



Suruhanjaya Komunikasi dan Multimedia Malaysia
Malaysian Communications and Multimedia Commission

**GUIDE TO NETWORKED MEDIA RESEARCH COLLABORATION
PROGRAMME
2015**

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Section 1: NETWORKED MEDIA RESEARCH COLLABORATION PROGRAMME

1.1 Introduction

The Malaysian Communications and Multimedia Commission (MCMC) Networked Media Research Collaboration Programme (“the Programme”) was conceived for the purpose of enhancing knowledge, research and development in relation to networked media policy and regulation. The programme stems from the MCMC’s commitment in working towards the realization of the National Policy Objectives for the communications and multimedia industry.

It is envisaged that the research collaboration will promote and accelerate the pace of development of knowledge resources as well as provide insights and information into issues arising from the use of networked media and its content by Malaysians. The research outputs of this collaboration will further strengthen the capacity for effective and sustainable regulatory and policy formulation and implementation amidst the rapid pace of development in the communications and multimedia landscape.

The grant is limited to supporting research into the social and regulatory impact of the use of networked media outlets such as the television, radio, the Internet and mobile phone.

1.2 Objectives

The objectives of the Programme are as follows:

- a. Serve as a focal point for information, knowledge, research and development in relation to networked media policy and regulation;
- b. Develop knowledge resources relating to the use of networked media outlets by Malaysians;
- c. Provide a platform for collaboration, sharing and exchange of knowledge and expertise in the area of networked media content; and
- d. Assess policy effectiveness.

1.3 Governance

The Programme is steered by the National Research Committee on Networked Media (hereinafter referred to as the ‘Steering Committee’). The members of

the Steering Committee are comprised of representatives of the MCMC and senior representatives of institutions of higher learning (IHLs) and stakeholders. The steering committee acts as an advisory panel to the MCMC to provide advice and guidance on:

- a. Policy and regulatory issues relating to networked media in support of the National Policy Objectives under the Communications and Multimedia Act, 1998;
- b. Research activities or initiatives to be undertaken relating to networked media; and
- c. Programmes for the purpose of education, knowledge-sharing and expertise development.

1.4 Research Focus Areas

Research proposals are invited for following focus areas:

1.4.1 Digital and media literacy

- 1.4.1.1 Developing a competency framework for Malaysia
- 1.4.1.2 Managing critical reception and production of information
- 1.4.1.3 Ethics of digital citizenship
- 1.4.1.4 National security and digital initiatives
- 1.4.1.5 Content analysis and accessibility (urban/rural)

1.4.2 Impact of new media on the population

- 1.4.2.1 Parents and teachers: digital media perceptions, skills and literacy
- 1.4.2.2 Devices replacing human interaction
- 1.4.2.3 Online gaming
- 1.4.2.4 Non-urban population

1.4.3 Impact of MCMC's Smart Community initiatives.

1.4.4 Digital inclusion

- 1.4.4.1 Non-urban parents and teachers: digital media perceptions, skills and literacy
- 1.4.4.2 Modes and means to raise rural digital consciousness
- 1.4.4.3 Enabled environment for assisted living for persons with disability
- 1.4.4.4 Ethnic, social minorities and peripheralised communities

1.4.5 Internet, medicine and health

- 1.4.5.1 Meta research and big data
- 1.4.5.2 Action research
- 1.4.5.3 Mental health and risky behaviour

1.4.6 Internet, religion and spirituality

1.4.6.1 Values and religiosity as a mediating factor

1.4.6.2 Creativity and innovation in content development

1.4.7 Regulating the Internet.

1.5 Access to Information on MCMC's Smart Community Initiatives

For research purposes, planning and implementation information may be made available upon consultation with the relevant project managers.

1.6 Eligibility

The Research Collaboration programme is open to full-time academic faculty in schools of communications, social sciences, humanities or related fields of private and public IHLs. Other organizations who are interested to participate in the programme may form collaborative partnerships with an IHL whereby the IHL shall be the Lead Partner. Cross-disciplinary collaborations are encouraged.

Applications for the grant shall be assessed by an evaluation panel. The MCMC will not normally supplement support provided by other funding bodies.

