

Digitalization: making some sense of convergence in Malaysia

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Abstract

Global communication is reaching out in transforming society into new ways of communicating and retrieving information. The advancement of the new information, communication technology [ICT] is changing the same conventional network and new services to a higher capacity with the combination of telephone, television and personal computers. Government in many countries has intensified their programs in encouraging their public to get involve in using such services in their daily life. Malaysia has intensified her programs in ICT beginning 1990 in their 6th Malaysia Plans and proceeds on in her 7th Malaysia Plans. The Multi Media Super Corridor (MSC) has been a catalyst for the growth of a new information age in Malaysia. The government is spending billions for ICT programs like the e-community, e-government, e-learning, e-commerce, and the latest, k-economy. This paper tends to look at studies that have been conducted since 1998 to present the rate of ICT usage in Malaysia and to what extent the usage have increased. The studies will also make comparison between the usage of the new medium (Internet) and the traditional medium (TV, Radio, and newspapers) as a source of information. Basing from the result, the paper will also look into the credibility of the information retrieved from the new medium as compared to the conventional medium. And to what extent had the programs and campaign made by the government have succeeded in justifying that the new medium is widely used among the public in Malaysia towards entering the 21st century.

Introduction

Global communication is reaching out in transforming society into new ways of communicating and retrieving information. The advancement of the new information, communication technology [ICT] is changing the same conventional network and new services to a higher capacity with the combination of telephone, television and personal computers. Government in many countries has intensified their programs in encouraging their public to get involve in using such services in their daily life. The advent of ICT globally is giving some impact to our daily life. The convergence of information technology, telecommunication and broadcasting are becoming an important in development. Developed and developing countries are jumping into this new bandwagon as not to be left behind. The concept of convergence has created a new media for information retrieval. Government in many countries is investing in this new medium in their new economy. At one time computers were only for certain groups of professional but now, computer usage are so common even among children. Everything seems to be digitalized; the masses are confronted with new way of living. The manual typewriters are no more in existence; some children have not even seen a typewriter before.

Today mass media not only can be read through the common traditional way, many readers are getting the opportunity to read them via the Internet. Many newspaper agencies throughout the world are making their newspaper online. Readers can actually scan any newspapers by clicking instead of flicking at anytime at anywhere in the world now. McLuhan once said that the world will become a global village and now due to the development of ICT, inter-connection between individuals has become into reality to the global village.

Development of ICT in Malaysia

Computers were first introduced in Malaysia in the sixties. In 1965, the first computer systems used in the public sector was in the national Electricity Board and in 1965 the Inland Revenue Department for processing statistical information. Similar functions were introduced in the Examination Syndicate, Ministry of Education and the Statistics Department. As the awareness of computers as a tool for data processing increased, more organizations and institutions began to acquire computers for their record keeping. In the seventies, the government began to coordinate the usage of computers in most of the ministries. The eighties saw major structural and infra-structural changes taking place. The first public network, MAYPAC, was implemented by Telecom Malaysia. In 1981, the National Computer Training Center (NCTC) was established in INTAN (National Institute of Public Administration), as a step towards a more effective use of computers. The National Data Processing Committee (JPDN) as the highest authority on computerization in the country. In terms of directions, the Science and Technology Policy were formulated in 1986 followed in 1988 by the Computerization Guideline Manual of MAMPU (Management and Manpower Planning Unit). The establishment of Government databases was also increased during the late 1980s and early 1990s. At the beginning of the 21st century, most of the government agencies have launched their website.

In 1994, the National IT Council (NITC) was formed as a think-tank and advisor to the Government on IT development. This committee chaired by the Prime Minister, and the committee consist of the Deputy PM, relevant Cabinet Ministers, top Corporate chiefs, and the Chief Secretary to the Nation as members. In the beginning MIMOS (Malaysian Micro-Electronic Systems Institute) was responsible for the development of Internet through its JARING (Joint Advanced Research Integrated Networking) network. MIMOS was given the responsibilities to manage and service the Government computer network and facilities, and the proliferation in the use of personal computers (PCs). The spread of computerization is so tremendous that today hardly any Government agencies are without computers.

