The Digital Social Impact in ICT Literacy Program for Rural Community

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Abstract: - This paper will be discussing ICT literacy at rural community in bridging digital divide for rural digital divide community. Infomediaries are the ICT expert to train rural community area under Community Bridz program by Perak State Government in Malaysia. This study is looking at the impact of ICT literacy program for rural community after infomediaries conducted a training for the community. The understanding of the research is looking at the social digital impact such as social digital impact formation, social digital impact imbrications and social digital impact articulation. Methodology of the research is conducted by distributing questionnaire to 583 responden in the familiar village choose by Perak State Government. The finding of the research shows that social digital impact formation majority used for chatting and online services. Social digital impact imbrications revealed that majority used ICT for access internet and finish school homework, also playing computer gamed. Meanwhile, social digital impact articulations revealed majority used ICT for general knowledge and academic purpose, also used ICT for online banking and utility bill.

Key-Words: - ICT literacy program for Rural community

1 Introduction
Perak State Government, Malaysia through his subsidiary K-Perak Inc, had launched Komuniti Bridz programme to bridge digital divide among rural community. This programme aims to provide ICT basic knowledge, for example in using computer and internet to rural community. Infomediari was the company elected by Perak State Government to provide training to rural community. As much as 20 computers supplied to Infomediari by K-Perak Inc to carry out the training. Training is carried out during two days on weekends, which is on Saturday and Sunday. Each countryside is given training just once only during this programme, with the requirement that each countryside must have available internet line coverage. After several years, the social impact study has been conducted by researchers from E-Community Research Center UKM. This impact study is called social digital impact. Study data has been gleaned and resolved in year 2009.

2 Statement of the Problems
Komuniti Bridz programme that is operated by Infomediari is short term training. Hence this study will foresee see how far is the impact towards social digital learning community. The only problem that faced by researchers is that the program is a short term programme. How can ICT learning benefit to rural community. How the rural community would apply their knowledge in ICT in their daily life. The effectiveness of Komuniti Bridz programme can be measured based on social digital impact analysis, which are social digital impact on formation, imbrications and articulations. All these three issues show that how the rural community applied the training given in ICT in their daily life. The daily life included to boost up their economic, social, culture, political and life-long learning. Similarly to look at how Komuniti Bridz programmes would be able to narrow the digital gap among rural community in Perak. In 2010, Perak government state is targeting as many as 231,600 rural community literate in ICT, namely about 10% of state's population.
3. Membandarkan Desa Melalui Ruerang Siber

Social digital impact measurement was fundamental to Komuniti Bridz programme to measure the successfulessness in giving ICT knowledge to rural community. Komuniti Bridz programme is also a digital bridge to rural community and give infrastructural facility for e-learning. The programme was arranged and those facilities were prepared are to ‘urbanizing countryside through cyber spaces’. Urbanizing countryside through cyber spaces is a development concept, which is continuity from urbanizing countryside through facility was implemented under Dasar Ekonomi Baru -DEB (1971 1990). Komuniti Bridz programme had provided telecenter for rural community. The facilities are good as comparable with Cyber Cafe in towns. Nevertheless, the success of urbanizing countryside through cyber spaces is depending on socio-cultural and community attitude. Although Komuniti Bridz programmes is a free programme, but the community refused to join in particularly youths and adult. The ‘wait-and-see’ attitude towards the programme is affecting the programme objective. Most of the program’s participations are from mainly children and teenagers. While the adult and youth usually participated by the youth and village leader.

Urbanizing countryside through cyber spaces with Komuniti Bridz programmes would affect socio technology to rural community. The effect socio technology could be seen through social digital impact. Social digital impact is referring to the effect of ICT usage after given basis training by appointed infomediari. The continuation of practice in computer and internet knowledge after programme was a big success and been applied in daily life such as for life-long learning, SMME, communication and seek information for daily essentials (Longworth 2006).

The main objective of urbanizing countryside through cyber spaces with Komuniti Bridz is to bridge digital divide among rural community with urban community. It is expected with this programme, ICT knowledge among rural community can be equivalent with urban community and it is unlimited to everyone if they work hard and strive (Erwin, Heeks & Soliva 2003). Komuniti Bridz programmes is great chance for rural community to gain knowledge of ICT. Hence the successfulessness of this project's is depending on attitude, initiative and proactive community.

Komuniti Bridz programmes is Perak government state top down programme and it is a responsibility for the citizens to grab the opportunity given. Otherwise, it is difficult to conduct the programme.