1.6.1 *Who can apply*

Each proposal must have a lead applicant who will be subject to the general terms and conditions for granting.

The following rules apply to lead applicants:

- Lead applicants must hold a doctoral degree;
- Lead applicants must have an appointment with a Malaysian IHL for (at least) the duration of proposed research project;
- The salary of the lead applicant cannot be financed from this grant;
- The lead applicant requests the grant on her/his own behalf and on behalf of any possible project consortium; and
- The lead applicant is responsible for research and financial matters.

Researchers can only submit one proposal as lead applicant within this call and each researcher can act no more than twice as applicant (incl. lead applicant, co-applicant).

1.7 Research Methodology

Proposals shall contain detailed research methodology for the proposed

research topic.

1.8 Support for Research

The MCMC shall provide support as per agreed schedule and terms and conditions as contained in the Research Collaboration Contract and shall cover the following:

1.8.1 Financial Support

- *Remuneration and allowances*
This extends to wages and allowance for temporary and contract personnel who are directly engaged in the project. Period of employment and hourly/monthly rate for research assistant must be clearly stated and justified.
- *Travel and transportation*
Only travel expenses (domestic and international) directly related to the project are claimable. This may include the attendance to present a progress or research report to the steering committee as and when required.
An international trip must be strongly justified. Only one international travel is allowed for the whole duration of the project, and must incur the lowest possible airfare using the shortest route. Travel costs should be fully itemized and the length of time that subsistence is sought is justified.
- *Conference attendance*
Conference attendance will not be supported unless to present the research in the course of completing the research, namely, during the tenure of the project.
- *Rental*
Only rental expenses for building space, equipment, transportation and any other item directly related to the project should be included.
- *Research materials and supplies*
This extends to expenses for research materials and supplies directly related to the project such as books, magazines, computer software, photocopying, printing binding, filming, consumables (stationeries, etc.), charges from postage, telephone, fax and other expenses necessary to complete the project. The purchase of mobile phones is not claimable.
- *Minor modifications, maintenance and repairs*
Only expenses for minor modifications, maintenance and repairs of the building, laboratory, equipment or any other item directly related to the

project should be included. Maintenance cost of any pre-existing equipment used for the project can also be included. Any cost incurred for the maintenance of the equipment shall not be covered by the grant once the project is completed.

- *Equipment and accessories used in research*
Only purchase of special equipment and accessories (including accessories to upgrade the capability of existing equipment), usage of computer facilities and data processing directly related to the project shall be included. All equipment purchased under the project shall belong to the Lead Partner institution. The maintenance of the equipment after the project completion shall be borne by the Lead Partner institution.
- *Special Services*
Consultancy, translation, payment of research subjects, data gathering and processing costs are claimable.

1.8.2 *Technical Expertise*

The MCMC may provide support in terms of technical expertise or consultancy in areas related to the work of the Commission. The MCMC may also engage local or overseas experts to provide technical advice based on the request submitted and agreed upon in the terms and conditions of the Research Collaboration Contract.

1.8.3 *Seminars and Workshops*

The MCMC may invite or facilitate participation in local or overseas seminar or workshop or similar events for participants in the Research Collaboration programme and/or organize local seminars or workshops to promote the development of knowledge base in the areas or themes of networked media.

1.9 **Research Collaboration Contract**

Successful applicants will be informed in writing. The Steering Committee may suggest changes to the proposals which may include cost/funding, scope, intellectual property rights, timelines and collaboration/grouping/partners. On acceptance, the IHL of the successful applicant is required to enter into a contract with the MCMC.

1.10 **Duration of the Project**

All research must commence within one (1) month of the date of the Research

Collaboration Contract. The project shall be completed by the time stipulated in the Contract. Applicants shall indicate the project duration in the proposal including each phase of work.

1.11 Grant Amount and Coverage

The grant amount shall depend on the type and scope of the research project and subject to the guidelines herein may be of a sum of up to Ringgit Malaysia one hundred thousand (RM100,000.00) for a project duration of 12 months.