In the early and middle 1990s, the use of ICT in the Government generally focuses on individual agencies effort in modernizing the administration (including finance, project management, inventory control, and counter services), education and training, and information provision for public, researchers, and business usage. Multi-media Super Corridor (MSC) was introduced and Electronic Government provides an integrated and holistic look at the national IT while playing a key role to guide the country towards becoming a fully industrialized and developed nation in the next millennium.

Multi Media Super Corridor

Malaysia is a nation whose growth has been carefully shaped and guided by strategic five-year development master plans. Providing the ultimate backdrop to these programs is Vision 2020, a national agenda that sets out specific goals and objectives for long term development. Vision 2020 is an optimistic agenda for Malaysia, but the government still insists to uphold the vision towards achieving the goals. The chief architect of this vision was the Prime Minister himself, Dato' Seri Dr. Mahathir. In brief, the MSC is one of the strategies to achieve the Vision 2020. With Vision 2020, Malaysia has embarked herself on an ambitious plan to leapfrog into this new industry. MSC is the hub for ICT in Malaysia. The need for a clear IT roadmap is also due to the challenge of creating an information literate society, that will enhance national socio-economic planning and development, as stated by the National Vision 2020, and the emergence of the Multimedia Super Corridor and its flagship applications. The flagships applications are: Electronic government, Multi-purpose card, Smart schools, Tele-health, R&D Clusters and E-business.

National IT Agenda (NITA)

A Steering Committee on National Information Technology Policy (DTMN) was formed in 1989 to coordinate the formulation of an IT policy. Not until 1994 when the NITC was formed, that a more serious effort was made towards a policy creation. NITC initiated the process of formulating a national IT plan and identifying key programmes that will contribute to the transformation of Malaysian society into a knowledge-based society. The National IT Agenda (NITA), launched in December 1996 by the National IT Council (NITC), provides the foundation and framework for the

utilization of information and communication technology (ICT) to transform Malaysia into a developed nation in our own mould consistent with Vision 2020.

Chaired by the Prime Minister, the NITC comprises members from the public, private and community-interest sectors and functions as a think tank that advises the government on ICT strategy. MIMOS Berhad, as the Secretariat to the NITC, assists and supports the Council's activities, including the development and realisation of NITA.

The NITA vision is to utilise ICT to transform all of Malaysian society into an information society, then to a knowledge society and finally to a values-based knowledge society. With the theme "Turning Ripples into Tidal Waves", NITA focuses on the development of people, infrastructure and applications to create value, to provide equity and access to all Malaysians, and to qualitatively transform our society into a values-based knowledge society by the year 2020.

The "ripples" are focused initiatives by the government to create the necessary environment and empower the people, so that they will bring about the tidal wave of changes required to achieve the NITA vision. The Multimedia Super Corridor (MSC), the earliest strategic initiative of the NITC, is such a "ripple". Acknowledging the need to involve all Malaysians in the NITA process, another major "ripple" initiated by the NITC is the Demonstrator Application Grant Scheme (DAGS), which encourages Malaysians to participate in and utilize the opportunities made available by ICT. MIMOS Berhad, as Secretariat, manages and administers the DAGS.

As an added aspect of NITA realization, the NITC has formulated the NITC Strategic Agenda - a strategy for Malaysia's migration to the E-World of the new millennium. The strategy involves an orderly transformation from the current governance structure to a more participatory one involving active tripartite partnership between the public, private and community-interest sectors. The Strategic Agenda highlights the need to address five areas critical to our migration to the E-World, namely E-Community, E-Public Services, E-Learning, E-Economy and E-Sovereignty.

The NITC promotes the notion that knowledge and information will be the most valuable assets in the economy of the new millennium. For Malaysia to be competitive, we must embrace the knowledge-based economy (k-economy) and create world class Malaysian enterprises that can compete globally with the edge in price, quality, delivery and costs. NITA holds the key to empowering the nation and enabling the emergence of this new breed of entrepreneurs. NITA is the foundation for Malaysia's success in the information age and beyond.

It was only in 1997 that an integrated direction was outlined in the National Information Technology Agenda (NITA). The objective of NITA is to shape a Malaysian civil society that uses information, knowledgeable and apply proper value systems. NITA focuses on 3 elements: namely, the development of human, information infrastructure, and applications. NITA is structured in a way that it takes into cognizance applications, MSC, IT programmes, as well as dialogues and feedback mechanisms involving national leaders, Government agencies and the private sector.