It is a big success if the community keeps practicing and applied ICT knowledge in daily life. It can be measured from social digital impact among community which participated in this project. The three important impacts are the impact of social digital in formation, imbrications and articulations. In evaluating the social digital impact of this project, all these three aspects should not be separated. If it shows positive effect to the three impacts from social aspect, Komuniti Bridz programmes conducted by Infomediari have successfully in developing ICT skill of rural community.

The successfulessness of this program would directly create a rural community as a knowledge society. Knowledge society is a creative society, innovative, able to compete in global level, and having high moral and ethic. This society is an adaptation from K-ekonomi, life-long learning and produce worth knowledge (Stehr 1994). Knowledge society is an admired society in Dasar Wawasan Pembangunan - DWP (2001-2010) for achieving goals Vision Malaysia 2020 in becoming a developing country.

4. Social Digital Impact

Social digital impact was resulted from analysis knowledge development in measuring the development of economy in digital era (Sassen 2006). The social digital impact effect in urbanizing countryside through cyber spaces based on Komuniti Bridz programmes involves input-output process. The input process involving the understanding of strength, weakness, opportunity and threat (SWOT) that faced by rural community and environment. After identifying SWOT, new input development will be injected so that hit the target and not wasted. Then, it involves throughput process, namely how to civilizing ICT, love ICT and practice ICT knowledge among rural community. The right process will produce a quality output. The produce of output must be in line with the objective and K-Perak Inc’s objective, in particularly for general and Komuniti Bridz programmes. Regarding to this project, the output was how many rural community are literate in ICT. The output can generate income, whether from material or non-material. From material, it can be computed with generated money value, while from non-material could be seen in how literate and the advantaged
resulted from the programme. This Outcome named Knowledge Product Index (KPI). KPI give impact on the long term Komuniti Bridz programmes. The important of impact in long-term is to determine how can Komuniti Bridz programmes be an ongoing programme and sustainable to lead rural community in ICT knowledge (Proenza 2001). The impact must be linked with direction long-term development of the nation namely DWP joins vision and mission Vision 2020.

After Komuniti Bridz programme is going through the input process, throughput, output, outcome and impact, impact analysis will be conducted based on three social digital impacts as stated before. Before tabling social digital impact result, we need to be understood what is the meaning of the three social digital impacts based on literacy programme of ICT for rural community.

4.1 Social Digital Impact Formation
Social digital impact of formation related to external social logic which encompasses input for development of human capital namely how far skill, ICT knowledge and information environment rural community achieve after programme implemented.

4.2 Social Digital Impact Imbrications
Social digital impact of imbrications is a very specific impact namely about throughput and output produced. It is involving a result of planning, programme management and implementation. The effect will be shown on of how far rural community use ICT knowledge such as complete homework, make project working paper and create website.

4.3 Social Digital Impact Articulation
Social digital impact of articulations behaves as hybrid profit resultant of outcome and impact from Komuniti Bridz programmes. It including culture, development agenda practice and continuation ICT after Komuniti Bridz programmes implemented to rural community. It is to see the effect on how far rural community advantaged ICT for interest their life sort of doing top transaction line, communicated through own blog, long-distance education and surf e-government service.

5. Methodology
This study used quantitative method to analyze social digital impact of Komuniti Bridz programme, which are questionnaire method, workshop, interview, survey and observation. As many as 583 respondents have been chosen as research sample. The respondents constitute Komuniti Bridz participants namely senior citizens group, adult, youth, teenagers and children. Meanwhile, the Informediaries were interviewed and surveyed. Participants elected as respondent were requested to answer questionnaire, and part of they were chosen to be interviewed by researchers. Those chosen to be interviewed constitute senior citizens group, adult, youth, teenagers and children.

To deepen social digital impact, workshop for all Informediari was held to understand consumer's response on Komuniti Bridz programmes. Meeting and dialogue with K-Perak Inc management was also held to understand Komuniti Bridz programme objectives.

Visits to rural area were also conducted in order to scout and observation. The observation and survey was committed during Komuniti Bridz training in rural area. Through this way, respondents’ attitudes were directly observable in ICT usage performance. The effect on social digital is visible from participant group.

The scope of social digital impact that were asked during questionnaire, survey and interview are respondent background, internet access centre, ownership, knowledge and use computer personal. It is also included ownership, knowledge and use of internet at home. Other scope was perception on internet, perception on training programme benefit community, perception on training programme service training programme community and sustainability community.

Study areas covered include throughout state of Perak namely district and area such as Lenggong, Beruas, Padang Rengas, Kuala Kurau, Temelok, Degong, Changkat Jering, Tanjung Piandang, Asam Kumbang, and Taiping.

