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WORK FROM HOME SPECIAL ISSUE!

#### **ISSUE OF THE BULLETIN -5 REASONS WHY ONBOARDING, HIRING ONLINE AND WORKING FROM** HOME IS THE WAY OF THE FUTURE

Why working from home is here to stay

#### DIGITAL LIFE -**6 ESSENTIAL TIPS FOR SUCCESS** WHEN WORKING FROM HOME

Enjoy better productivity with these powerful tips

PUBLISHED BY THE COMMUNICATIONS AND MULTIMEDIA CONSUMER FORUM OF MALAYSIA

# THE WORD WITH... MAHADHIR AZIZ CEO of Futurise

Find out how this company is future-proofing Malaysia's digital economy



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# EDITOR'S NOTE

Dear valued readers,

Welcome back dear readers to the latest issue of SHOUT! magazine. We are living in unprecedented times as the COVID-19 pandemic is sweeping across the globe, causing both hardship and sorrow for millions of people. The pandemic has fundamentally affected how we live and work, perhaps forever as all of us are grappling with and learning to live in the new normal.

One silver lining with what has happened is that it has become an impetus for digital transformation as people are embracing working from home, the use of e-wallets and conducting e-commerce in ever greater numbers. It also means that we are relying more than ever before on technology to stay in touch which has made our quest to inform, educate and protect consumers and their rights all the more critical.

In this issue, we share a host of top tips, tricks and features to be more productive in the new normal. We share 6 top video chat apps to stay in touch in Appzone while in Digital Life, we feature 6 essential tips for success when working from home.

In our main feature, we interview Mahadhir Aziz, CEO of Futurise to find out more about what the company is about and what role it plays in Malaysia's future economy. Until the next issue, stay safe and be well!

Ts. Dr. Syed Agil Shekh Alsagoff

Editor

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#### SOCIAL MEDIA LIFE

# SOCIAL MEDIA CAN OFFER BENEFITS AND BRING POTENTIAL RISKS TO YOUTHS

At no other point in our history have we ever been more connected than we are now with the power of social media. As of January 2020, there are 26 million social media users in Malaysia which represents a penetration rate of 81% <sup>(1)</sup>. That's an impressive figure by any measure of the word as not just adults but a great many youths actively participate in social media daily. For many teenagers, social media forms an integral part of their social lives.

Most people will be familiar with what social media is and the most popular platforms like Facebook, Twitter, Instagram, WeChat, TikTok and YouTube that we often use on a daily basis but many video games popular with teens allow them to interact with fellow players online, form chat groups and discuss mutual interests while solving in-game goals, effectively making them a form of social media. Examples of games that offer such social mechanics include Fortnite, World of Warcraft and more.

Using social media in moderation offers benefits for youths. Not only does it improve their digital literacy, it also enhances their creativity and improves aspects of their social skills. Social media also helps teens retain a sense of connectedness and belonging with their peers as well as relatives abroad.

#### **RISKS OF SOCIAL MEDIA**

While there are positive effects of using social media, unregulated use can also bring about potential risks and problems especially for younger users on account of vulnerability to peer pressure and an inability to regulate usage responsibly. In a study conducted on US adolescents, it was found that those who spent more than 3 hours per day using social media were at an increased risk for mental health problems <sup>(2)</sup>.

Among the potential effects of social media on teens are cyberbullying and online harassment that can damage their self-esteem, doxxing where their personal details are leaked online, the risk of seeing inappropriate content for their age as well as falling afoul of unsavoury characters who can mean them harm.

Another issue is the tendency for social comparison as teens and even adults tend to compare themselves with the perceived success and outgoing social life of others on social media.

On a subtler level, many social media sites also display advertising which can be precision targeted to match a user's interests by analysing what they search for and click on as well as by demographic. Ever wondered



why there are so many toy and fast food commercials whenever a cartoon airs on TV? That's an example of targeted advertising at work but social media does it better as it can narrow it down to specific interests. These ads may affect purchasing behaviour and their sophistication means that not just teens but even adults too can be influenced by these ads.

Ultimately, parents should be familiar with which social media platforms their children frequent, how often they use them and their child's social circles. On that note, parents should communicate frequently with their children and discuss issues they face in an open manner while regulating the use of social media in a responsible fashion.

\*References:

- (1) We Are Social Digital 2020 Report
- https://wearesocial.com/digital-2020
- (2) https://jamanetwork.com/journals/jamapsychiatry/article-abstract/2749480

#### THE WORD

# MAHADHIR AZIZ

#### **CEO of FUTURISE**

As the Chief Executive Office (CEO) of Futurise, Mahadhir Aziz has a hand at the tiller for one of the most innovative companies in Malaysia. The SHOUT! team catches up with him to find out what Futurise is about and the role it plays for the future of the nation's economy. "We have taken the challenges posed by the pandemic in stride and we are capitalising on opportunities to assist Malaysian companies and the government to adapt to the new normal through regulatory intervention and digitisation projects."

- MAHADHIR AZIZ -

. What does Futurise do as an organisation and what goals do you have for Futurise in the near and long term? What milestones have Futurise achieved so far since you took the helm as CEO?

Futurise is a company incorporated in August 2017 and owned by the Ministry of Finance through Cyberview Sdn Bhd. The goal of Futurise is to prepare the country in aspects of human capital, innovation capital and economic activities for the economy of the future.

We act as an implementing agency for the government, mandated to spearhead the National Regulatory Sandbox (NRS) initiative. The NRS initiative acts as a digital-ready, adaptive and progressive regulatory framework that enables the government to spur the creation of new technology ecosystems, enable more commercialisation activities and promote the export of tech-based products and services to ASEAN and beyond.

One of our success stories is that Futurise, together with stakeholders, updated the Malaysian Civil Aviation Regulations (MCAR) with guidelines on managing Unmanned Aviation Systems (UAV) or drones. This has helped industry players open up drone-related services. We can also see exponential growth of companies and jobs created as a result of this new guideline.

At the same time, the Bahagian Logistik & Pengangkutan Darat of MOT has also launched the guideline for the Autonomous Vehicle which will be used to manage the open road trial in Cyberjaya in early 2021, under the name MyAV project. This is also another feather in the hat for both MOT and Futurise as our collaboration through the NRS initiative has resulted in not just allowing Malaysian companies to test new technologies but also opened up the same facility to foreign companies to participate.

> We plan to publish our report card of our 3-year journey in Q1 2021.

#### THE WORD

2. The COVID-19 pandemic has affected every level of businesses and the Malaysian community. What are the biggest challenges that Futurise is facing at the moment amidst the pandemic? How is the company adapting?

We have taken the challenges posed by the pandemic in stride and we are capitalising on opportunities to assist Malaysian companies and the government to adapt to the new normal through regulatory intervention and digitisation projects.

The government has introduced various economic stimulus packages in areas of reskilling, upskilling, wage subsidies and incentives for digitisation in order to drive sustainability and job creation for the rakyat. Futurise is involved in these initiatives especially in the digital transformation of organisations and working with the National Employment Council through various agencies.

3. What do you think about Malaysia's current state of connectivity? Are we ready to integrate and roll out 5G?

We are generally better connected in urban areas compared to our neighbours but there's room for improvement as there are still coverage blind spots even in heavily populated locations in the Klang Valley. The pandemic has also exposed places which need expansion especially when we consider internet access as a mandatory utility for remote work, education and for business.

While we welcome the introduction of 5G connectivity in Malaysia, I would want to question the need for such connectivity as the infrastructure investment is significant. While Malaysia may be technically ready for such an advancement, we have to determine if there is a need for it in the mid-term.

4. Robotics technology such as Unmanned Aerial Vehicles (UAVs) and Autonomous Vehicles (AV) are fast becoming invaluable assets for businesses, governments and end-users in the last decade. With the implementation of 5G in the near future, we can expect an increase in application and usage of autonomous aerial operations in industrial areas. Are Malaysian businesses ready for such advanced technology as part of their move into IR 4.0?