However, NITA looks at the macro level of IT direction and guidelines for implementation. At the more operational level, procedures and guidelines in existence since the eighties are still applicable. For Government sector, a Computerization Guideline Manual for management for the public sector has been in use and coordinated by MAMPU since its introduction in 1988. It covers procurement procedures, IT Standards, IT services, security and issues to be addressed in the implementation of IT plans in Government agencies. This guideline supports the Science and Technology Policy, which include computerization as one of its strategy. The National Policy for Library and Information Services is another policy that relates to information management implementation. Another related policy relevant to IT implementation guideline is the National Telecommunications Policy (NTP).

In line with the national policy and vision of placing information and IT as nation's critical success factors in its effort towards industrialization and growth, the MSC and EG efforts are becoming the focal national initiatives. In the EG project, with MAMPU as its lead agency for implementation, structural set-ups based on committees and task forces at all levels are being

operated. Decisions and actions at agencies and operational levels are guided by policies and guidelines based on a number of documents. A Blueprint for Electronic Government Implementation is a document that describes the blueprint and implementation roadmap for EG. It arises out of public and private sector collaboration, which lays out the concepts derived from the EG vision, outlines the waves of EG applications, and defines the dateline for future concept Request for Proposals. The document Towards a Vision for A New Electronic Government in Malaysia explains the vision for EG, explains goals and outlines implementation approaches. The Electronic Government Information Technology Policy and Standards (EGIT) provide an overview of each technology appropriate for EG and states government policy about the specified technologies. It also provides a list of current standards to be considered in designing new systems solutions to ensure coordination and compatibility across all present and future EG applications. In table 1, indicates the growth rate of PCs installed and Internet subscribers since 1995 to 2000.

| | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | |
|--------------------------------------|------|------|-------|-------|------|------|------|
| PC's-Active Installed [Units] | 610K | 760K | 1.03M | 1.36M | 1.8M | 2.2M | |
| Number of Internet Subscribers | | 18K | 90K | 200K | 400K | 700K | 1.0M |

Source: Association of the Computer and Multimedia Industry of Malaysia (PIKOM)

Study of ICT Usage in Malaysia

The government had spent millions in building infrastructure to facilitate the usage of ICT among the public. Up till now public campaigns are widely being done in the mass media to encourage more people to use computers in their daily life. Since 1995, the number of government websites had been launch to achieve the government objectives for the National IT Agenda (NITA), which was launched in 1996. The government as a major strategy for national development and national building has adopted these agenda. NITA calls for a balanced development of the people, infostructure and the application elements. The e-thrust namely, e-community, e-public services, e-learning, e-economy and e-sovereignty has been the top priority towards the realization of a information based society.

This study tends to look at studies that have been conducted in 2000 to present the rate of ICT public usage in Malaysia and to what extend the usage has increased. As we can see from Table 1, the number of personal computer usage have increased since 1995 and also usage of Internet services have increased looking at the number of Internet subscribers. This is a positive indicator that the public are beginning to use the system widely.

A survey was conducted in two areas in Malaysia in the year 2000, namely in the state of Kedah [Northern Region] and Selangor [Central Region]. A total of 1453 respondents were use in Kedah and 1950 in Selangor. The two states were selected because Kedah is located up north where the state is situated far from the Multi-media Super-corridor (MSC) while Selangor is the hub of the ICT activities where the Multi-media Super-corridor (MSC) is located. The objectives of the studies were to find out the level of computer usage among the general public and to what extend do they use the computer for surfing the Internet services. The studies will also make comparison between the usage of the new medium (Internet) and the traditional medium (TV, Radio, and newspapers) as a source of information. Basing from the result, this paper will also look into the credibility of the news retrieved from the new medium as compared to the conventional mass media.

Methodology

Samples were selected using a purposive random based from the age of 21 and above, income group of RM500.00 and above, education level beginning from primary education to University level, and gender was 60 percent male and 40 percent female. Using a set of questionnaire, a face-to-face interview was conducted within a period of one week. The survey in the northern region was conducted in March 2001 while the central region was conducted in April 2001. The total respondents in both areas were asked about their knowledge of using computer in general. Results indicated that 34 percent of the respondents in the northern region had knowledge in using computers and 38 percent in the central region. Further analysis was made on the data based on the respondent who had answered that they have knowledge in using computer.