1.12 Dissemination of Findings

As a condition of the grant, researchers must furnish the MCMC a manuscript in MS Word format and in a form and manner acceptable to the MCMC within 60 days of the submission of the research report. The MCMC may elect to publish and distribute all or portions of the research report and/or manuscript without restriction. The final project report will be available on the MCMC website. Presentation of research results at the MCMC networked media content research seminar is required and/or media briefings as and when required.

Section 2: APPLICATION PROCESS AND PROCEDURE

2.1 Preparation of Application and Proposal

The proposal shall be presented clearly and concisely and shall be submitted together with the following:

- Application form as per Appendix 1
- Curriculum vitae of the research personnel involved
- Certified true copies of academic certificates and transcripts
- Other relevant materials to support the proposal

The research proposal must include the following:

- Aims and objectives of the research
- Detailed research methodology
- Relevance of the research work to networked media content industry from and regulatory and/or policy perspectives
- Implications and impact of research for regulatory and/or policy action
- Next recommended course of action and should be a significant for offering

new insights in the subject area.

- Applicant's research expertise relevant to the research proposal
- Project schedule or phases of the research
- Detailed budgetary requirements

2.2 Proposal Submission

Applications must be received *no later than* **12 noon, 22 January 2016** via e-mail to contentresearch@cmc.gov.my with "Networked Media Research Proposal" in the subject line and in hardcopy addressed to:

**Chairman
Malaysian Communications and Multimedia Commission
MCMC Tower 1
Jalan Impact, Cyber 6
63000 Cyberjaya
Selangor**

**Attn: Secretariat, Institutional Research, Liaison and Collaboration
Department**

An acknowledgement will be sent once the proposal has been received by the Secretariat. Those submitting proposals and NOT receiving an email confirmation within a week should contact the MCMC. Applicants are to ensure that the proposal is complete. The Secretariat reserves the right to reject supplemental documents after the closing date.

2.3 Evaluation of Proposals

All applications will be evaluated by an Evaluation Panel. The evaluation procedure will involve the following processes:

- a. At a designated date and time, applicants will be called upon to present their proposals and to respond to the Panel's questions and comments.
- b. Applications selected for further assessment, applicants may be asked to make changes to the proposal based on recommendations by the Panel.

The Evaluation Panel will evaluate proposals based on the criteria outlined below:

2.3.1 Quality and Innovation

- The **quality** of the research proposed, relevance to subject matter and its contribution to addressing the key issues for

achieving the objectives of the Programme and/or value add to knowledge and capacity building;

- The originality, **degree of innovation**, taking into account the level of risk associated with the project;
- The **adequacy** of the chosen approach, methodology and work plan for achieving the objectives.

2.3.2 ***Community added value and contribution to MCMC policies***

- The extent to which the project would contribute to solving problems at the national level;
- The project's contribution to the implementation or the evolution of one or more **MCMC policies** or addressing problems and issues connected with social regulation and the regulation of networked media.

2.3.3 ***Contribution to MCMC's vision and strategic objectives of the MCMC Vision and Mission***

- The contribution of the project towards its **vision** of:
 - A globally competitive, efficient and increasingly self-regulating communications and multimedia industry generating growth to meet the economic and social needs of Malaysia;
 - The contribution of the project towards MCMC achieving its **strategic goal** to educate and create awareness amongst the general public on the use of communications and multimedia applications, services and facilities encompassing:
 - safety, security and responsible use; and
 - the many benefits of communications technologies and applications in enhancing quality of life and life-long learning.

2.3.4 ***Resources, Partnership and Management***

- Win-win for parties in the collaboration;
- Availability of existing support including financial means, facilities and other forms of support and the chance for successful completion within the proposed timeline;
- **Quality of the management and project approach** proposed, in particular the appropriateness, clarity, consistency, efficiency and completeness of the proposed tasks, cost, the scheduling arrangements (with milestones) and the management structure. In addition, the tools to be used for monitoring project progress, including the quality of specified indicators of impact and performance, and ensuring good communication within the project consortium;
- **Quality of the partnership** and involvement of users and/or other parties when appropriate; in particular, the competence

and expertise and the roles and functions within the consortium and the complementarity of the partners; and

- **Appropriateness and availability of the resources** to effectively collaborate - the manpower effort for each partner and task, the quality and/or level and/or type of manpower allocated, durables, consumables, travel and any other resources to be used. In addition, the resources not reflected in the budget (e.g. facilities to carry out the research and the expertise of key personnel).

