



DSRG
DIGITAL SOCIETY RESEARCH GRANT

DIGITAL SOCIETY RESEARCH GRANT 2024 CYCLE 1 CALL FOR PROPOSALS

INFO SESSION

**08 MARCH 2024, FRIDAY
10:00 AM - 11:00 AM**



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MCMC AT A GLANCE

MCMC

1. Established by and governed by the **Malaysian Communications and Multimedia Commission Act 1998 (Act 589)**
2. Effective from **1 November 1998**
3. Multi-Sectoral Regulator:
 - Communications and Multimedia Act 1998 (Act 588)
 - Digital Signature Act 1997 (Act 562)
 - Postal Services Act 2012 (Act 741)
 - Strategic Trade Act 2010 (Act 708)

Industry Self Governance Industry Forums under the CMA '98

Feb 2001



COMMUNICATIONS & MULTIMEDIA CONSUMER FORUM OF MALAYSIA

Mar 2001



COMMUNICATIONS & MULTIMEDIA CONTENT FORUM OF MALAYSIA

Oct 2004



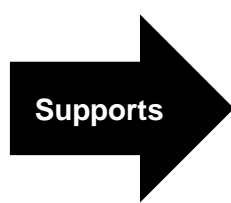
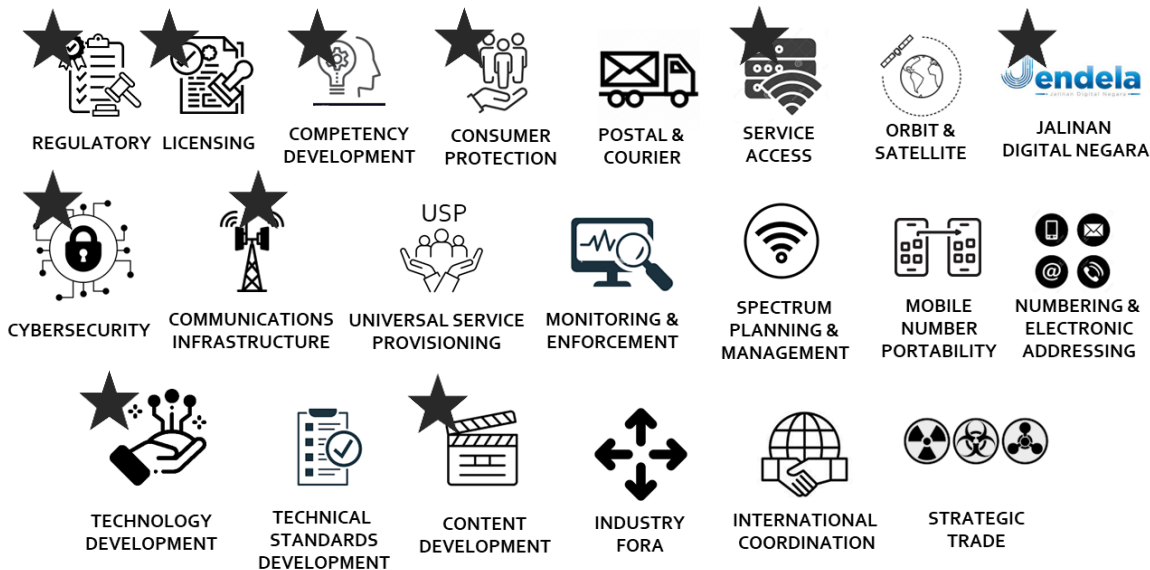
MALAYSIAN TECHNICAL STANDARDS FORUM BERHAD

Feb 2020



POSTAL FORUM

Wide-ranging Regulatory and Developmental roles



NATIONAL PLANS



1. Drive digital transformation in the public sector.
2. Boost economic competitiveness through digitalisation.
3. Build enabling digital Infrastructure.
4. Build agile and competent digital talent.
5. Create an inclusive digital society.
6. Build a trusted, secure and ethical digital environment



1. Equip the Rakyat with 4IR knowledge and skill sets.
2. Forge a connected nation through digital infrastructure development.
3. Future-proof regulations to be agile with technological changes.
4. Accelerate 4IR technology innovation and adoption.