Result of the study

Knowledge of Computer Usage and Gender

Table 2 indicates the difference between genders in both areas. Out of the 34 percent in the northern region, 58 percent of male stated that they know how to use computer and 61 percent of the male in the central region stated the same. In both areas male, seems to be more than female in their knowledge of using computers.

Table 2: Knowledge of Computer Usage

| | <i>Northern</i> | <i>Central</i> |
|--------|-----------------|----------------|
| Male | 58% | 61% |
| Female | 45% | 39% |

Knowledge of Computer Usage and Education

Table 3 indicates the difference between the respondents education level towards knowledge of computer usage. The results indicated that in both areas, the higher the education level of the respondents, the knowledge of computer usage increased. In the central region, 61 percent of the respondents that has college & university education were more exposed to computer usage as compared to the northern region. As stated earlier, the central region has been the center of ICT activities, while the northern region are mostly farmers except those living in big towns and works in offices. Most of the professionals in the ICT fields are located in the central region.

Table 3: Education and Knowledge of computer usage

| | <i>Primary Education</i> | <i>Lower Secondary</i> | <i>Higher Secondary</i> | <i>College & University</i> |
|----------|--------------------------|------------------------|-------------------------|---------------------------------|
| Northern | 3% | 8% | 41% | 48% |
| Central | 2% | 3% | 32% | 61% |

Knowledge of Computer Usage and Income group

The next indicator was income. In table 4, indicate a wide difference between the respondents in the north as compared to the central region. In the northern region majority of the user were those in the RM500.00 to RM1500.00 income group. Though 27 percent of the respondents above RM2000.00 stated that they have knowledge to use computers. Results for the central region indicates that majority of the users were those who stated that their income were above RM2001.00. A high of 52 percent stated that they have knowledge of computer usage.

Table 4: Income and Knowledge of computer usage

| | <i>Below RM500</i> | <i>RM501- RM1000</i> | <i>RM1001- RM1500</i> | <i>RM1501- RM2000</i> | <i>Above RM2001</i> |
|----------|--------------------|----------------------|-----------------------|-----------------------|---------------------|
| Northern | 8% | 25% | 25% | 14% | 27% |
| Central | 1% | 1% | 21% | 16% | 52% |

Computer availability

In the government campaign to encourage the public to use computers, several programs have been put forward to establish the public towards the use of computers. In the e-community and e-learning several projects were developed to facilitate communities interest and conviction to collaborate in utilizing ICT applications to improve the quality of life of ordinary citizens. In the

northern region, several projects funded by the government to expose the rural areas the advantage of computers and Internet. Rural schools were given computers and community centers were donated with computers. Apart from the hardware, the projects involve related expertise in promoting the usage was sent by the government to prepare the basic requirements.

The government also lowered the tax for computers and made the price affordable for many. The target of the government is to have one computer in each home. Apart from that also, other programs created by the government to encourage the masses to acquire computers through bank loans and special schemes for those who has an account with the Employment Provident Funds (EPF).

The survey conducted, respondents were asked about the availability of computers at home. A total of 57 percent in the northern region and 70 percent in the central region stated that they have computer in their house. The relationship between availability of computer can be closely related to income and education. A crosstab was made with income and education. Table 5 indicates that the availability of computers at home was closely related to income. It was obvious that most of the respondents that had a computer at home are those from the high-income group. A total of 66 percent of the respondent in the northern region stated that they have a computer at home. Respondent in the northern region somewhat differ from the central region. The percentage of computer availability at home was basically spread out from those who had income of RM500.00 to RM2000.00 and above.

Table 5: Income and Computer Availability at home

| | <i>Below RM500</i> | <i>RM501- RM1000</i> | <i>RM1001- RM1500</i> | <i>RM1501- RM2000</i> | <i>Above RM2001</i> |
|----------|--------------------|----------------------|-----------------------|-----------------------|---------------------|
| Northern | 3% | 20% | 25% | 16% | 36% |
| Central | 2% | 5% | 14% | 13% | 66% |

Table 6: Education and Computer Availability

| | <i>Primary Education</i> | <i>Lower Secondary</i> | <i>Higher Secondary</i> | <i>College & University</i> |
|----------|--------------------------|------------------------|-------------------------|---------------------------------|
| Northern | 1% | 6% | 36% | 57% |
| Central | 2% | 3% | 27% | 68% |

In the case of education, table 6 indicates very significantly that the higher the education of the respondent, computer was available in their homes. More than 50 percents of the respondents in both areas that have a college or university education stated that they have computer in their homes.

