MEDIA MATTERS

NETWORKED MEDIA CONTENT RESEARCH SUMMARY

VOL.1

SKMM
MCMC

Content

About the Research Collaboration between MCMC and Institutions of Higher Learning on Networked Media Content

The Research Collaboration between MCMC and Institutions of Higher Learning on Networked Media Content was established in April 2008 with the aim of strengthening relevant knowledge, research and development in relation to networked media content that will inform future policy and regulatory decisions related to sustainable media regulatory practices and media literacy initiatives. The programme stems from MCMC's commitment in working towards the realisation of the national policy objectives for the communications and multimedia industry.

About the Malaysian Communications and Multimedia Commission (MCMC)

The primary role of MCMC is to implement and promote the Government's national policy objectives for the communications and multimedia sector. MCMC is also charged with overseeing the new regulatory framework for the converging industries of Telecommunications, Broadcasting and online activities, in accordance with the national policy objectives set out in the Communications and Multimedia Act 1998 as well as postal services and digital certifications.

Measuring the Social Influences of Weblogs in the Malaysian Blogosphere

Shahizan Hassan, PhD; Norshuhada Shiratuddin, PhD;
Mohd Fo'ad Sakdan, PhD; Nor Laily Hashim, PhD; Mohd Samsu Sajat

- Universiti Utara Malaysia

Report Summary

- This study seeks to ascertain the social influences of weblogs in the blogging community of Malaysia and to develop a means to measure it.

- Existing tools for measuring blogs' popularity such as Technorati and Alexa are found to have inadequate measuring criteria, as they merely ranked blogs and cannot measure its influence. There is a need for a more robust and reliable tool that could effectively measure the influence of a blog.

- A total of 186 blogs are listed according to categories and identified as occupying the Malaysian blogosphere.

- Blog Influence Analyser (BIA) tool was developed to measure blog influence based on a set of criteria, called the Blog Influence Index (BII). It is found that there are at least three properties that are critical for measuring blog influence: recognition, activity generation and novelty which formed the basis for the development of the BII and BIA.

- The overall analysis list top 10 most influential blogs from all 186 blogs analysed between November 2009 and February 2010 without separating them into categories. Entertainment blogs are very influential in the Malaysian blogging community. While political blog *lhakim-suarahati* occupies the top rank, 5 out of the 10 blogs belong to the entertainment category.

- Political blog *chedet* is second in the top 10 most active blogs after *buacakmp3* (entertainment blog). A total of 4 political blogs occupy this list, suggesting that this category of blogs as being active in generating posts and comments.

Table 1: Top 10 Most Influential Blogs Between November 2009 and February 2010

Overall BII Ranking	Blog Name and URL	Recognition	Activity	Novelty	BII	Rank
Politics	http://lhakim-suarahati.blogspot.com/	7,756,038	49	80	7,756,007	1
Lifestyle	http://www.lembaranutama.blogspot.com/	3,102,415	4	5	3,102,415	2
Sports	http://skbbsarchery.blogspot.com/	2,843,880	4	21	2,843,863	3
Entertainment	http://afdlinshauki.blogspot.com/	2,745,600	399	612	2,745,387	4
	http://yasminthestoryteller.blogspot.com/	1,107,540	70	142	1,107,467	5
	http://buacakmp3.blogspot.com/	310,080	45,753	4,632	351,201	6
Lifestyle	http://noorhalim.blogspot.com/	129,267	0	0	129,267	7
Entertainment	http://krsuicide.com/	91,233	443	212	91,464	8
	http://syndromania.blogspot.com/	97,848	222	6,752	91,318	9
Technology	http://www.raymond.cc/blog/	76,611	13,385	55	89,941	10

■   The study also further examined people's motivations for blogging; as well as the factors that affect the credibility of blogs.

   •   The blogger's involvements in blogging heavily depend on and are correlated to their perceptions of the blogs' credibility and trustworthiness.