1. Themes

- Resetting the economy
- Strengthening security, wellbeing and inclusivity
- Advancing sustainability

2. Policy Enablers

- Developing future talent
- Accelerating technology adoption and innovation
- Enhancing connectivity & transport infrastructure
- Strengthening the public service



1. Individual & Family

- Education & Training
- Financial assistance
- Health
- Employment & Income
- Protection of the Vulnerable
- Social Protection

2. Business & Employers

- Finance & Financing
- Market Access
- Employee Recruitment & Training
- Entrepreneurship training
- Tax
- Investment
- Infrastructure facility

3. Community

- Community development
- Infrastructure & Facilities
- HRD development
- ESG development
- Safety
- Islamic teachings
- Youth & Sports

ABOUT DSRG



Aims: To grow evidence base necessary to optimise the advancements made in communications infrastructure and service deployment.



- **Launched on 3 July 2020**
- **Two cycles of Call for Proposals/year**



- **Maximum RM10,000/grant**
- **Research duration of up to 6 months**



FOCUS AREA 1:

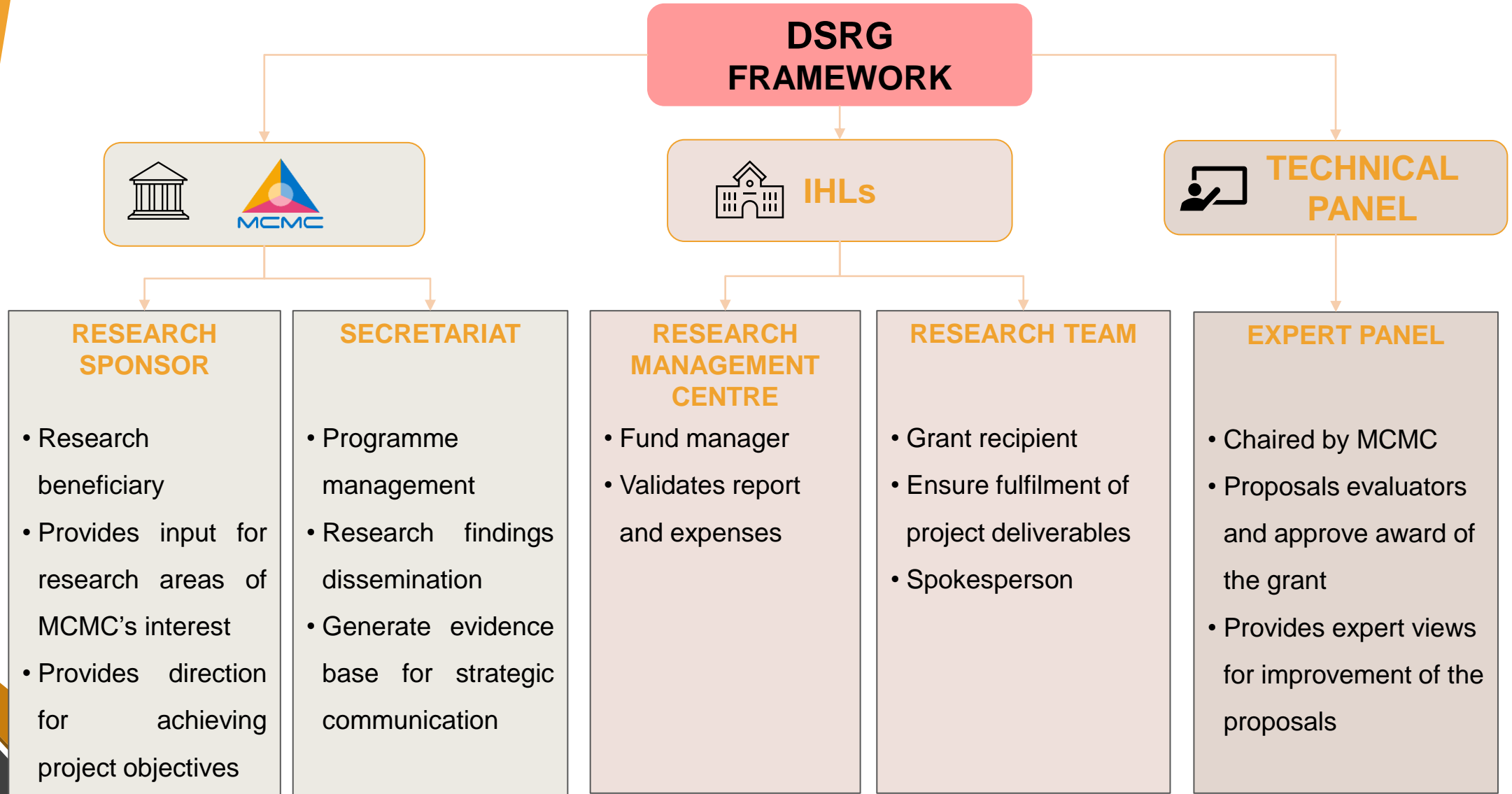
DIGITAL CITIZENSHIP & CYBER WELLNESS



FOCUS AREA 2:

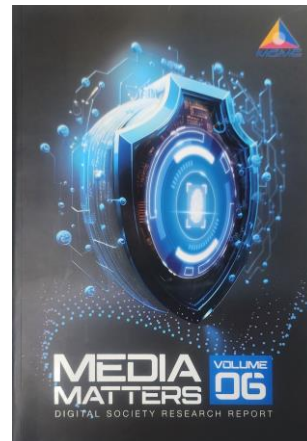
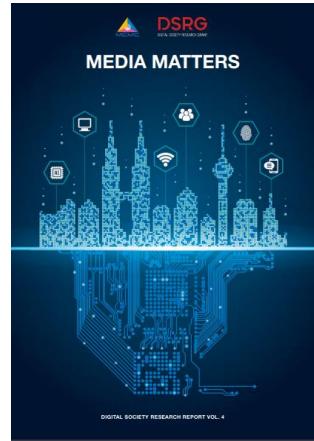
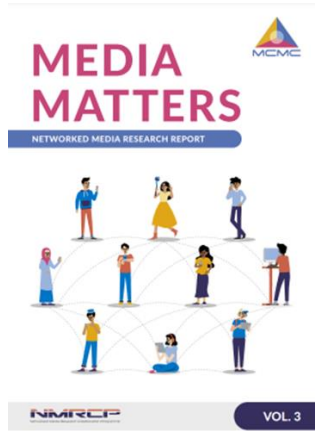
DIGITAL INCLUSION

DSRG FRAMEWORK



DISSEMINATION OF FINDINGS



Media Matters



Communicate@MCMC

COMMUNICATE@MCMC SESSION 2/2023
Overview of 5G Workforce Skills and Competency in Malaysia

Thursday, 12 October 2023 9:00 am - 10:15 am Online Via zoom

MODERATOR	PANELLIST	PANELLIST
 MS. KHANEeza KHALID Head of Division, MCMC Academy MCMC	 DR. AMINATUL SAADIAH ABDUL JAMIL Universiti Sains Islam Malaysia	 DR. VIKNISWARI VIJA KUMARAN Universiti Tunku Abdul Rahman

<https://www.mcmc.gov.my/en/resources/research/publications>

Research Symposia



DSRG 2024/CYCLE 1: FOCUS AREAS & RESEARCH TITLES (1/11)