These technologies including 5G are in nascent stages of development and 5G isn't necessary to have UAVs and AVs. The increased application of these technologies will be centered and driven by industries and specific IR 4.0 technologies. An example is the use of robotics in the manufacturing sector that allows for having 'lights-off' operations but you can't expect the education sector to have a similar adoption rate and nature like manufacturing. Other industries like tourism may be better off adopting IR 4.0 technologies like Augmented or Virtual Reality, Artificial Intelligence or software-based robotics. Malaysia has launched the Industry4wrd initiative in 2019 and Futurise is part of the Technical Working Group for Regulations. This initiative is currently in the assessment stage and we will be ready to contribute to its progress whenever required.

#### 5. One of the biggest concerns of consumers is the protection

of personal data on the road to the adoption of 5G. What role do you see CFM playing in upholding and protecting consumer rights and their personal data privacy in the new normal?

The government has already taken steps to protect the privacy of personal consumer data while CFM has already established the appropriate channels for consumers to lodge complaints and seek redress but the advent of new content with the future introduction of 5G may lead to consumers sharing a bit more personal information than they expected. CFM can leverage its current role as an unbiased consumer platform within the Communications & Multimedia industry sector to educate and advise consumers on their rights and how to make informed choices about their needs and options when moving up to 5G.

#### **SHOUT! RAPID FIRE QUESTIONS**

- 6. Describe yourself in 3 words. Visionary, Passionate, Belief.
- 7. If you can be anywhere in the world, where would you be now? Why? Sunny beach on an island with the whole family. Everyone's way overdue for a break and I'm no different.
- Are you a morning or night person? Depends on whether it's a weekday or a weekend.
- 9. Are there any personalities that you look up to? Why? Too many for me to list here. I have many people that I look up to throughout my life, each with qualities that I would like to attain and I will continue to enlarge that pool.
- 10. What is your most treasured possession and why?

My health. Keeps me on my feet and allows me to grind on and take it up a few notches whenever I want to.  Favourite movie/actor/actresses, and why? At this moment - Ann Taylor Joy. She got me to dust off my chess set and start playing again. That, and the eyes.

Ulons

12. What new technology do you think will transform the future?

Artificial intelligence. This will overhaul our future jobs, functions and the way we experience life in general.

13. Where would you visit, if you had the chance?

Too many places that I haven't been to but off the top of my head now - Dubrovnik, Croatia.

- 14. Beach or Mountain? Beach by the mountain.
- 15. Your life "mantra"?"The world doesn't owe you anything."

#### APPZONE

# 6 TOP VIDEO CHAT APPS TO STAY IN TOUCH WITH EVERYONE NEAR OR FAR

Staying connected with friends, family and colleagues on your smartphone or PC is super easy with these incredibly useful video chat apps

The pandemic has brought about new challenges in terms of how we work, communicate and socialise with colleagues, friends and family. In that regard, a host of video chat apps have sprung up to fill the gap, allowing everyone to stay in touch with the power of technology even across great distances.

From mainstays like Skype to recent additions like Zoom, these video chat apps aren't one-size-fits-all as some are more ideal for work while others are intended for more casual use like catching up with friends and family. We round up all the best video chat apps for you and what role they best fulfill in our in-depth guide!



work.

GoToMeeting is devoted to offering a secure solution for online business

meetings and has a suite of features optimised for corporate use with

access to all popular platforms including PC and Macs, iOS as well as

Android phones, with an emphasis on quality VOIP calls with up to 25

HD webcam users hosted simultaneously. There is a time-limited free

trial mode, though to get full functionality it needs a subscription to

6

Google Meet is mostly free along with availability on PCs and Android

platforms as well as iOS and on Macs via a browser. You'll need a

Google account and the free tier maxes out at 1 hour meetings with

100 participants at a time with the need for subscriptions to Google

Workspace to host more people for longer durations. Google Hangouts

is an even easier variant to use and is mostly for one-on-one chats though

this can expand to up to 10 people active at a time.

#### **ISSUE OF THE BULLETIN**

## 5 REASONS WHY ONBOARDING, HIRING ONLINE AND WORKING FROM HOME IS THE WAY OF THE FUTURE



Many companies that have barely entertained the notion of allowing their employees to work from home are now forced to jump into the proverbial deep end, embracing remote work practices for many roles save for those that absolutely require a physical presence on account of the COVID-19 pandemic sweeping the globe.

During these past few months, companies that have embraced work from home policies for staff have found multiple benefits, not just in productivity but in employee satisfaction and cost savings too. Many companies have even made the option to work from home permanent including large organisations like Twitter.

Better yet, traditional practices like hiring which typically would have required an in-person interview and staff orientation for new hires can now be done virtually on account of a host of collaborative apps and video conferencing software.

Here's **five** (5) **benefits** for both companies and employees alike that make transitioning to working from home a viable strategic pathway for the future:

#### Increased productivity

Working from home means employees spend less time commuting to the office with potentially less distractions and more time on the job. These time savings add up and contribute to a better work/life balance for staff. That means better performance for everyone as staff will be more motivated and happier too in the bargain.

#### Cost savings for staff and the company

By shifting to a work from home strategy, companies can benefit from substantial savings by minimising office rental costs, reducing the need for furniture and lowering electricity bills. Employees needn't have to spend earnings on fuel, toll and expensive meals around the office.

#### 2

#### Better technology and effective remote collaboration

One of the key arguments of working in an office is the potential collaborative aspect but better broadband as well as much better collaborative tools and video conferencing tech mean that holding staff and client meetings with a distributed workforce is a cinch while digital tools for performance and accountability help keep employees on task with measurable results. Ability to find and retain talent anywhere

By offering remote work policies, companies can get the best talent from anywhere on the planet which makes hiring for highly specialised skill sets much easier while saving on relocation costs for staff. Potential employees get more options on whom they work for not limited on account of geographical proximity.

#### Re

#### Reduced carbon emissions

Not driving your car to the office and running up a huge electricity bill to keep your office utilities on saves costs and contributes to reducing carbon emissions which is a win for companies, employees and the environment.

To be fair, working from home won't necessarily work for everyone and companies needn't have to adopt it wholesale in haste. Many organisations are going for a measured implementation in stages of working from home to derive some measure of the benefits. What's clear though is that working from home is a mutually beneficial arrangement for both companies and the workforce, that it's here to stay and going forward, is the way of the future.

#### **ON THE WIRE**

### CFM ACTIVITIES AND PROGRAMME WITH CONSUMERS



#### AN INTERVIEW WITH ORIENTAL DAILY 10 January 2020 | Cyberjaya

To further expand awareness among consumers, an interview was conducted with Chinese newspaper, Oriental Daily. CFM Chairperson, Datin Mohana Mohariff shared some knowledge on 'Tips to apply Mobile Number Portability to avoid being blacklisted.' The article from the interview was published on 17 January 2020.



#### CFM MEDIA ENGAGEMENT SESSION WITH RTM PAHANG 28 January 2020 | Kuantan, Pahang

CFM visited RTM Pahang to hold a short meeting with its Deputy Director, Rida Suzirawati and Head of Programme Division, Jaya Brabu.

In the meeting, CFM was represented by its Chairperson, Datin Mohana Mohariff; CFM Council Member, Abdul Rahman Samad; and CFM Communications and Public Relations Department Manager, Noor Shahdiella Abd Manan.

The meeting discussed several activities and collaborations that could be carried out together

between CFM and RTM Pahang, especially in disseminating information on consumerism for the benefit of consumers.

After the meeting, two (2) interview sessions were conducted, namely:

- Live interview in the Pahang FM studio Datin Mohana Mohariff talked about "The Pros and Cons of e-Wallet."
- Recording of a TV interview for Selamat Pagi Malaysia, TV1 – Datin Mohana Mohariff shared about 'Scam Calls.' The pre-recorded interview was broadcasted on 30 January 2020.



#### CFM JOINS WORLD RADIO DAY 2020 CELEBRATION 13 February 2020 | Angkasapuri, KL

The World Radio Day 2020 celebration was held at Angkasapuri Kuala Lumpur to commemorate the diversity of radio broadcasting that serves as a channel to convey information and educate the public. Apart from CFM, the event was also joined by government agencies, non-governmental organisations (NGO), and several universities. The then Secretary General of the Ministry of Communications and Multimedia, Dato' Suriani Dato' Ahmad visited CFM's booth.