Data was analysis through descriptive statistical method with use SPSS software. Analysis statistic descriptive will be indicated through frequency distribution and percentage.

6 Finding Analysis Social Digital Impact on Komuniti Bridz

6.1 Demografi
Respondent age level that were interviewed are 42.6% aged between 7-12 years namely children, 34.1% are aged between 13-17 years namely
teenagers, 15.4% are aged between 18-40 years namely youths, 6.0% are aged between 41-60 years namely adult group and 2.7% aged 60 and above namely senior citizens group. These mean child respondents are the most because they are responded so well towards Komuniti Bridz programmes.

From gender aspect, 44.2% respondents are men, while 55.8% is women. Most of the respondents work in private sector (4.6%), farmers (3.0%), government (1.4), dealer (1.2%) and 7.9% in others sector. Remainder was student because most of the Komuniti Bridz programmes’ participants were among primary school and secondary school students.

In respondents’ income, it shows that 8.9% of them have monthly income under RM500, as many as 4.9% also income RM501-RM1000, meanwhile 3.5% income RM1001-RM2000 and 1.9% have monthly income more RM2000. This mean majority consumer constitutes to low-income group and no income. Nevertheless, for the programme Komuniti Bridz, the program is conducted free from any charge. Therefore, any of the respondents can participate in the program.

On respondents’ education level, it is shows that 1.4% of respondents have no formal education, 1.4% pre school, 46.7% primary school educated, 28.6 qualified secondary assessment low, 17.1% qualified education certificate Malaysia, 2.8% qualified diploma, 0.9% qualified degree and 0.9% others.

6.2 Social digital impact formation
The effect of social digital formation analysis shows that 98.8% respondents can use computer for chatting. This is because the main reason for chatting is to communicate with friends. From formal social relationship aspect, it is enhancing the chatting skill among respondents. Komuniti Bridz programme's effect also has been shown in social digital impact formation namely 96.6% respondent have good graphic skill. This caused respondent in school used graphic software to finish up homework. Apart from that, 58.7% surf the internet in order to seek information and knowledge. This proven that 43.6% respondents’ purpose to surf the internet is to look for information on education. Internet usage impact also shows that 95.2% respondent surf the internet for entertainment, game computer latest, latest software, information on fashion and food.

6.3 Social digital impact imbrications
Social digital effect analysis result had showed that 94.7% respondent use computer for office work and 51.3% seek information homework. Most of the respondents are among adult, in particular teacher use computer to finish up administration work. While child respondent use computer to finish up homework that have been given by teacher. For respondent which possess lower skill in using computer, their major benefit of using computer is 45.3% which can help in their relationship with their client. Respondent who have the skill in using computer at moderate level, 55.7% had benefited increase skill in application computer such as graphic application, compose, and count through statistic easy. High skilled respondent (46.4%) had benefited it by communicate with partner and relatives whether in country and abroad. These social digital impacts show that Komuniti Bridz programmes is giving benefit to people.

Study also found that if the period of Komuniti Bridz program is extended to level of beginner and moderate skill, it is also able to enhanced participants skill in becoming skillful using ICT. Because of Komuniti Bridz programmes is ‘touch n go’ ICT exposure and had no permanent premises, then the respondents have difficulty to increase their ICT skill in a short period.

6.4 Social impact digital articulations
Result from social digital articulation has shown that 70% respondent from Komuniti Bridz programmes have successfully increased their knowledge in using internet, which are academic knowledge and general knowledge that help them in daily life. As academic knowledge is giving benefit to students to finish up their academic work, general knowledge is also beneficial for those inquisitive commodity market and service current prices. Apart from that, 50.9% respondent stated that internet facility is useful to resolve daily business, for example online payment, e-banking, and any government online job application. Other effect on social impact articulation is enable respondents to promote their products and services through internet. It is an easy way also to obtain information on government service by surfing www.malaysia.gov.my. Relationship and social encounter among friends and family also become easier with the use of e-mail, chat, internet relation chat (IRC), which is apart from communicate manually.
7 Conclusion
As conclusion, Komuniti Bridz programmes had given a big effect on social impact which is very beneficial to respondents because this program is a training program for rural community and conducted by appointed Informediari. Positive attitude from respondents are made this program become more beneficial in learning new knowledge and technologies. Nevertheless, major obstacle in this programme is that no all countryside is covered with internet access, such as internet line service, WiFi, Broadband and WarNet. Therefore, not all rural community in Perak is able to follow Komuniti Bridz programmes. If this problem continuously, the effort to bridge the digital gap among rural community is impracticable and more inclusive.

References: