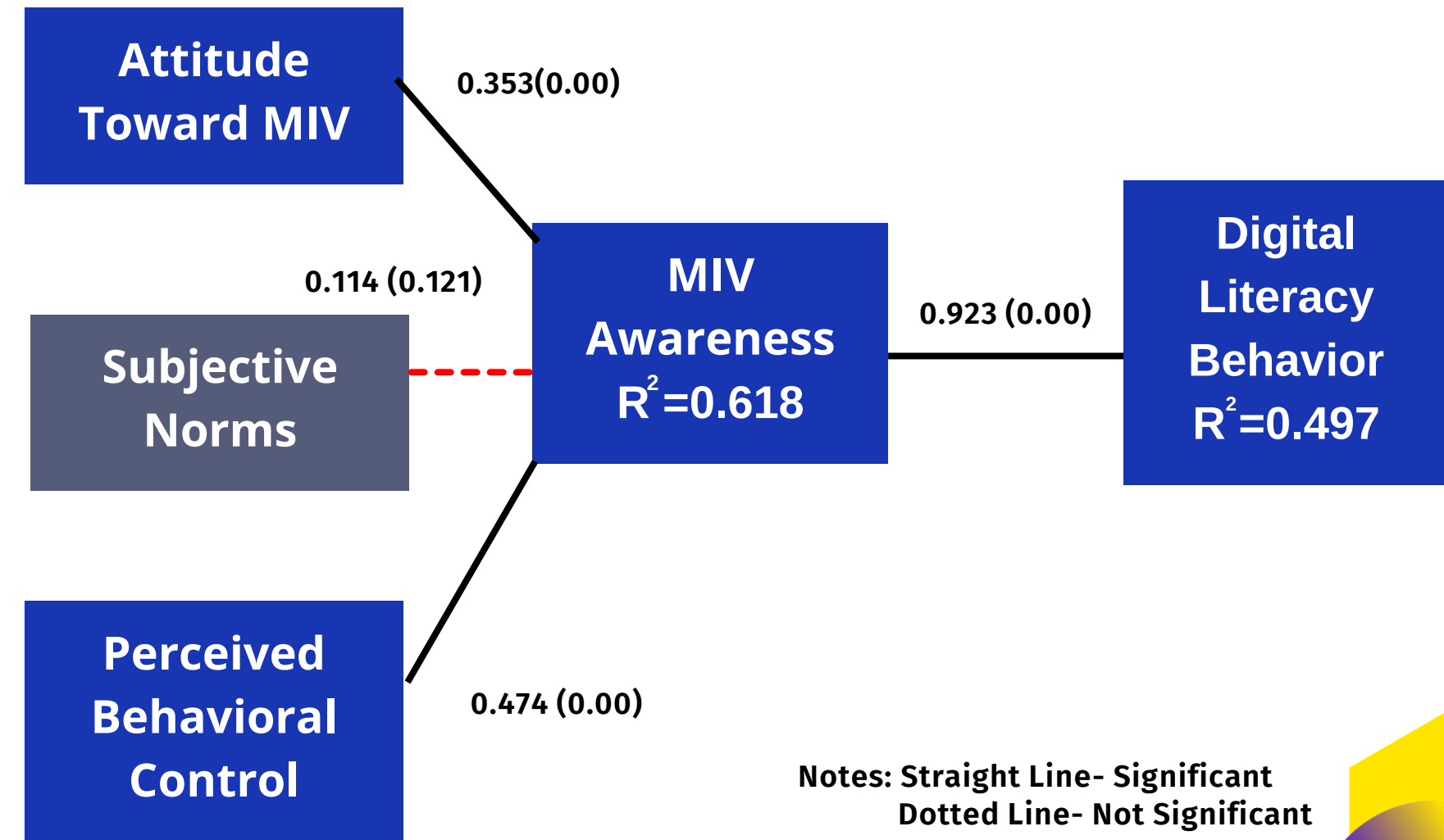
ICT Volunteering Behavioral Model [Volunteer]



Research hypothesis:
 H1: Attitude Towards MIV has an influence on Intention to Volunteer
 H2: Subjective Norms has an influence on Intention to Volunteer
 H3: Perceived Behavioral Control has an influence on Intention to Volunteer
 H4: Intention to Volunteer has an influence on ICT Volunteering Behavior

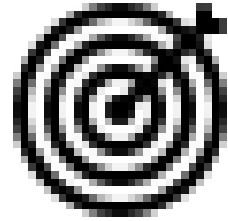
&

Digital Literacy Behavioral Model [Community]



Research Hypothesis:
 H1: Attitude Towards MIV has an influence on MIV Awareness
 H2: Subjective Norms has an influence on MIV Awareness
 H3: Perceived Behavioral Control has an influence on MIV Awareness
 H4: MIV Awareness has an influence on Digital Literacy Behavior

Findings & Discussion



MIV programme successfully **changes the behavior:**

- MIV Volunteer in supporting ICT volunteering behavior
- Community in enhancing digital literacy behavior

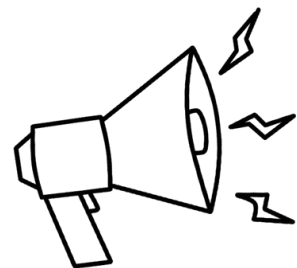


The key **predictors of behavior changes:**

- Perceived behavioral control
- Attitude



Subjective Norms -Social pressure/effect from **external factors** (family, friends) does not influence MIV volunteer & community behavior.



Promotional Activities ??

Implications & Recommendations



Strengthen Collaboration Partnership

- Schools, higher education institutions, private/government agencies, NGOs



Active Social Digital Activities

- Social media platform, Hashtag project, online interactive quizzes, etc.



Empower Digital Volunteer Champion

- Peer learning, large scale recruitment



Enhance Volunteer Support and Recognition

- Non-monetary, appreciation day

Thank You

Feel free to ask us if you
have any questions.

mazni@uum.edu.my