Figure 1: Blog Topics Read by Respondent
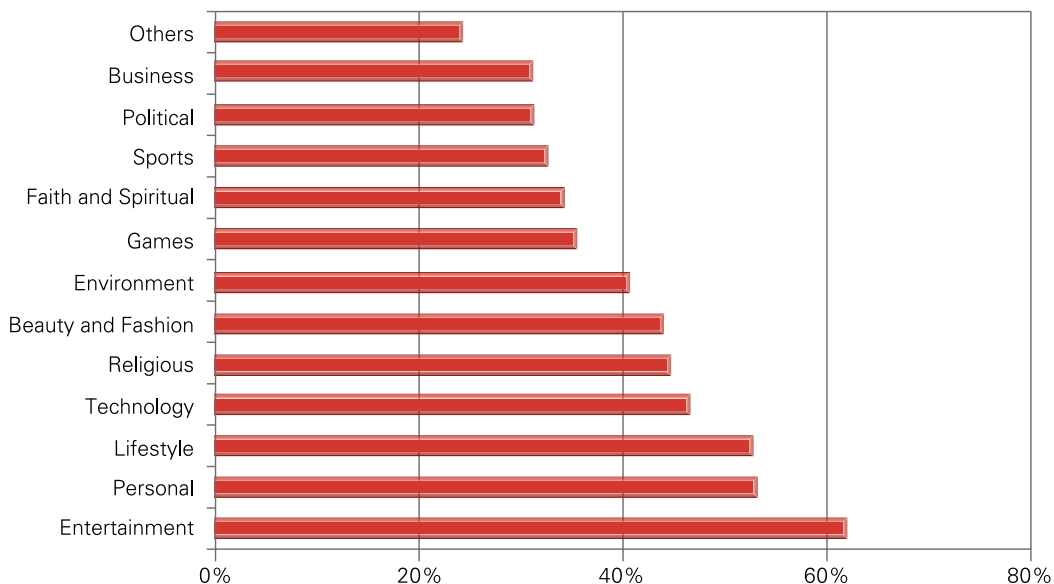
Figure 2: Reasons Respondents Read Other People's Blogs
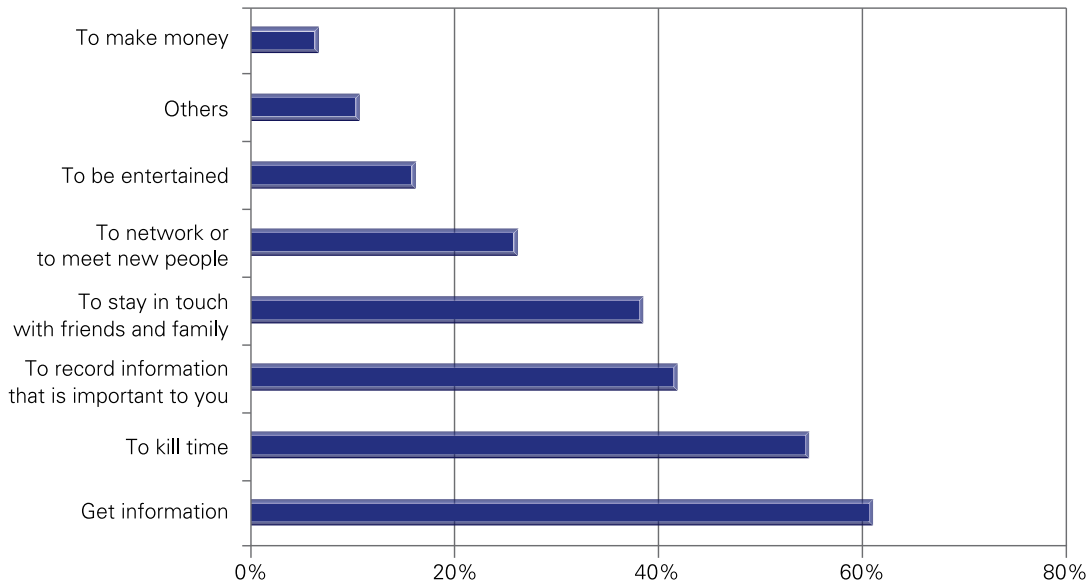
- Types and presentation of forms have a greater effect than the bloggers' background and information. Using only text to present the information in blogs tend to reduce the trust among the respondents. The majority of respondents agreed that the use of photographs, videos, audios and links to other web sites in blogs make the information more trustworthy.

- Respondents are less trusting if blogs contained spelling or grammar mistakes. Blogs with factual errors lower a blogger's credibility. Blogs that use unnamed sources usually lessen the respondents' trust in them.

- Close to half of the respondents report that blogs that contain advertisements do not affect their trust of blogs.

- Nearly half of the respondents state they are less trusting of blogs that discuss only one side of the controversy.

- More than 80% of respondents state they are more trusting of a blog if it has in-depth information.

Respondents care more about the presentation of facts and the precision of the blog content than the bloggers' political backgrounds, celebrity status or exterior elements such as advertisements.