GUIDED RESEARCH

FOCUS AREA 1: DIGITAL CITIZENSHIP & CYBER WELLNESS

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
1.	DCC-1 Optimising Cybersecurity: A Comparative Analysis of Threat Intelligence Mechanisms for the Communications and Multimedia Industry	<ul style="list-style-type: none"> i. RO1 – To assess the current and developing cyber network threat landscape necessitating industry monitoring, risk mitigation and response and recovery planning and processes; ii. RO2 – To identify, analyse and compare threat intelligence mechanisms suitable for the C&M industry and consider their respective strengths and weaknesses; iii. RO3 – To identify organisational challenges faced and propose the best threat intelligence mechanisms that suit their organisation’s needs; iv. RO4 – To gain insights into the effectiveness, scalability, adaptability, and real-time responsiveness of threat intelligence mechanisms and procedures; and v. RO5 – To determine industry best practices and provide recommendations for implementing and optimising threat intelligence mechanisms. 	Network Security Management Department Network and Information Security Management Division
2.	DCC-2 Communications and Multimedia Industry Environmental, Social, and Governance (ESG) Adoption Factors and Practices	<ul style="list-style-type: none"> i. RO1 – To identify the key challenges/risks in the ESG and mitigation approaches; ii. RO2 – To understand how licensees allocate spending across the three ESG pillars and allocation rationale; iii. RO3 – To analyse Licensees' ESG Ratings against ESG Disclosure Scores and propose different measurement indices for each ESG pillar; and iv. RO4 – To recommend an ESG adoption guide for industries to determine priority areas and help identify best practices for adoption. 	Market Intelligence Department Industry Research and Data Analytics Division

GUIDED RESEARCH - Predetermined Research Objectives to be achieved with requirements for researchers to recommend suitable research design

DSRG 2024/CYCLE 1: FOCUS AREAS & RESEARCH TITLES (2/11)

GUIDED RESEARCH

FOCUS AREA 1: DIGITAL CITIZENSHIP & CYBER WELLNESS

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
3.	DCC-3 Sentiment and Behavioural Exploration of Social Media Users on Radio Frequency Electromagnetic Fields (RF-EMF) Emission-related Contents	i. RO1 – To identify and list the types of RF-EMF content available on social media platforms and the users’ content preferences; ii. RO2 – To identify and analyse the trend of current and potential responses to each content type and preference (including types of discussion, information sources, information formats and other identified variables); iii. RO3 – To identify and study the correlations between types of contents, preferences, sentiments and perceptions (including well-being, stress & anxiety levels and overall satisfaction with communications & multimedia services); and iv. RO4 – To recommend in detail communications approaches and strategies for instilling/increasing awareness at targeted demographics (including personas such as work-at-home spouses, digital workers/students, and rural entrepreneurs).	Technology Development Department Technology and Standards Division

GUIDED RESEARCH - Predetermined Research Objectives to be achieved with requirements for researchers to recommend suitable research design

DSRG 2024/CYCLE 1: FOCUS AREAS & RESEARCH TITLES (3/11)

GUIDED RESEARCH

FOCUS AREA 2: DIGITAL INCLUSION

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
4.	DI-1 Analysis of Consumer Behaviour on 5G Adoption in Malaysia	i. RO1 – To identify factors contributing to and hindering 5G consumer take-up/subscription; ii. RO2 – To understand users’ motivations and willingness to take up 5G subscriptions and for existing subscribers to migrate up to 5G subscriptions from 4G subscriptions; iii. RO3 – To understand subscribers’ 5G mobile data usage and consumption of different contents (for example, time and pattern of usage for video streaming, online shopping, e-government, e-commerce/entrepreneurial activities, social media, mobile gaming, knowledge acquisition and others); iv. RO4 – To measure 5G consumers’ user experiences, satisfaction, and gaps (for example, 4G vs 5G user experiences on speed and coverage); and v. RO5 – To recommend the main factors impacting 5G consumer take-up according to user personas or demographic categories (for example, by university students in their 20s, office worker age, digital nomad/consultant, and so on).	Market Intelligence Department Industry Research and Data Analytics Division

GUIDED RESEARCH - Predetermined Research Objectives to be achieved with requirements for researchers to recommend suitable research design

DSRG 2024/CYCLE 1: FOCUS AREAS & RESEARCH TITLES (4/11)

GUIDED RESEARCH

FOCUS AREA 2: DIGITAL INCLUSION

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
5.	DI-2 Free-To-Air Channel: Uses, Motivations and Gratifications in the Southern Region of Peninsular Malaysia	<ul style="list-style-type: none"> i. RO1 – To identify the usage pattern of FTA TV among the audience in the Southern region; ii. RO2 – To identify the gratification level of FTA TV among audiences in the Southern region; iii. RO3 – To identify the demographic profile of the audience and content preference; iv. RO4 – To identify the advertising potentials from the perspectives of FTA Users (Audience and SMEs); and v. RO5 – To provide general recommendations to promote FTA TV viewership and positive responses to content and advertising amongst users. 	Broadcast Industry Development Department Industry Digital Ecosystem Development Division

GUIDED RESEARCH - Predetermined Research Objectives to be achieved with requirements for researchers to recommend suitable research design

DSRG 2024/CYCLE 1: FOCUS AREAS & RESEARCH TITLES (5/11)

GUIDED RESEARCH

FOCUS AREA 2: DIGITAL INCLUSION

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
6.	DI-3 A Study on the Marketability and Preparedness of Agriculture Technical Vocational Education and Training (ATVET)	i. RO1 – To conduct a comprehensive stocktake of agriculture programme offerings and suitability to address 4IR's digitalisation, automation, and modernisation agenda; ii. RO2 – To evaluate the efficacy of existing ATVET programmes in equipping graduates with the necessary skills, knowledge, and entrepreneurial competencies for employability and work readiness in agriculture; iii. RO3 – To assess the factors hindering the successful integration of ATVET graduates into the increasingly modern/digitalised Malaysian agricultural workforce; and iv. RO4 – To formulate recommendations for curriculum improvements, industry-academia partnerships, and career guidance initiatives aimed at aligning ATVET programmes with real-world demands and ensuring the successful integration of graduates into the thriving agricultural landscape.	Stakeholder Digital Enablement Division Industry Development Sector

GUIDED RESEARCH - Predetermined Research Objectives to be achieved with requirements for researchers to recommend suitable research design

DSRG 2024/CYCLE 1: FOCUS AREAS & RESEARCH TITLES (6/11)

GUIDED RESEARCH

FOCUS AREA 2: DIGITAL INCLUSION

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
7.	DI-4 Recommendations for the Improvement of the Methodology and Data Used to Calculate the Percentage of Malaysia's Internet Coverage in Populated Areas	i. RO1 – To identify best practices for measuring the percentage of Internet coverage in populated areas. (The minimum acceptable benchmark would be against other countries' regulators or respective authorities in determining their method for measuring internet coverage in populated areas and how their methodologies align with International Telecommunication Union (ITU) standards); ii. RO2 – To validate existing methodology used in measuring the Internet coverage in populated areas and by different types of technology; iii. RO3 – To analyse and validate the level of accuracy of the available Malaysian population data sources by comparing the data sample with the actual number of populations on the ground; and iv. RO4 – To recommend the most viable population data source and measurement methodology to calculate Internet coverage in populated areas.	Mobile Network Planning Department Digital Infrastructure Planning Division

GUIDED RESEARCH - Predetermined Research Objectives to be achieved with requirements for researchers to recommend suitable research design

DSRG 2024/CYCLE 1: FOCUS AREAS & RESEARCH TITLES (7/11)

GUIDED RESEARCH

FOCUS AREA 2: DIGITAL INCLUSION

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
8.	DI-5 A Study on Public Higher Educational Institution Users' Broadband Services Quality of Experience and Adoption Factors	<ul style="list-style-type: none"> i. RO1 – To assess PHEI users (faculty and students) QoE in utilising fixed and mobile broadband services at PHEIs campuses and in surrounding areas (identified by location, i.e. administrative block, hostel, cafeteria, lecture theatres and surrounding area off-site student accommodations); ii. RO2 – To identify PHEI users' preferences and usage (faculty and students); iii. RO3 – To determine the correlation between the quality/availability of broadband services and users' satisfaction (i.e., university services, administrative work, overall teaching/learning experiences, etc.); and iv. RO4 – To identify adoption factors and recommend potential service improvements and offerings (e.g. the provisioning of campus-wide fibre broadbands). 	Digital Infrastructure Data Management Department Digital Infrastructure Planning Division
9.	DI-6 An Investigation on the Role and Challenges of State Government and Local Authority (PBT) in Facilitating the Adoption of GPP-I and Gazettement of UBBL Amendment 2021	<ul style="list-style-type: none"> i. RO1 – To identify the issues, challenges and experiences faced in adopting GPP-I and the gazettelement of UBBL (amendment 2021); ii. RO2 – To identify the issues, challenges, and experiences in locations and states that have implemented or not implemented GPP-I and UBBL (amendment 2021) and any combination thereof; and iii. RO3 – To recommend prioritisation of successful factors facilitating State and Local Government adoption of GPP-I and gazettelement UBBL (amendment 2021). 	Infrastructure Strategic and Management Department Digital Infrastructure Planning Division

