



DSRG
DIGITAL SOCIETY RESEARCH GRANT

DIGITAL SOCIETY RESEARCH GRANT

CYCLE 2, 2024

INFO SESSION

6 AUGUST 2024, TUESDAY

10:00 – 11:00 AM

CONTENTS

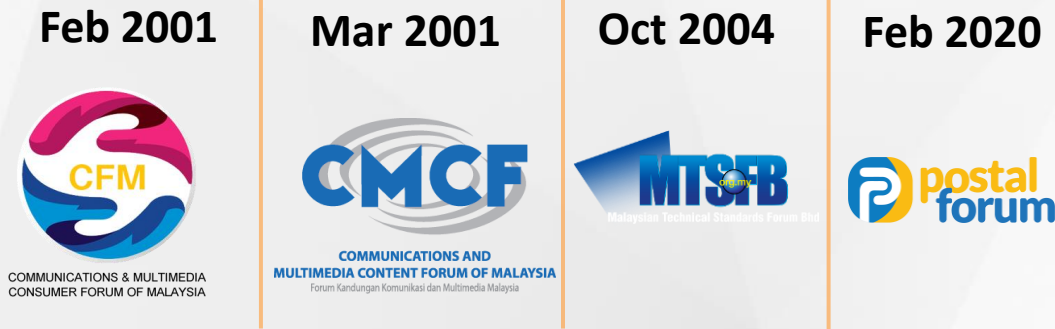
- 1. MCMC at a Glance**
- 2. National Plans**
- 3. About DSRG**
- 4. DSRG Collaborative Framework**
- 5. Dissemination of Findings**
- 6. DSRG 2024/Cycle 2: Focus Areas & Research Titles**
- 7. DSRG 2024/Cycle 2: Process Overview**
- 8. DSRG 2024/Cycle 2: Submission**
- 9. DSRG 2024/Cycle 2: Evaluation**
- 10. DSRG 2024/Cycle 2: Selection**
- 11. Q&A Session**
- 12. Feedback Form**
- 13. Contact Us**

MCMC AT A GLANCE

MCMC

1. Established 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



Wide-ranging Regulatory and Developmental roles



Supports



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:

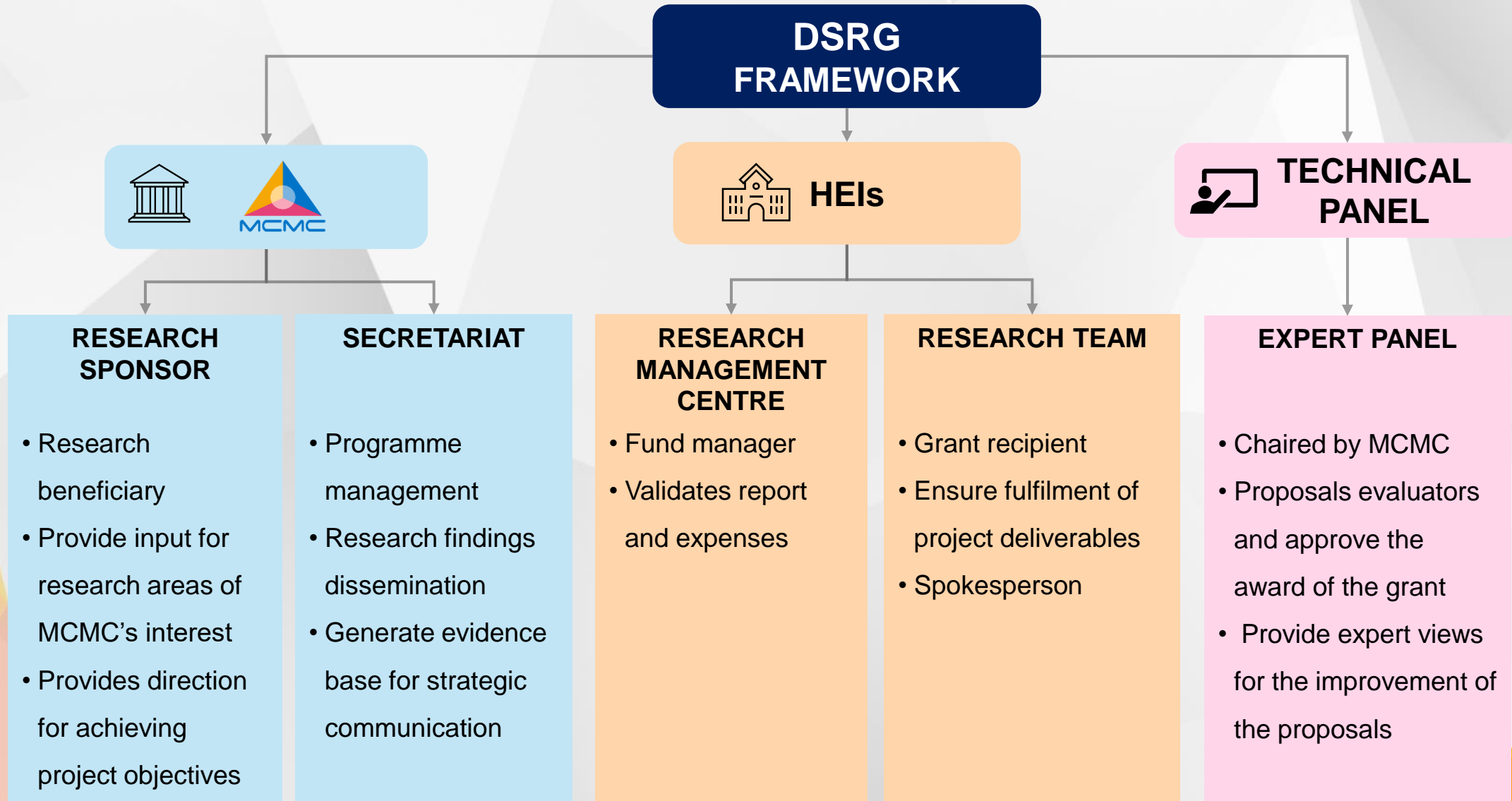
DIGITAL CITIZENSHIP & CYBER WELLNESS



FOCUS AREA 2:

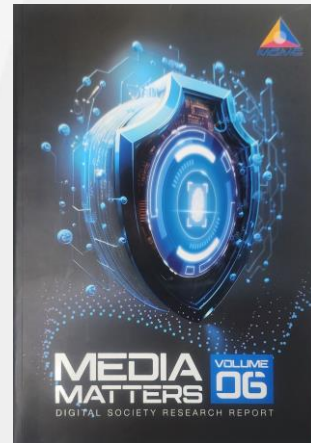
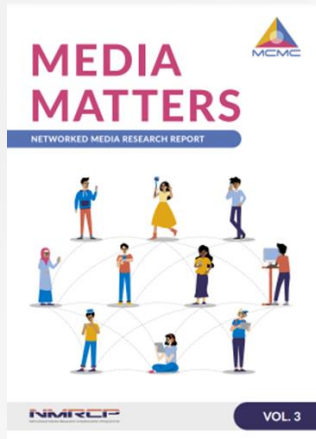
DIGITAL INCLUSION

DSRG COLLABORATIVE FRAMEWORK



DISSEMINATION OF FINDINGS

Media Matters



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

Communicate@MCMC

COMMUNICATE@MCMC AND BROADCAST TALK SERIES 1/2024

“INSIGHTS INTO MALAYSIAN TELEVISION CONSUMPTION”