2.4 Process Timeframe

An overview of the CFP timeframe is as tabulated below:

	Process	Date
1.	Issuance of Call for Proposal	11 December 2015
2.	Deadline for submissions	12 noon, 22 January 2016
3.	Evaluation process	25 January – 31 March 2016
4.	Notification period	1 - 22 April 2016
5.	Project commencement	One month after signing of contract

Table 1. CFP timeframe

2.5 Reject/Award of Proposal

The MCMC will consider the advice/recommendations of the Evaluation Panel in making a funding decision. MCMC reserves the right to consider any other factors that it may deem relevant in the process of evaluation.

The MCMC reserves the right to reject proposals that do not meet the submission and evaluation criteria.

The decision to award or reject the proposal shall be communicated to the applicants within three (3) months of the closing date.

2.6 Variation of Research Project

Any requests for variation in scope and/or funding after a project has been approved must be made in writing with strong justification to the Secretariat. The MCMC after considering the advice from the Steering Committee will decide on the request within one (1) month of receipt of such request.

2.7 Extension of Project

Only written requests addressed to the Secretariat three (3) months before the targeted completion date will be considered. Extensions shall not exceed two (2) months from the targeted completion date. Nevertheless, the MCMC reserves the right to grant additional extension period.

Section 3: PROJECT IMPLEMENTATION AND MONITORING

3.1 Reports

a. Periodic Progress Report (PPR)

The Lead Partner (the institution that has entered into the contract with MCMC) is responsible for the successful implementation the project according to agreed timelines and for the timely submission of the periodic reports. Periodic reports are required to be submitted in a timely manner and on a quarterly basis or bimonthly basis if the project duration is less than six (6) months or as agreed upon.

The report is to be submitted by the 7th day after the end of each reporting period together with the following:

- Statement of account for the period reported to be produced by the bursary or research management centre
- Direct outputs

The report will be evaluated against the deliverables and the MCMC will use this mechanism to determine whether it will continue to support the project.

New developments in the form of knowledge or technology may prompt the MCMC to make changes to the project subject to the agreement of parties involved in the Research Collaboration Project.

b. End-of-term Report (ER)

The ER is required to be submitted through the Lead Partner institution within one (1) month of project completion to the MCMC. In the ER, the Lead Partner shall include (but not limited to) the following:

- Direct outputs of the research
- Achievements based on the original objectives and its implications
- Statement of account for the entire project duration by the bursary or research management centre
- Assessment of the whole Project including the operational challenges

faced by researchers as well as risks and limitations.

c. Research Report (RR)

The RR is required to be submitted through the Lead Partner institution within two (2) months of project completion to the MCMC. The RR shall include (but not limited to) the following:

- Literature review
- Direct outputs of the Research
- Achievements based on the original Research objectives
- Implications and recommendations for regulatory and policy considerations
- Recommendations for future research

d. Financial Report (FR)

A detailed FR is required to be submitted within two (2) months from the date of completion of the research for the whole project duration. Any extension is subject to the discretion of the MCMC.

The MCMC may appoint independent experts at any stage, to carry out specific, scientific, financial or technological audits to ascertain the status/performance of the project.

3.2 Reports to the Steering Committee

The Steering Committee will review all reports submitted by the Lead Partner and make recommendations to the MCMC.

3.2.1 Assessment of PPR

Upon receipt of the PPR report from the Lead Partner, the Steering Committee will assess the overall progress of the project and shall give advice on its direction. The Steering Committee shall also provide recommendations on improvements to the project, where necessary/applicable. Such recommendations may include whether to continue support of the project depending on the progress and status of the research.

3.2.2 Assessment of ER

Upon completion of the project, an ER shall be submitted to the MCMC. The Steering Committee is to review the ER and highlight to the MCMC on the outcome of the project and the way forward.

3.2.3 Assessment of RR

The Steering Committee will review the RR and may request for a presentation of the research findings to facilitate this process.

The project monitoring and implementation flow chart is as shown in Figure 1 below.

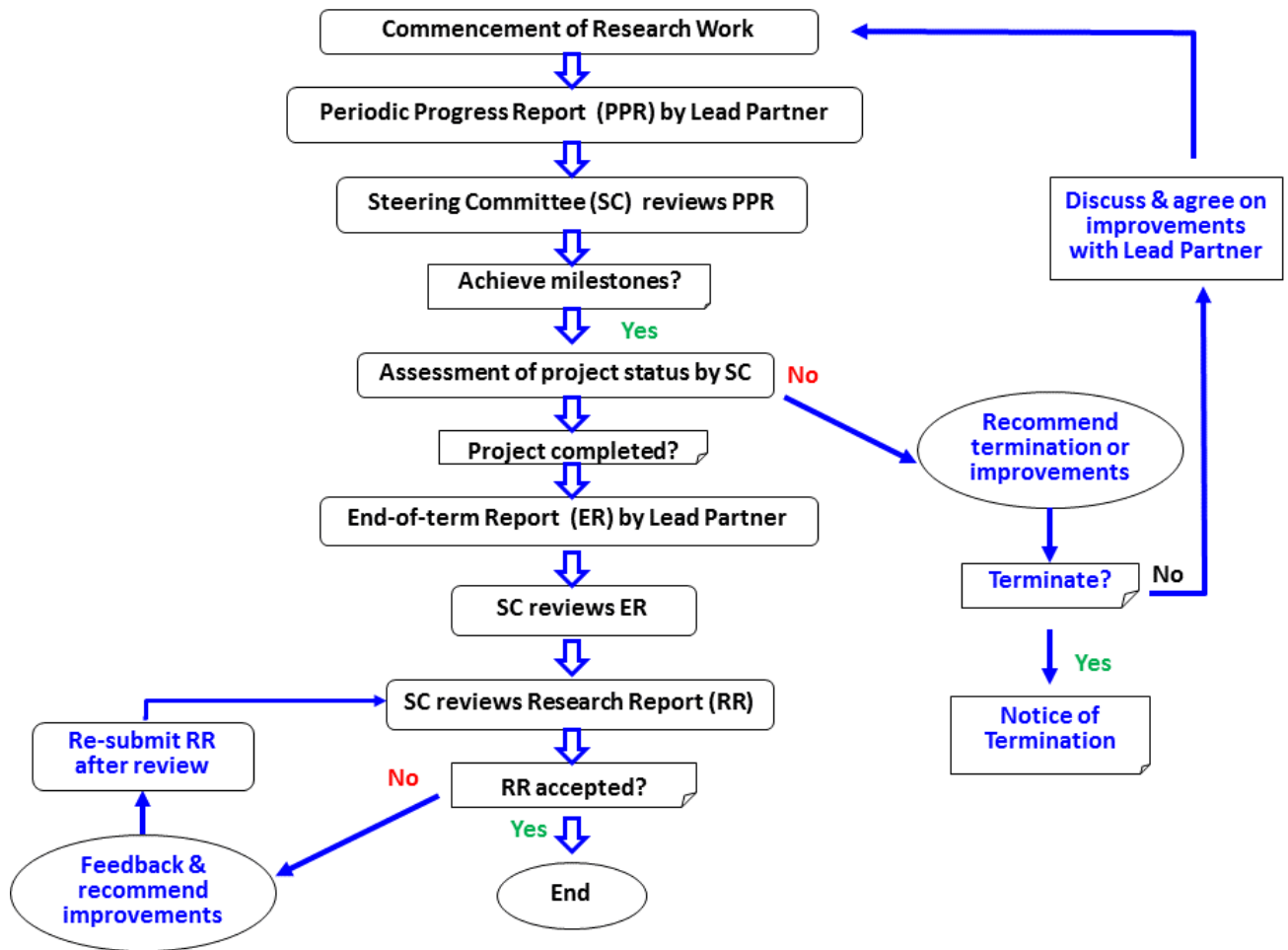


Figure 1. Project Monitoring and Implementation Flow Chart

3.3 Disbursement of Funds

Disbursement of funds for the research project is subject to the approved amount as per agreed schedule and terms and conditions as contained in the Research Collaboration Contract. The grant recipient will be required to submit detailed invoices and receipts to support each claim.

