KAJIAN EKSPERIMEN MEMPROMOSIKAN PERPADUAN RAKYAT
DI MALAYSIA

DISEDIAKAN OLEH:
CENTRINITY RESOURCES SDN BHD
What's ur cerita?

my tiub

kasi tau la!
Overview

Mytiub is a response to all the negativity concerning inter-ethnic and inter-cultural relations among the people of Malaysia.

Leveraging the power of the internet and creative content, it is hoped that Mytiub is able to help stem the tide against ignorance, discrimination and cultural isolation, and help promote respect and understanding, especially among younger Malaysians.
The current socio-political climate in our country is unpredictable.

The Media is saturated with negative stories and reports.

Personal blogs and comment boards are becoming more vocal and are taking sides, convincing their readers to follow.
The love, respect and camaraderie we have for each other as individuals transcend race, religion, politics, and social standing.

Despite our differences, we all have stories of ourselves, our friends, neighbours, colleagues, relatives that embody the spirit of 1Malaysia.
MyTiub.com is an open hub for all types of digital media that reflects the best things about being Malaysian. Through a centralized, online collation of artistic works and self-expression direct from individual Malaysians, we aim to showcase Malaysia’s true essence which to us means:

• Power in Unity • Beauty in Diversity • Harmony in Enlightenment
<table>
<thead>
<tr>
<th>No</th>
<th>Stage</th>
<th>Description</th>
<th>Period</th>
<th>Significant Milestones</th>
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| A  | Conceptualization, Planning and Project Approval | MyTiub as an idea was created and fleshed out prior to receiving approval during period                                | Sep 2009 – May 2011   | • MyTiub as a concept was presented to JPNIN in Sep 2009  
• At JPNIN’s request, MyTiub team members participated in the 1Malaysia Laboratory conducted by PEMANDU  
• An agreement was signed in May 2011 |
| B  | Platform Development                        | Hardware requisition, software development and hosting infrastructure setup                                           | Jun 2011 – Oct 2011   | • Disbursement of 1st tranche of funds from JPNIN  
• Development began in June 2011 and was completed in October 2011  
• The MyTiub portal survived a hacking attempt in November 2011, which led us to institute tighter security measures on the portal |
| C  | Testing and Platform Approval               | Internal testing by the development team and JPNIN before going live in January.                                        | Nov 2011 – Jan 2012   | • Presentation of Preliminary Development Report  
• 4 presentations were made during this time (3/11, 7/12, 9/1)  
• Final presentation @ Perhimpunan Awal 2012 bersama Menteri (13/1) |
| D  | Content Development and Acquisition         | Actively curating and commissioning content to build up a library of suitable content                                  | Feb 2012 – Dec 2012   | • Presentation of Interim Progress to JPNIN (October 2012)  
• Original content (Mai Kunjun, How To, and Warga) was conceptualized and produced |
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<tbody>
<tr>
<td>E</td>
<td>Operational Review</td>
<td>The effectiveness of the methodologies and operations of MyTiub were internally reviewed by JPNIN</td>
<td>Dec 2012 – May 2013</td>
<td>• JPNIN conducted an extensive internal UAT of the MyTiub portal</td>
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| F  | Transition Period | Actively looking for synergies and partnerships to sustain MyTiub for the next couple of years | June 2013 – Oct 2013 | • Completion of JPNIN UAT with the satisfactory performance of the Final Acceptance Test in July 2013  
• Redesign of MyTiub portal  
• Migration of MyTiub hosting to a cheaper environment |
| G  | Growth Period    | With the assistance of JPNIN, MyTiub starts getting traction in terms of traffic to the portal. | Oct 2013 onwards | • Progress Update Presentations to JPNIN in November 2013, April 2014, June 2014  
• Meeting with SRN Taylor’s College in March 2014  
• Content Strategy Meeting with JPNIN in February 2014 and March 2014. |
## Performance Indicators

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<tr>
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<tbody>
<tr>
<td>Sessions</td>
<td>2,165</td>
<td>12,403</td>
<td>56,781</td>
</tr>
<tr>
<td>Page Views*</td>
<td>8,583</td>
<td>40,564</td>
<td>172,568</td>
</tr>
<tr>
<td>Registered Users</td>
<td>43</td>
<td>221</td>
<td>395</td>
</tr>
<tr>
<td>Bounce Rate</td>
<td>65.5%</td>
<td>54.48%</td>
<td>52.48%</td>
</tr>
<tr>
<td>Content Items</td>
<td>239</td>
<td>513</td>
<td>913</td>
</tr>
</tbody>
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Observations

User Demographics

Age Profile

<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>18-24</td>
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<tr>
<td>25-34</td>
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<tr>
<td>35-44</td>
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<td>45-54</td>
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<tr>
<td>55-64</td>
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<td>65+</td>
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Gender Profile

- Male: 70.1%
- Female: 29.9%

29.00% of total sessions
Observations

- The effect of anonymity in social media
- Cyber-trooper effect:
  - politicization of issues leading to fatigue
  - how to recognize a cyber-trooper
- Online sharing and online news limited to clickbait
- Political agendas are affecting public perception and those perceptions are being transferred from online to the real world
Recommendations

• Remove politics from any discourse (public or private) about unity
• Work with social media influencers and grass roots community movements with good social media outreach
• Actively break racial and cultural stereotypes
• Integrate sense of purpose into discussion about unity. Unity without purpose is ineffective.
• Evolve from tolerance to acceptance
• Increase exposure to each other, esp from different socio-economic backgrounds
• Be aware and responsible about your words and actions, and social media postings/comments. Also be aware that there may be others who may not be so responsible.
• Inculcate a desire to understand the true history of our country’s formation (from a human perspective) instead of relying on sterilized history books taught in school
Emphasis must be placed on conducting a new discussion/dialogue about the future of the nation, one that is not encumbered by politics and history, as the majority of our citizens grew up after the independence, and are not concerned about, or affected by the concerns of the past. This discussion must be forward looking in order to be able to galvanize all Malaysians to work towards a common future, and not be stunted by the issues of the past.

MyTiub hopes to continue to encourage and expand this discussion for as long as possible.