30 APRIL 2024 **10:00AM-12:00 PM**

SCAN HERE TO REGISTER
Online Via zoom

EN. MOHAMED REDZWAN YAHYA
MODERATOR, MCMC

DR. MOKHTARRUDIN AHMAD
PANELLIST, MMU

ASST. PROF. DR. WAN NORSHIRA WAN MOHD SHAZALI
PANELLIST, UNISZA

DR. NORHAYATI MOHAMAD HUSSAIN
PANELLIST, UUM

DR. KAVITHA BALAKRISHNAN
PANELLIST, MMU

Research Symposia





**DSRG 2024/CYCLE 2:
FOCUS AREAS & RESEARCH TITLES**

FOCUS AREA 1: DIGITAL CITIZENSHIP & CYBER WELLNESS

GUIDED
RESEARCH

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
1.	DCC-1 Study on the Value Propositions and Drivers for Initiatives under each Environmental, Social, and Governance Pillar within the Communications and Multimedia Industry	<ul style="list-style-type: none">i. RO 1 – To identify the value propositions on sustainability practices in the C&M industry;ii. RO 2 - To determine the key value drivers that enhance the effectiveness and impact of ESG initiatives in the C&M industry; andiii. RO 3 – To conduct a comparative analysis of the adopted value propositions and value drivers for ESG initiatives in the C&M industry.	Sustainability Department Ms. Syafawati Abdul Hamid, Director II, Sustainability Department, syafawati.abdhamid@mcmc.gov.my

FOCUS AREA 2: DIGITAL INCLUSION (1/5)

GUIDED
RESEARCH

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
2.	DI-1 Impact Study on the Proficiency Certification Programmes for Cabling Providers	i. RO1 – To determine the adequacy and relevancy of the proficiency certification programme for cabling providers in view of the latest technological advancements and industry practices and requirements; ii. RO2 – To evaluate the take-up and compliance of network facilities providers (NFPs), network services providers (NSPs), and cabling contractors with the proficiency certification requirements for cabling providers; iii. RO3 – To determine the adequacy of the number of certified cabling providers to meet the demand of the industry; and iv. RO4 – To identify the gaps and key areas for improvement in the proficiency certification programme for cabling providers.	Standards Planning Department <u>Technology and Standards Division</u> Ms. Siti Nur Zulikasahiera Rahim, Deputy Director, Standards Planning Department, zulikasahiera.rahim@mcmc.gov.my

FOCUS AREA 2: DIGITAL INCLUSION (2/5)

GUIDED
RESEARCH

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
3.	DI-2 Study on 5G and Artificial Intelligence Adoption Challenges in Empowering the New Digital Economy	<ul style="list-style-type: none"> i. RO1 – To determine the symbiosis between 5G and AI and determine its impact on the New Digital Economy; ii. RO2 – To investigate the associated challenges which affect the take up of 5G and AI; and iii. RO3 – To recommend areas of improvement to realise the potential benefits of 5G and AI adoption. 	<p>Market Intelligence Department <u>Industry Research and Data Analytics Division</u></p> <p>Mr. Nor Faiz Ramli, Deputy Director, Market Intelligence Department, norfaiz.razali@mcmc.gov.my</p> <p>Ms. Nur Syahirah Ramlee, Assistant Director, Market Intelligence Department, nursyahirah.ramlee@mcmc.gov.my</p>

FOCUS AREA 2: DIGITAL INCLUSION (2/5)

GUIDED
RESEARCH

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
4.	DI-3 An Impact Analysis of MCMC's Broadband Wireless Access Internet Services for <i>Orang Asli</i> and Rural Communities	<ul style="list-style-type: none"> i. RO 1 – To measure <i>Orang Asli</i> / Rural Communities' satisfaction with BWA Internet services and their preference towards other possible service options; ii. RO 2 – To investigate <i>Orang Asli</i> / Rural Communities' readiness to participate in various digital services and applications, including their maturity level in digital literacy, through the implementation of the BWA Project; and iii. RO 3 – To assess the impact of BWA Internet service on communities' social and behavioural changes, economic uplifting, and well-being. 	<p>State Planning and Coordination Department <u>State Coordination Division</u></p> <p>Ms. Nurulbaiti Ramli, Assistant Director, State Planning and Coordination, nurul@mcmc.gov.my</p>

FOCUS AREA 2: DIGITAL INCLUSION (3/5)