Young People and New Media:

Social Uses, Social Shaping and Social Consequences

Shanthi Balraj, PhD; Ambigapathy Pandian, PhD;
Mohammed Zin Nordin, PhD; Sumetha Nagalingam,
Julina Ismail, Lim Jing Yi

- Universiti Sains Malaysia

Report Summary

■ The purpose of this study is to gather empirical information on how young people use the rapidly developing new media and how important new media is in their everyday lives. Specifically, the study aimed at:

- Charting young people's access and use of new media;

- Examining the uses and consequences of new media in young people's personal lives, learning activities and social activities;

- Deriving young people's perception of issues on opportunities, safety, dangers, risks and negative experiences linked to new media use; and

- Providing a baseline for young people's media use to measure future changes and to determine implications for regulation.

■ A survey was administered to a sample of 1,200 young people aged 14 and 16 across urban areas in Malaysia from February to May 2010. Focus group interviews were also conducted with 152 young people of the same age groups.

■ Findings show that the main uses of new media included communication, education, entertainment and play.

Daily Activities of Young People

- In terms of daily activities, respondents spend very little time outdoors in a week and spend more time in a week at shopping malls. The more popular outdoor activities include playing sports. 27.3% of respondents spend less than an hour a week on sports and another 31.5% spend one to three hours.

By contrast, a higher proportion or 37.8% of respondents report spending about one to three hours a week at shopping malls.

- Most respondents first started using new media games, mobile phone and Internet at the age of 11 to 13 years.

- Very frequently, Internet usage, gaming and mobile phone usage took place at home where young people engaged in a number of activities through self-learning.

Figure 3: Hours Spent in a Week on New Media Activities

Phoning friends/text messages/
social networking sites
(Facebook, MSN, YM, etc)

Playing computer/PSP/
media games

At cyber cafe

Color	Category
■	None
■	<1 hour
■	1-3 hours
■	4-6 hours
■	7-9 hours
■	10-12 hours
■	>12 hours
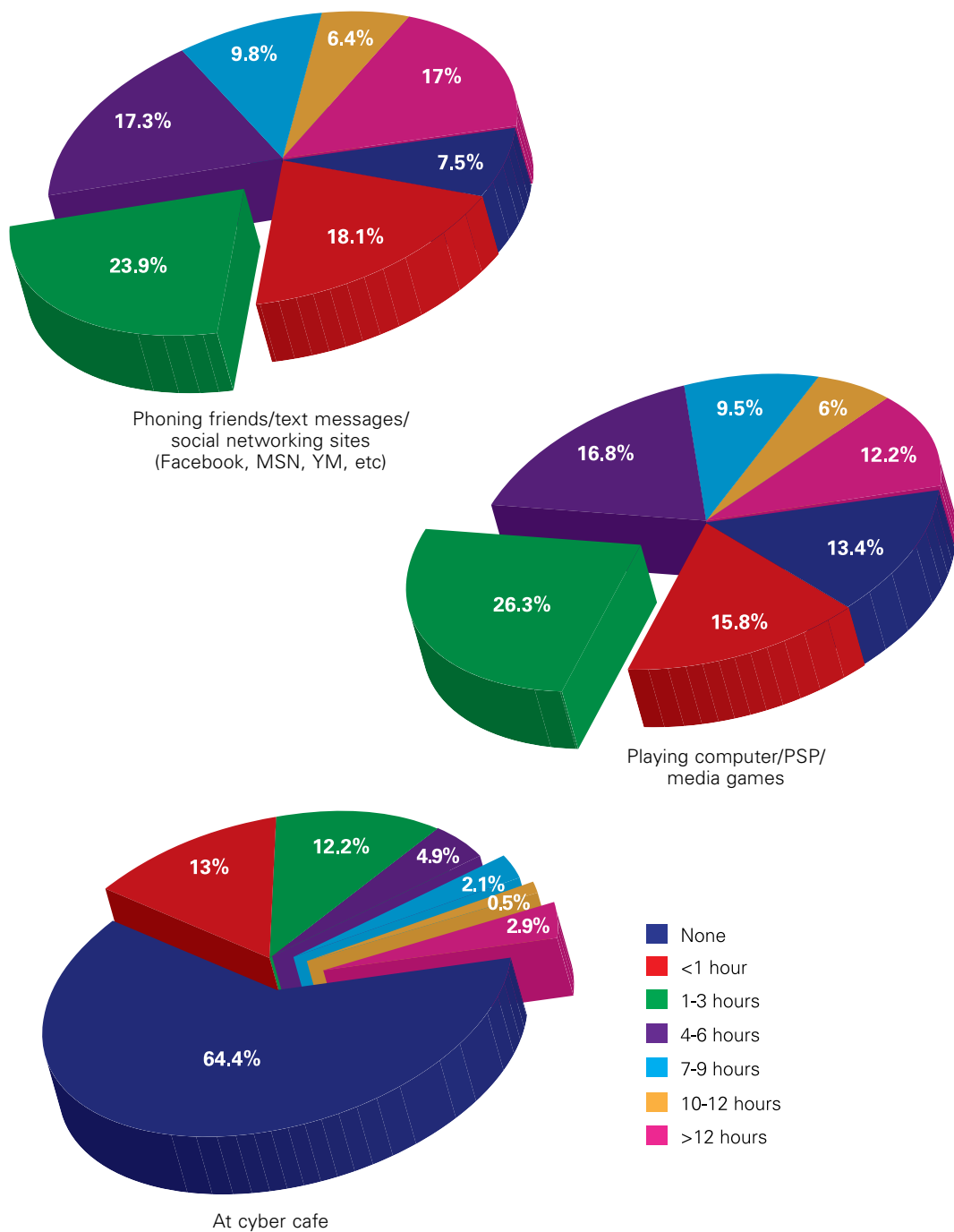
Internet Uses and Experiences

- On Internet uses and experiences; Internet usage among young people closely relate to interests in education, social networking, self-expression and creative work. Respondents in the focus groups feel that schools should teach them more about new media tools that aid creative work so that they can participate more productively in matters that are pertinent to them. The respondents feel that they need to acquire a lot more digital and new media literacy skills as well as more user-friendly platforms.

- Frequent uses of Internet are for watching videos, using search engines to find new knowledge and information as well as downloading or uploading music or videos. Additionally, the Internet is a source of information for school work or general knowledge.

- Most respondents indicated that they belong to Facebook, making it the most popular cyber community, followed by Friendster. Young people are highly attached to Facebook and the mobile phone.

- Most popular among respondents are websites that are related to music, games, video clips/YouTube and chatting.

Mobile Phone and Media Gaming Uses and Experiences

- The mobile phone is seen as the most important tool in young people's lives. High ownership of mobile phones is noted among respondents. Mobile phone usage is linked closely to purposes of keeping in touch and making plans with friends, for entertainment – listening to music/radio, playing games and for recording, sharing and keeping images, music, video and storing contact details.

- Media games are very popular among respondents and these include games on racing, adventure and martial arts. Computer games is the most popular, followed by mobile phone games, game consoles and hand-held game consoles. A large majority play free online games. Action games is the most popular; however, playing games for educational purposes is not. Young people themselves express concern about the addictive nature of the Internet, especially games.

Media Literacy and Digital Skills

- Only a moderate number of respondents said that they could evaluate the quality, relevance and accuracy of information. About 56% of respondents are able to ascertain the quality, relevance and accuracy of information.

- Results also show that they possess little knowledge about online risks and opportunities. Respondents rarely refer to cyber security websites for issues on online safety and risks. About 47% of respondents do not know if a password or an ID could be stolen using malware.

- More than half of them do not know what a phishing scam is and an equal number are not able to use the spam alert or block users. More than half of the respondents (53%) do not know that receiving a fraudulent email that requires them to update their information is known as a phishing email. Only 29% knew that a phishing scam happen over emails. About 53% of respondents are not able to use the spam alert. Apart from that, only 57% of respondents indicated that they can block another user.

- Young people lack awareness on the permanence of information posted online and the possibility of it being used for other purposes. Nearly 51.5% of respondents reported 'false' to the following statement: Once information is posted online, it is permanent and cannot be taken back from cyberspace. Only a small number of respondents (16.9%) believe this to be true.

Security and Privacy Issues

- A large majority never or rarely change their passwords. Only very few (3.3%) report as changing their passwords regularly.

- In keeping personal details private, most (67%) would not disclose home and phone details online. Many respondents (65%) are cautious when it comes to meeting online contacts they do not know but have become cyber friends with.

- A significant number of young people often come into contact with sexual content when they are online. Quite a number admitted to rarely closing (10%) and never closing (34%) pages of that nature. Nearly 85% stated they seldom or did not intentionally seek out websites containing horror and pornography.

- Young people are less inclined to report online threats and bullying to parents. Slightly more than half said they will not report threatening content or behaviour to their parents or teachers. A similar proportion of respondents also said they will not make a report if they receive any hateful content or if they are threatened in a chat room.