Respondents were also asked where they normally use computers. Table 7 indicates that 80 percent of the respondents in the northern region had used computer in homes while 71 percent in the central region. A total of 26 percent of the respondents in the central stated that they use computer in their office. This indicates that the respondents were office workers and computers are available in their office.

Table 7: Location of computer usage

| | <i>At home</i> | <i>Office</i> | <i>Friends house</i> | <i>Cyber Cafe</i> |
|----------|----------------|---------------|----------------------|-------------------|
| Northern | 80% | 14% | 0% | 6% |
| Central | 71% | 26% | 0% | 3% |

Reasons for using computers

Respondents were given five categories and indicate the number of days they had used computers from the categories given. The categories were typing, graphic work, surfing the Internet, Chatting and e-mailing. The number of days was listed from none to seven days. The indication of low usage were from one day to three days, medium was from four to five days and high usage will be from six to seven days. Table 8 indicates the mode of usage in the northern and central region.

Comparatively, the mode of using computers according to the types of usage does not differ between the two areas. Typing can be said having the most widely usage for computers. Internet surfing does not indicate a high usage in the central region. Generally, the data indicate that the usage of computers is low since most of the respondents in both areas stated that they used computers within one to three days in a week.

Table 8: Mode of Using Computers

| | <i>None %</i> | | <i>Low %</i> | | <i>Medium %</i> | | <i>High %</i> | |
|----------|---------------|----------------|--------------|----------------|-----------------|----------------|---------------|----------------|
| | <i>North</i> | <i>Central</i> | <i>North</i> | <i>Central</i> | <i>North</i> | <i>Central</i> | <i>North</i> | <i>Central</i> |
| Typing | 11 | 21 | 44 | 30 | 24 | 27 | 21 | 22 |
| Internet | 28 | 28 | 36 | 39 | 19 | 23 | 17 | 10 |
| E-mail | 30 | 34 | 40 | 30 | 14 | 19 | 16 | 17 |
| Chatting | 46 | 61 | 31 | 23 | 14 | 11 | 9 | 5 |

Media credibility

The new media that is the Internet has been the result of the marriage of computers, broadcasting and telecommunications. The concept of multi-media was the act of convergence. The mass media audience could now, not only retrieve information and news through the conventional media but they can also retrieve current news via the Internet. In this study, respondents were also being asked about their media usage in relation to Internet as a medium for retrieving news and to what extent do they believe in the information they read.

Table 9 and 10 indicate the difference of respondents in both areas of their mass media and Internet usage within a period of one week [seven days]. In both areas, the result indicates that TV viewing has the highest percentage between six to seven days followed by newspaper, radio and Internet was the least medium used to retrieve information. Similar studies, which was conducted in my previous research on media usage, indicates that TV has always been the priority followed by newspaper and radio. Table 11 to 13 indicates the result of the media usage studies in three different areas. The results indicate similar to the 2000 results where TV has been the top priority used by the audience in their media selection.

Table 8: Media and Internet Usage in the Northern Region

| | <i>None</i> | <i>Low</i> | <i>Medium</i> | <i>High</i> |
|-----------|-------------|--------------------|--------------------|--------------------|
| | | <i>1 to 3 days</i> | <i>4 to 5 days</i> | <i>6 to 7 days</i> |
| TV | 2% | 13% | 15% | 71% |
| Newspaper | 5% | 21% | 16% | 58% |
| Radio | 10% | 21% | 16% | 53% |
| Internet | 37% | 32% | 16% | 15% |

Table 9: Media and Internet Usage in the Central Region

| | <i>None</i> | <i>Low</i> | <i>Medium</i> | <i>High</i> |
|-----------|-------------|--------------------|--------------------|--------------------|
| | | <i>1 to 3 days</i> | <i>4 to 5 days</i> | <i>6 to 7 days</i> |
| TV | 4% | 13% | 18% | 65% |
| Newspaper | 4% | 14% | 18% | 64% |
| Radio | 12% | 24% | 22% | 42% |
| Internet | 37% | 32% | 16% | 15% |