Section 4: INTELLECTUAL PROPERTY

4.1 Intellectual Property (IP)

All the research-related data collected and reports prepared during the performance of the Research Collaboration Contract are the property of the MCMC and will be disposed of at the discretion of the MCMC.

Ownership and management of IP, royalties and any other forms of fees received by the institution resulting from the findings or outputs of the research such as licensing of the IP or any other forms of commercialization, shall be governed in accordance with the agreed terms and conditions outlined in the Research Collaboration Contract.

4.2 Publishing Rights

The MCMC is entitled to publish the research reports in any form as it deems fit, for the purpose of education or knowledge transfer. This notwithstanding, the Lead Partner is required to contribute through publishing and presenting research findings in local or international events/media, subject to the prior approval of the MCMC. Copies of all publications are to be submitted to the Secretariat.

The Lead Partner shall denote and acknowledge the sources of research support for the project and the contribution of the various entities.

4.3 Contact

Secretariat
Institutional Research, Liaison and Collaboration Department
MCMC Academy
Malaysian Communications and Multimedia Commission
MCMC Tower 1,
Jalan Impact, Cyber 6
63000 Cyberjaya
Selangor Darul Ehsan
Tel: +603-8688 8000
Fax: +603-8688 1000
email: contentresearch@cmc.gov.my

APPENDIX 1

Application Form

MALAYSIAN COMMUNICATIONS AND MULTIMEDIA COMMISSION

NETWORKED MEDIA RESEARCH COLLABORATION PROGRAMME

Application for Research Grant

A. APPLICANT DATA**				
1.	Lead Institution Name			
2.	Address			
3.	Contact Person			
4.	Designation			
5.	Contact Number	Off		Mobile
6.	Fax Number			
7.	E-mail address			

**** Please complete in full**

B. PROJECT DETAILS	
8.	Project Theme/Research Focus Areas
9.	Project statement (Attach proposal and supporting documents)
10.	Lead researcher (Attach CV)
11.	Collaborative partners* (Attach CV of all partners)
12.	Research methodology (Brief)
13.	Commencement date of research period
14.	Completion date of research period
15.	Gantt chart (include activities, expected outcome, deliverables at each milestone)

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16.	To explain risk and provide its mitigation in the following aspects:	Explanation of risk	How to mitigate?
16a	Technology risk		
16b	Funding risk		
17.	Intellectual Property Rights Proposal		
18.	Quantum and schedule of Disbursement (in brief – detailed disbursement requirements to be attached)		

** If applicable*

C.	RECOMMENDATION BY THE VICE-CHANCELLOR/DEPUTY VICE-CHANCELLOR/DIRECTOR OF RESEARCH MANAGEMENT CENTRE	
	Name (in BLOCK letters)	
	Signature	
	Designation	
	Date	
	Registered institution stamp	

D.	DECLARATION
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a.	I, _____ (NRIC No. _____) hereby declare that the information contained in this application forwarded to the Malaysian Communications and Multimedia Commission is true, accurate and complete to the best of my knowledge and belief and that I have not withheld/distorted any material facts.	
b.	I also declare that I am free from any litigation, pending litigation claims, demands or actions pertaining to the proposed project. I understand that if the grant is obtained by false or misleading statements, I may be prosecuted and in addition, the MCMC may, at its discretion, withdraw the grant and recover immediately from me any amount of the grant that may have been disbursed.	
	Signature	
	Designation	
	Date of application	
	Registered institution stamp	

For the Commission's Use only

E. Secretariat's Comments	
Date:	
Comments:	
<input type="checkbox"/>	Recommend
<input type="checkbox"/>	To re-submit (incomplete/amendments/clarification required)
<input type="checkbox"/>	Reject