- Most reported that they did not receive any guidance from parents on online risks and harmful content. Many parents do not control the use of their children's mobile phones or set rules and conditions for using the Internet. When control is imposed, they usually do so only by monitoring usage hours. Most parents do not know what their children are doing online or who they come into contact with.

- Respondents do not receive adequate education in school about online security, risks and challenges and media violence. Only a small proportion (4.8%) of respondents has learned about online security, risks and challenges in school and an even fewer (4.4%) said they have heard about media violence in the classroom.

- It was found that there is much uncertainty in the ways young people view privacy and moral perspectives. Many respondents put pictures of themselves and of other people on a blog, social network site or a personal page without the permission of the relevant persons. Moreover, respondents do not see posting pictures of themselves in different contexts and poses as problematic.

- The dangers of bullying and harassment through voice, text and images are prevalent in the lives of young people, but many respondents do not see this as a serious problem. Interestingly, the perception of risk is not really deep among the young people of the study; in fact many appear unsure or confused.

There is a lack of critical thinking and judgement when working with new media. There is much uncertainty in the ways young people view privacy and moral perspectives, with respondents seemingly casual about these issues.

The Social Impact of Blogging on Young Adults: How It Shapes Individual Opinions and Actions

Wong Siew Fan, PhD; Lim Tong Ming, PhD

- Universiti Tunku Abdul Rahman
- Sunway University

Report Summary

- This study seeks to understand how blogging affects the opinions and actions of young adult bloggers in Malaysia. Specifically, how is the effect of blogging linked to perceived credibility of blog posts and reputation of information sources.

- Survey data is collected from 576 students from five public universities in Malaysia. Respondents are aged between 17 and 25 and own personal blogs.

- Findings revealed that respondents' perceived credibility of blog information and reputation of blog sources impact their opinions and actions.

- The better the reputation of a blog source, the greater the respondents' reliance on blog source as the main source of information. They tend to follow suggestions on blogs and adjust their own viewpoints to fit the information gathered from blogs whose credibility they are confident about.

- It was also found that respondents have a high intent to continue blogging in the future and this is determined by the bloggers' attitude towards blogging and subjective norm.

- Young adults veer towards blogs that are owned by their friends and relatives.

Figure 4: Credibility of Information Sources
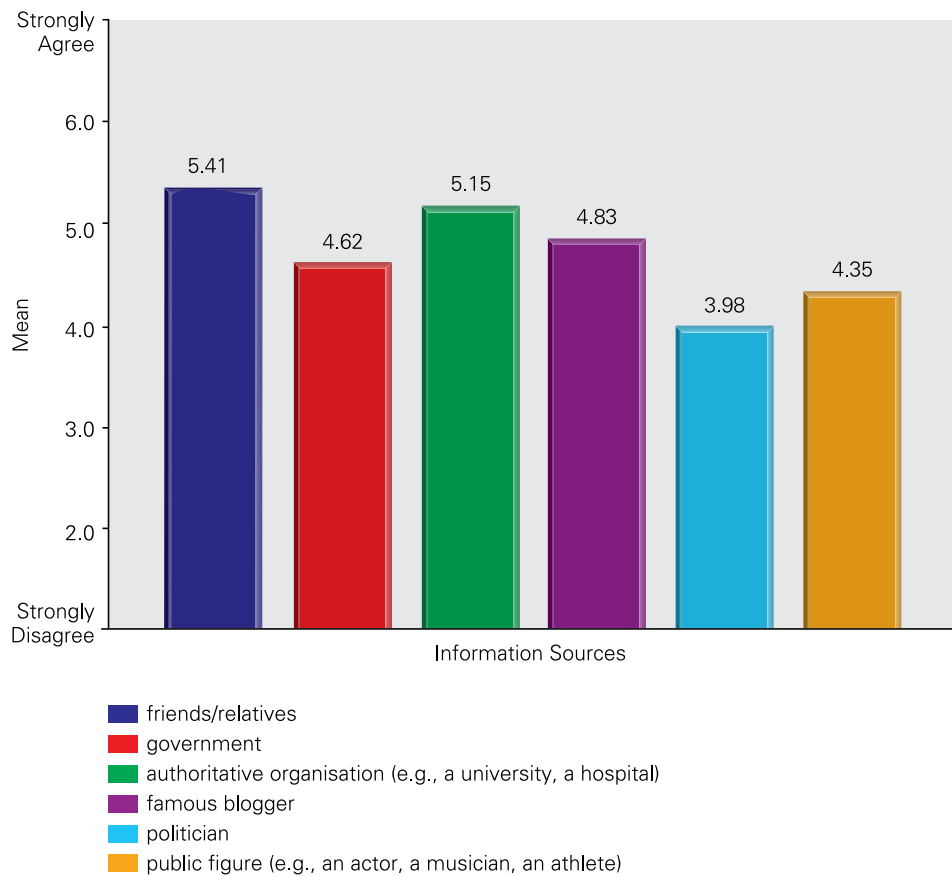
- Respondents tend to focus on topics related to their personal life, lifestyle, entertainment and travel with very few paying attention to political-type blogs. Neither are they active in community blogs.