GUIDED
RESEARCH

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
5.	DI-4 A Study on the Viability of Digital Signature Ecosystem Interoperability through the Adoption of an Industry Common Standard Practice	i. RO 1 – To compile CAs' views and suggestions on potentially workable approaches and solutions to achieve inter-CA interoperability through an industry common standard and attributes approach (focusing on the respective CAs' application and systems level interoperability); ii. RO 2 – To benchmark inter-CA interoperability approaches and solutions in other sectors or countries (citing existing practices, case studies, referral documents, standards or guidelines as appropriate) for possible adoption/adaptation amongst Malaysian CAs; and iii. RO 3 – To provide recommendations based on the findings of RO 1 and RO 2 on achieving interoperability (including but not limited to the processes, timelines, requirements, CPS, cost implications, as well as the challenges and risks).	Public Sector Development Department <u>Digital Ecosystem Development Division</u> Ms. Norizan Ab Rahman, Deputy Director, Public Sector Development Department, Digital Ecosystem Development Division, norizan.rahman@mcmc.gov.my

FOCUS AREA 2: DIGITAL INCLUSION (4/5)

GUIDED
RESEARCH

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
6.	DI-5 Free-To-Air Channel: Uses, Motivation and Gratifications of Users in the Central Region of Peninsular Malaysia	i. RO 1 – To identify the usage pattern of FTA TV among the audience in the Central region; ii. RO 2 – To identify the gratification level of FTA TV among audiences in the Central region; iii. RO 3 – To identify the demographic profile of the audience and content preferences; and iv. RO 4 – To provide general recommendations to promote FTA TV viewership and positive responses to content and advertising amongst users.	Broadcasting Development Department <u>Digital Ecosystem Development Division</u> Mr. Tham Yoong Cheong, Director II, Broadcasting Development Department, yctham@mcmc.gov.my

FOCUS AREA 2: DIGITAL INCLUSION (5/5)

GUIDED
RESEARCH

No.	Research Title	Research Objectives (RO)	Research Sponsor (Beneficiary Department)
7.	DI-6 Study on the Accessibility of Television and Radio Services for Persons with Disabilities	<ul style="list-style-type: none"> i. RO 1 – To benchmark existing television and radio services, technologies, policies and regulations related to accessibility for PWDs in Malaysia and in selected countries; ii. RO 2 – To determine the key challenges and barriers that PWDs face in accessing TV and radio services in the Malaysian market; iii. RO 3 - To identify current and emerging technologies to enhance television and radio accessibility for PWDs; iv. RO 4 – To evaluate existing policies and regulatory frameworks to identify gaps and areas for improvement by integrating inclusive practices in TV and radio service provision; and v. RO 5 – To provide targeted recommendations to improve PWD television and radio accessibility. 	<p>Broadcasting Development Department <u>Digital Ecosystem Development Division</u></p> <p>Mr. Tham Yoong Cheong, Director II, Broadcasting Development Department, yctham@mcmc.gov.my</p>

DSRG 2024/CYCLE 2: PROCESS OVERVIEW



The timeline may be affected by public holidays

RESOURCES LINKS

1. **DSRG 2024 Cycle 2 Application Guideline**
https://mcmc.gov.my/skmmgovmy/media/General/pdf2/2024_DSRG_Guideline_Cycle-2.pdf
2. **DSRG 2024 Cycle 2 Proposal Submission Form**
https://mcmc.gov.my/skmmgovmy/media/General/pdf2/2024_DSRG-Proposal-Submission-Form_Cycle-2.docx
3. **FAQs**
https://mcmc.gov.my/skmmgovmy/media/General/pdf2/2024_DSRG_FAQ_Cycle-2.pdf

DSRG 2024/CYCLE 2: SUBMISSION

Download the Proposal Application Form & Guidelines*



Develop proposal as required under the DSRG 2024 Cycle 2 Application Guideline. Requirement on qualification must be complied (Section 2).



Submit the prepared documents to dsrg@mcmc.gov.my before **30 August 2024, 5.00pm.**