Table 11: Media usage in Bintulu (1998)

| | <i>None</i> | <i>Low</i> | <i>Medium</i> | <i>High</i> |
|-----------|-------------|--------------------|--------------------|--------------------|
| | | <i>1 to 3 days</i> | <i>4 to 5 days</i> | <i>6 to 7 days</i> |
| TV | 2% | 11% | 18% | 68% |
| Newspaper | 6% | 24% | 24% | 44% |
| Radio | 3% | 14% | 21% | 61% |

*Note: Bintulu is a small town located in the state of Sarawak in East Malaysia

Table 12: Media usage in Sabah (1997)

| | <i>None</i> | <i>Low</i> <i>1 to 3 days</i> | <i>Medium</i> <i>4 to 5 days</i> | <i>High</i> <i>6 to 7 days</i> |
|-----------|-------------|----------------------------------|-------------------------------------|-----------------------------------|
| TV | 2% | 10% | 22% | 66% |
| Newspaper | 8% | 22% | 24% | 46% |
| Radio | 6% | 30% | 23% | 41% |

*Note: Sabah is a state located in East Malaysia

Table 13: Media usage in Peninsular Malaysia (1999)

| | <i>None</i> | <i>Low</i> <i>1 to 3 days</i> | <i>Medium</i> <i>4 to 5 days</i> | <i>High</i> <i>6 to 7 days</i> |
|-----------|-------------|----------------------------------|-------------------------------------|-----------------------------------|
| TV | 5% | 8% | 19% | 69% |
| Newspaper | 5% | 10% | 18% | 66% |

In the past, newspapers being the oldest mass media have faced challenges from new media and they managed to adapt and survived with the introduction of radio and TV. And now with the introduction of Internet, once again the three mass media are being challenge. But newspaper agencies and information provider are taking the advantage of the aspect of convergence. Many newspaper agencies are using the Internet to produce their newspaper online. As indicated from the data, TV was still the top most priority followed by newspaper. Internet somewhat falls as the least among computer users for viewing their news.

Believability in the news

Further analysis was made on the believability of news obtain from online. Table 14 and 15 indicates the conventional media still remains authentic. In both areas, respondent selected TV, newspaper and radio as their true source of news as compared to the Internet. In the northern region, 75 percent of the respondents stated that they belief the news from the newspaper and 68 percent of the respondents in the central region belief the news from the newspaper and TV.

Internet is a global phenomena where the convergence of the mass media are slowly penetrating in most homes. The in-thing for most people now to have computers and Internet services available in their home, but how much can online information playing the role of a newspaper? Questions of credibility and authenticity will still be put towards the new media in delivering information or news. The public still sustained to the old form of media for information and news.

Table 14: Media and Internet Credibility in the Northern Region

| | <i>Strongly Belief</i> | <i>Belief</i> | <i>Do not Belief</i> | <i>Strongly do not belief</i> |
|-----------|------------------------|---------------|----------------------|-------------------------------|
| TV | 9% | 67% | 20% | 4% |
| Newspaper | 5% | 70% | 18% | 6% |
| Radio | 7% | 72% | 17% | 4% |
| Internet | 10% | 32% | 41% | 17% |

Table 15: Media and Internet Credibility in the Central Region

| | <i>Strongly Belief</i> | <i>Belief</i> | <i>Do not Belief</i> | <i>Strongly do not belief</i> |
|-----------|------------------------|---------------|----------------------|-------------------------------|
| TV | 5% | 63% | 21% | 11% |
| Newspaper | 5% | 63% | 21% | 11% |
| Radio | 3% | 65% | 20% | 12% |
| Internet | 6% | 41% | 30% | 24% |

Conclusion

As describe briefly earlier, Malaysia is in line with the global development of ICT. The government is giving her top priority to ICT in implementing most of her development plans in agriculture, electronic and manufacturing. Manpower in ICT is also being look into for future

preparation to fulfill the job opportunities in ICT related professions. Referring to the study, there is an increased in computer exposure among Malaysians. Though the hub of ICT is located in the central region, the effort made by the government in their campaign to increase the awareness of computer and Internet usage have spread to the northern region. The digitalization of the classical media of TV, newspaper and radio through Internet means have created a new way of life for some groups of people. The services that being offered through the new media has become a new driving force for change. But, will this change be look upon similar to when TV was first introduced after radio. And later it will only be part of a household item and the classical media like the newspaper will still sustain its position.

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