- The majority of respondents treat blogs as an electronic diary to document their life. Blogs are also used for social networking.

- The reputation of the source of information and bloggers' perception of its credibility of the information influence young adults.

- When respondents perceive the information posted on blogs are accurate, believable, fair, and in depth, they tend to use these information as their main information source.

- Respondents are inclined to perceive information posted by friends/relatives and authoritative organisations such as universities or hospitals as more credible. They, however, show slight mistrust towards the credibility of information posted by politicians.

■ Respondents focus more on the reputation of the source when it comes to taking action but the perceived credibility of blog post information dominates when it comes to information gathering.

■ Respondents are inclined to stay neutral when the actions proposed require only online responses.

■ On following suggestions that require actions beyond the online realm, respondents show some levels of reluctance to comply with these suggestions unless the offline activity is organised by individuals the respondents knew personally.

■ Closely related institutions such as universities and hospitals are still regarded as important and respondents place high level of trust in them.

■ Bloggers trust their peers and are comfortable with their inner circle of friends when they blog. They are also willing to adopt opinions and suggestions provided by this group of people.

Respondents are inclined to perceive information posted by friends/relatives and authoritative organisations such as universities or hospitals as more credible.

Self-regulatory Framework and Mechanisms in the Malaysian Media Environment

Md. Salleh Hj. Hassan, PhD; Zulhamri Abdullah, PhD and
Syed Agil Alsagoff

- **Universiti Putra Malaysia**

Report Summary

■ The majority of the Communications and Multimedia Content Forum of Malaysia (CMCF) members believe that they use suitable mechanisms to communicate messages about the Content Code to their staff through staff training, regular briefing, Content Code distribution, seminar and workshops. Awareness and implementation of the Content Code however is lower among non-members.

■ Two thirds of the members consider using guidelines and the Content Code itself as the appropriate enforcement and monitoring mechanism of the Content Code.

■ Most of the issues or complaints that arise are related to commercials and advertisements, religious issues and technical terms as well as inappropriate content issue. However, the total number of complaints or issues is very small.

■ Almost all of the members concluded that the Content Code is strict and quite detailed, but does not comprehensively cover every aspect of each related media field.

■ The top three strengths of the Content Code, as highlighted by the respondents, are that it is able to control the content before broadcast, preserves Malaysian culture and prevents sensitive issues, violence, unaccepted conflicts, obscene and unnecessary content.

■ The major weaknesses of the Content Code, highlighted by the respondents, are that it blocks creativity, is difficult to understand and

to implement. The language used in the code needs to be improved and repetitions need to be minimised.

■ The Content Code is most effective safeguard for ensuring media content is suitable for children.

■ Even among respondents from organisations that have adopted the Content Code, nearly 30% of them are not aware of the existence and implementation of the Code.

■ Only one third of the respondents confirmed that their organisations have provided or conducted training regarding Content Code while more than half do not provide or conduct any training yet.

■ The Content Code is used at all levels when producing content or service by nearly half of the members. A small minority say they are using the Content Code only at the end of the content production or service process.

Figure 5: Awareness and Practice of the Content Code
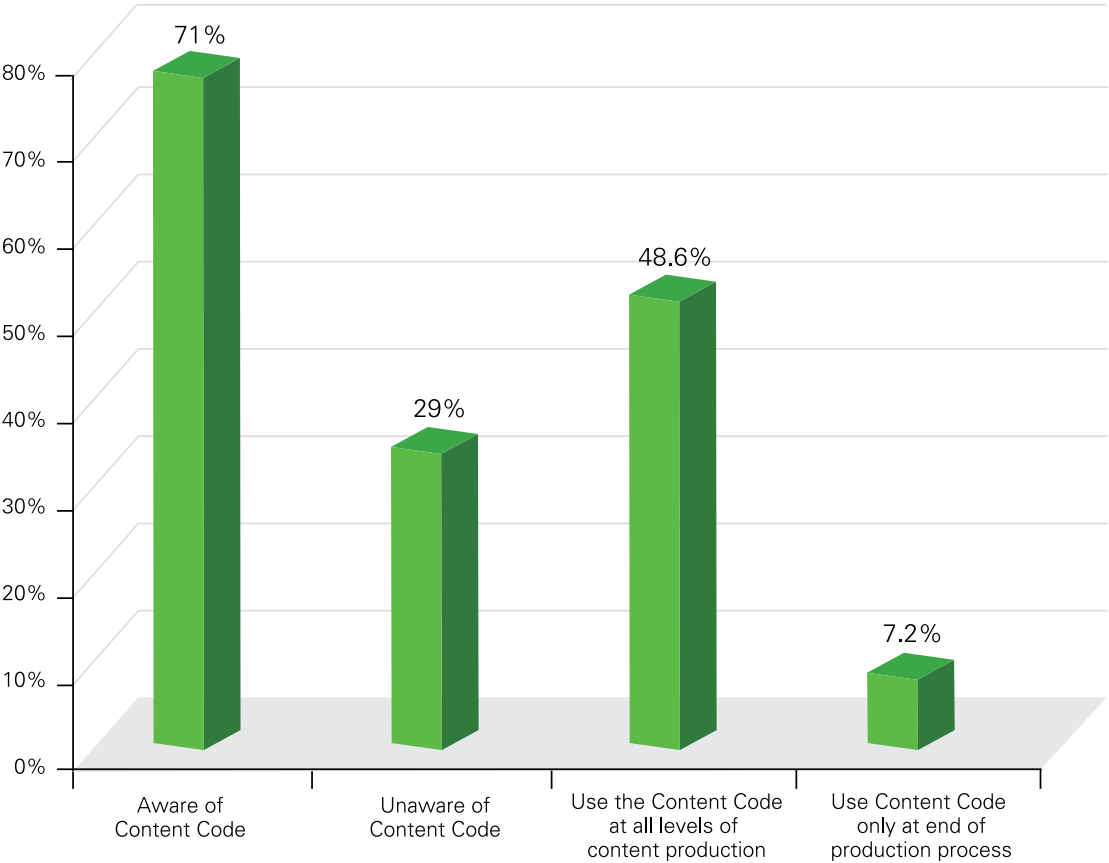
■ The knowledge on Content Code practices should be included in school curriculum. Opinions from civic groups to content creators must be highlighted.

■ There is a need for Content Creators to give more weight to opinions from Civic Groups.

■ The channels and methods of raising awareness among media industry practitioners need to be further strengthened as well as to engage the public on the roles of Content Forum and Content Code practices and standards.

The level of acceptance on Content Code among members of the Content Forum is at a moderate level, with most of the members believing that the Content Code does not get wide enough exposure in the mass media.

Acknowledgement

National Research Committee on Networked Media Content

Zulkarnain Mohd Yasin (Secretary)
Senior Director
Industry Monitoring and Enforcement Division
Malaysian Communications and Multimedia Commission (MCMC)

Hj Daud Ismail
Under Secretary, Content and Postal Division
Communications Sector, Ministry of Information
Communications and Culture

Mohd Mustaffa Fazil bin Mohd Abdan
Executive Director, Communications and Multimedia
Content Forum of Malaysia

Yang Mee Eng
Senior Executive, Creative Multimedia Department
Multimedia Development Corporation

Professor Dr Ahmad Murad Merican
Department of Management and Humanities
Universiti Teknologi PETRONAS (UTP)

Professor Dr Asiah Sarji
Director, Publication Unit
Universiti Malaysia Perlis (UMP)

Associate Professor Harold Thwaites
Faculty of Creative Multimedia
Multimedia University (MMU)

Professor Dr Mokhtar Bin Muhammad
Faculty of Communication and Media Studies
Universiti Teknologi Mara (UTM)

For any enquiries, please contact the programme secretariat and researchers:

Secretariat

networkedmedia@cmc.gov.my

Lead Researchers

- Shahizan Hassan - shahizan@uum.edu.my
- Shanthi Balraj - shanti@usm.my
- Wong Siew Fan - siewfanw@sunway.edu.my
- Salleh Hassan - salleh@fbmk.upm.edu.my

Headquarters

SURUHANJAYA KOMUNIKASI DAN MULTIMEDIA MALAYSIA

Malaysian Communications and Multimedia Commission
Off Persiaran Multimedia
63000 Cyberjaya
Selangor Darul Ehsan
Malaysia
Tel: +60 3 8688 8000
Fax: +60 3 8688 1000
Email: networkedmedia@cmc.gov.my
Website: www.skmm.gov.my

SKMM Complaints Bureau

Aduan SKMM Hotline: 1-800-888-030
(Monday to Friday 8:30am - 5:30pm excluding public holiday)
Online Complaint: http://aduan.skmm.gov.my
Email: aduanskmm@cmc.gov.my
SMS: SKMM ADUAN [complaints details] and text to 15888
Fax: +60 3 8688 1880

Satellite Offices

Malaysian Communications and Multimedia Commission
Prima Avenue One
Block 3507, Jalan Teknokrat 5
63000 Cyberjaya
Selangor Darul Ehsan
Tel: +60 3 8688 8400
Fax: +60 3 8688 1051

Malaysian Communications and Multimedia Commission
1st & 2nd Floor, Block C
Bangunan Sultan Abdul Samad (BSAS)
Jalan Raja
50610 Kuala Lumpur
Wilayah Persekutuan
Tel: +60 3 2630 5555
Fax: +60 3 2697 8128

Northern Regional Office
Tingkat 1, Bangunan Tabung Haji
Jalan Bagan Luar
12000 Butterworth
Pulau Pinang
Tel: +60 4 323 8228
Fax: +60 4 323 9448

Perak Branch of the Northern Regional Office
Level 12, Perak Techno-Trade Centre
Bandar Meru Raya
Jalan Jelapang
30020 Ipoh
Perak Darul Ridzuan
Tel: +60 3 527 2913
Fax: +60 3 527 2943

Central Regional Office
Level 17, Wisma SunwayMas
1, Jalan Tengku Ampuan
Zabedah C9/C
Section 9
40100 Shah Alam
Selangor Darul Ehsan
Tel: +60 3 5518 7701
Fax: +60 3 5518 7710

Eastern Regional Office
B8004 Tingkat 1
Sri Kuantan Square
Jalan Telok Sisek
25200 Kuantan
Pahang
Tel: +60 9 512 1100
Fax: +60 9 515 7566

Kelantan Branch of the Eastern Regional Office
PT400, Bandar Baru Tunjong
Jalan Kuala Krai
15100 Kota Bharu
Kelantan Darul Naim
Tel: +60 9 741 1900 / 60 9 741 1901
Fax: +60 9 741 1905

Southern Regional Office
Suite 7A, Level 7
Menara Ansar, Jalan Trus
80000 Johor Bahru
Johor
Tel: +60 7 226 6700
Fax: +60 7 227 8700

Melaka Branch of the Southern Regional Office
Aras 11 (Ruang Pejabat 2)
Bangunan Yayasan Melaka
Jalan MITC, Hang Tuah Jaya
75450 Ayer Keroh
Melaka
Tel: +60 6 233 1659 / 06 233 1646
Fax: +60 6 233 1615

Sabah Regional Office
6-10-10, 10th Floor
No. 6 Menara MAA
Lorong Api-Api 1, Api Api Centre
88000 Kota Kinabalu
Sabah
Tel: +60 88 270 550
Fax: +60 88 253 205

Beaufort Branch of the Sabah Regional Office
Lot 4, Tingkat Bawah & 1
Cerah Commercial Center
89808 Beaufort
Sabah
Tel: +60 87 212 171
Fax: +60 87 212 176

Sandakan Branch of the Sabah Regional Office
Lot No. 7, Block 30
Bandar Indah Phase 6, Batu 4
90000 Jalan Utara, Sandakan
Sabah
Tel: +60 89 227 350
Fax: +60 89 227 352

Sarawak Regional Office
Level 5 (North), Wisma STA
26, Jalan Datuk Abang Abdul Rahim
93450 Kuching
Sarawak
Tel: +60 82 331 900
Fax: +60 82 331 901

Miri Branch of the Sarawak Regional Office
Lot 1385 (1st Floor)
Block 10 Centre Point
Commercial Centre Phase II
98000 Miri
Sarawak
Tel: +60 85 417 900 / 60 85 417 600
Fax: +60 85 417 400

Sibu Branch of the Sarawak Regional Office
GF 1st & 2nd Floor
No. 2 Lorong Kwong Ann 8
Brooke Drive
96000 Sibu
Sarawak
Tel: +60 84 327 300
Fax: +60 84 326 500