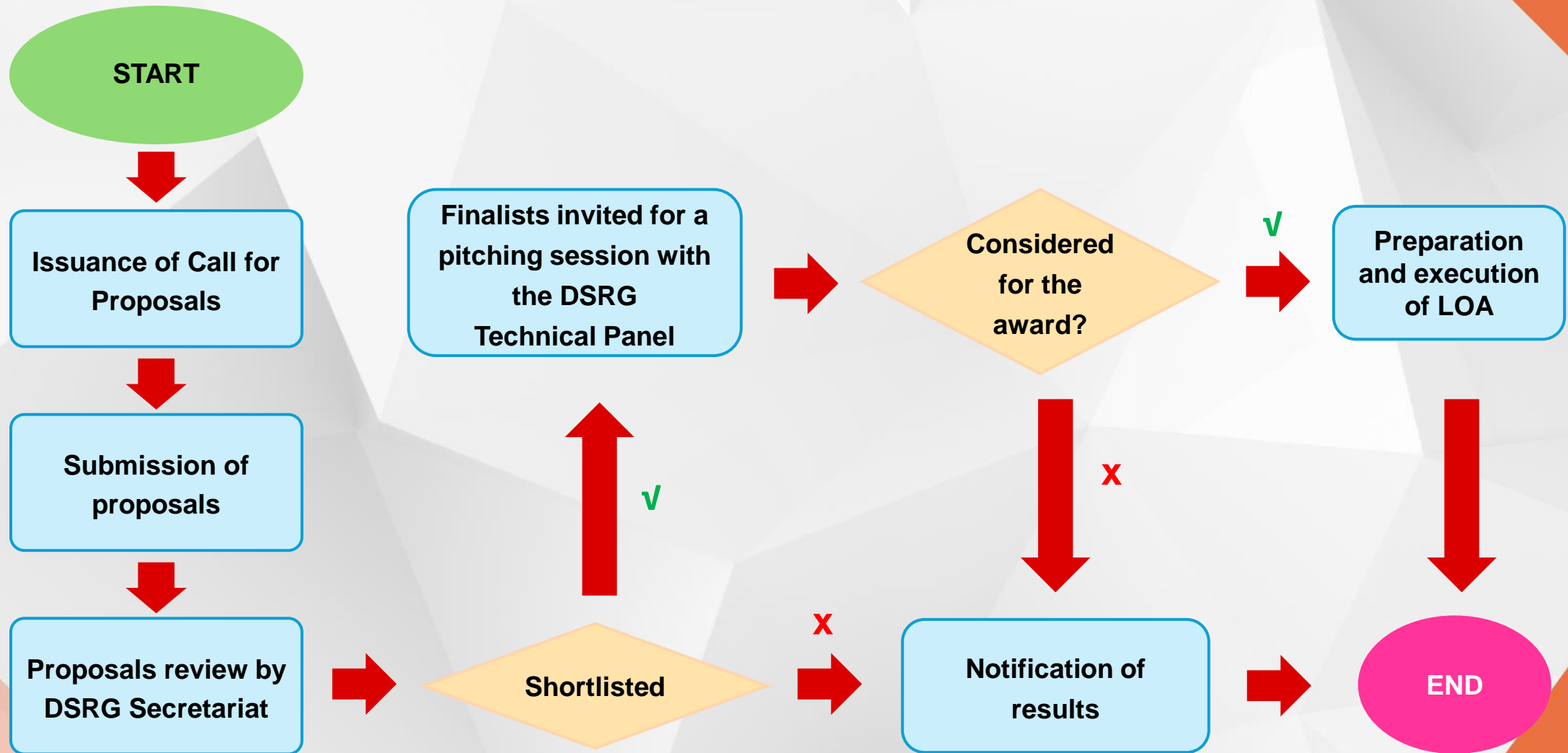


Prepare the necessary documents

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

DSRG 2024/CYCLE 2: EVALUATION



DSRG 2024/CYCLE 2: 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 2: 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 for 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

A person in a dark blue suit and tie is holding a white rectangular sign with both hands. The sign has the word "QUESTIONS?" written on it in a large, bold, dark blue font. The background of the slide features a geometric pattern of overlapping triangles in shades of white, light grey, yellow, and orange.

QUESTIONS?

FEEDBACK FORM

Scan the QR Code to fill in the Feedback Form

2024 DSRG Information Session,
Cycle 2



CONTACT US

Research Enterprise and Scholarship Department

MCMC Academy

**Malaysian Communications and Multimedia
Commission**

Centre of Excellence

Jalan Impact, Cyber 6

63000 Cyberjaya

Selangor

03-8688 8000/8470/7968/7854

DSRG-related queries: dsrg@mcmc.gov.my