GUIDED RESEARCH - Predetermined Research Objectives to be achieved with requirements for researchers to recommend suitable research design

DSRG 2024/CYCLE 1: FOCUS AREAS & RESEARCH TITLES (8/11)

GUIDED RESEARCH

FOCUS AREA 2: DIGITAL INCLUSION

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
10.	DI-7 A Study on the Feasibility of Ensuring Communications Service Readiness for New and Existing Development Areas	<ul style="list-style-type: none">i. RO1 – To identify the issues, challenges, and experiences faced in ensuring the availability of communications services;ii. RO2 – To propose a hierarchy of critical considerations, approaches or methodologies and ranking rationale and justification in considering the feasibility of communications services readiness; andiii. RO3 – To recommend prioritisation of potential considerations, approaches, or methodologies to ensure the availability of communications services in new and existing developments.	Infrastructure Strategic and Management Department Digital Infrastructure Planning Division

GUIDED RESEARCH - Predetermined Research Objectives to be achieved with requirements for researchers to recommend suitable research design

DSRG 2024/CYCLE 1: FOCUS AREAS & RESEARCH TITLES (9/11)

GUIDED RESEARCH

FOCUS AREA 2: DIGITAL INCLUSION

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
11.	DI-8 Streamlining Cashless Adoption in Malaysia: An Evaluation of MCMC's Cashless Society Programme Effectiveness and Impact	<ul style="list-style-type: none"> i. RO1 – To analyse CSP implementation and effectiveness (Examine the programme’s policy interventions, awareness and promotion campaigns, state, agencies, and strategic partners selection, and assess its impact on key stakeholders such as users, traders and its supply chain within the wholesale and retail sector); ii. RO2 – To evaluate CSP alignment and contribution (Assess the programme's alignment with national cashless society strategies and its contribution to national blueprints such as Ekonomi Madani Framework, MyDIGITAL, etc., focusing on specific pillars relevant to digital inclusivity/digital economy); iii. RO3 – To investigate CSP's impact in addressing the digital divide (Analyse quantitative and qualitative data to understand the programme's impact on bridging the digital divide across access, literacy, usage, capacity, participation, and outcome gaps within various socioeconomic groups); and iv. RO4 – To identify similar or potentially complementary programmes and recommend collaboration (Analyse potential overlaps/duplication or complimentary of MCMC’s Cashless Society programme with other agencies' initiatives and propose strategies/recommendations for collaboration and streamlining efforts to maximise effectiveness and minimise redundancy). 	Community and Digital Inclusion Division Industry Development Sector

GUIDED RESEARCH - Predetermined Research Objectives to be achieved with requirements for researchers to recommend suitable research design

DSRG 2024/CYCLE 1: FOCUS AREAS & RESEARCH TITLES (10/11)

GUIDED RESEARCH

FOCUS AREA 2: DIGITAL INCLUSION

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
12.	DI-9 A Study of the Feasibility of Generative Artificial Intelligence (AI) and Large Language Model (LLM) Adoption to Enhance MCMC Knowledge Management Practices	i. RO1 – To analyse the current state of KM practices via a literature review exploring existing methodologies and frameworks, focusing on generative AI and LLM capabilities application and integration; ii. RO2 – To evaluate the feasibility of current or future adoption of generative AI and LLM in the context of MCMC’s KM processes and procedures; iii. RO3 – To conduct a SWOT analysis on the potential MCMC organisational impact (with a particular focus on the impact of optimisation and efficiency and accuracy of generative AI and LLM adoption); iv. RO4 – To evaluate the suitability of a KM framework to measure and monitor improvements in data synthesis, organisation and knowledge extraction; and v. RO5 – Where appropriate for adoption to make recommendations as to the requirements which need to be put in place for generative AI and LLM adoption in MCMC.	Public Sector Development Department Digital Ecosystem Development Division

GUIDED RESEARCH - Predetermined Research Objectives to be achieved with requirements for researchers to recommend suitable research design

DSRG 2024/CYCLE 1: FOCUS AREAS & RESEARCH TITLES (11/11)

GUIDED RESEARCH

FOCUS AREA 2: DIGITAL INCLUSION

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
13.	DI-10 Impact Study on the Effectiveness of Cloud-Based Productivity Tools amongst Organisations within the Communications and Multimedia Industry	<ul style="list-style-type: none"> i. RO1 - To determine the take-up of cloud-based productivity tools amongst organisations within the Communications and Multimedia industry; ii. RO2 - To identify to what extent the cloud-based productivity tools contribute to organisational efficiency, employee collaboration and productivity and overall work performance and satisfaction; and iii. RO3 - To identify the factors influencing these tools' successful implementation and sustained usage. 	IT Services Management Department Information Technology Division
14.	DI-11 Considerations for a Conceptual Framework on Technical Vocational Education and Training Adoption of the Metaverse for Communications and Multimedia Capacity Development	<ul style="list-style-type: none"> i. RO1 – To identify challenges faced by the institutions in developing the TVET Metaverse curricula; ii. RO2 – To identify the TVET demand among the C&M industry; iii. RO3 – To assess the critical TVET skills and competencies for the C&M industry; iv. RO4 – To propose critical TVET courses for Metaverse training delivery for the C&M industry; and v. RO5 – To propose a TVET Metaverse conceptual framework for capacity development programmes for the C&M industry. 	Capacity Development Centre MCMC Academy

GUIDED RESEARCH - Predetermined Research Objectives to be achieved with requirements for researchers to recommend suitable research design

DSRG 2024/CYCLE 1: PROCESS OVERVIEW



The timeline may be affected by public holidays

RESOURCES LINKS

1. DSRG 2024 Cycle 1 Application Guideline

https://mcmc.gov.my/skmmgovmy/media/General/DSRG_2024/1-2024_DSRG_Guideline_Cycle-1_FINAL.pdf

2. DSRG 2024 Cycle 1 Proposal Submission Form

https://mcmc.gov.my/skmmgovmy/media/General/DSRG_2024/3-2024_DSRG-Proposal-Submission-Form_Cycle-1_FINAL.docx

3. FAQs

https://mcmc.gov.my/skmmgovmy/media/General/DSRG_2024/2-2024_DSRG_FAQ_Cycle-1_FINAL.pdf

DSRG 2024/CYCLE 1: SUBMISSION

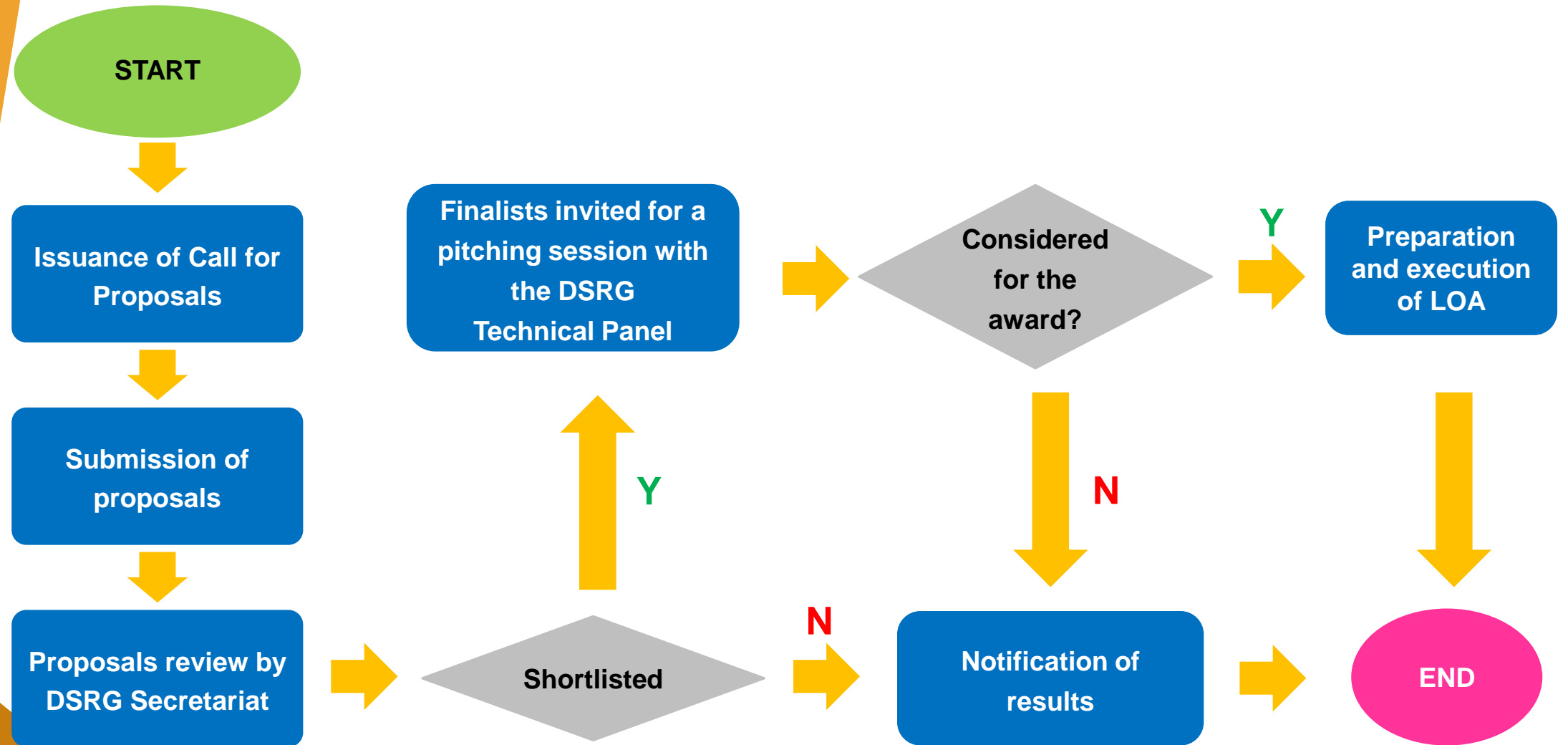


Documents that need to be submitted

1. Proposal Submission Form (in pdf and word.doc)
2. CVs of all research team members
3. Certified copies of the highest academic qualification
4. Other relevant materials to support the proposal

<https://mcmc.gov.my/en/grants/2024-dsrg-cycle-1>

DSRG 2024/CYCLE 1: EVALUATION



DSRG 2024/CYCLE 1: SELECTION (1/2)

Key criteria for selection process

1. The researcher must demonstrate a **sound understanding** of MCMC's roles and functions.
2. The researcher's experience and expertise are demonstrated through **prior research work and publication** in the proposed field.
3. The proposed research provides **new insights, value or knowledge** on the existing body of research.
4. The feasibility of the research scope must be commensurate with the **grant amount and duration**.
5. The proposal must address the outlined **Research Problem** and exclude the development of prototypes or applications.
6. The proposal must meet **submission and evaluation criteria**.
7. The proposal must be written in an **understandable, concise and straightforward manner**.

DSRG 2024/CYCLE 1: SELECTION (2/2)

Qualifying Criteria

1

QUALITY

- Rationale and justification are presented **coherently** and **logically**.
- Falls within the context of the **research focus**.
- **Ethical considerations** have been identified and addressed.

2

IMPACT

- Provides opportunity to contribute to the implementation or evolution of **MCMC's policies / initiatives**.
- Potentially significant offering **new insights** in the subject area.

3

ALIGNMENT

- The need and relevancy of the research in contributing towards **departmental specific works**.
- Potentially provides useful and relevant data for **knowledge base**.

4

SUITABILITY

- The researcher have the **expertise, skills and knowledge** in the proposed area of research, and with the proposed methodology to **accomplish the research objectives**.

5

FEASIBILITY

- The **appropriateness** of the proposed activities, methods, and resources to accomplish the project within the stated **timeframe**.

Q&A SESSION

Please type in your questions in the Q&A box



QUESTIONS?

FEEDBACK FORM

Scan the QR Code to fill in the Feedback Form



CONTACT US

Research Enterprise Department

- **MCMC Academy**

**Malaysian Communications and Multimedia
Commission**

Centre of Excellence

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MCMC