#### CFM SHARING SESSION WITH CONSUMERS IN KUCHING 15 February 2020 | Kuching, Sarawak

On the second day of the Sarawak Consumer Expo organised by COVAS, CFM Director, Ahmad Izham Khairuddin imparted some information on 'Online Scams' to 50 visitors who attended the expo's main stage at Vivacity Megamall, Kuching. Visitors also took part in an online quiz after the sharing session and five (5) winners of the quiz received special CFM merchandise.



#### AN INTERVIEW WITH PAHANG FM 13 January 2020

CFM was invited by Pahang FM to share about 'Scam Calls' in a special interview broadcasted through the radio station's Facebook Live.

The interview that lasted for 30 minutes was delivered by CFM Deputy Chairperson, Mohamad Yusrizal Dato' Yusoff.



#### AN INTERVIEW WITH MAKKAL OSAI 8 February 2020 | Cyberjaya

CFM Chairperson, Datin Mohana Mohariff shared tips on 'How to terminate a mobile SMS content service subscription' in an interview with Tamil newspaper, Makkal Osai. The article was published in the newspaper on 8 February 2020.



#### CFM PARTICIPATES IN SARAWAK CONSUMER EXPO 2020 14-16 February 2020 | Kuching, Sarawak

CFM participated in the Sarawak Consumer Expo organised by the Consumer Voice Association of Sarawak (COVAS), which is also a member of CFM. The programme gathered 34 organisations from various services to share information about and educate visitors on consumerism. The expo took place for three (3) days at Vivacity Megamall, Kuching.



#### CFM MEDIA ENGAGEMENT SESSION AND RADIO INTERVIEW WITH CATS FM 17 February 2020 | Kuching, Sarawak

CFM visited a local radio station in Sarawak, Cats FM and held a brief meeting with its Chief Executive Officer (CEO), Tuan Hj. Iskandar Mohd Nawawi and its Programme Manager, Aelma Zaidi. CFM was represented by its Director, Ahmad Izham Khairuddin and the Communications and Public Relations Department Manager, Noor Shahdiella Abd Manan, along with three other secretariats.

The meeting discussed potential collaborations with Cats FM to help educate consumers on telecommunications and multimedia consumer issues through the radio channel.

Also held that day was a recording of an interview on Cats FM about 'e-Wallet and tips to protect personal data' which was delivered by CFM's Director. The interview was broadcasted by the radio station on 21 February 2020.

#### **ON THE WIRE**



RADIO INTERVIEW WITH TRAXX FM 19 February 2020 | Angkasapuri, Kuala Lumpur

CFM was invited to share some knowledge about 'e-Wallet safety' at English radio channel, Traxx FM in a 30-minute interview that was aired live on the radio channel and also on Traxx FM's Facebook Live. CFM Chairperson, Datin Mohana Mohariff shared some knowledge on the topic to listeners.



#### CFM SHARING SESSION WITH UPM STUDENTS 25 February 2020 | Serdang, Selangor

CFM shed some light on 'CFM's roles and the dangers of scams' to UPM students in two (2) separate sessions:

- 1. First session with 52 UPM Bachelor's Degree students (5.30 6.30 pm).
- 2. Second session with 30 UPM Master's Degree students (8.00 9.00 pm).

Both sharing sessions were delivered by CFM Public Relations Department Manager, Noor Shahdiella Abd Manan. The students also participated in CFM's online quiz after the sharing session to assess their level of understanding on the topic presented.



#### CFM JOINS KARNIVAL KONSERT ORANG KITA 2020 29 February 2020 | Bentong, Pahang

CFM joined *Karnival Konsert Orang Kita* that was co-organised by the Ministry of Communications and Multimedia with RTM. Several organisations including CFM opened their booths at Dataran Tras Bentong to provide exposure to the local residents about the role of CFM in helping consumers.



TV INTERVIEW WITH RTM BIZZ TV1 19 February 2020 | Angkasapuri, Kuala Lumpur

CFM Chairperson, Datin Mohana Mohariff delivered a sharing on 'The Benefits of e-Cash to rural citizens' in a pre-recorded interview for TV1 RTM Bizz show. The 30-minute interview was broadcasted on TV1 on 20 February 2020, 6.00 pm.



AN INTERVIEW WITH RTM FRESH BREW 27 February 2020 | Kuala Lumpur

CFM was invited as a panel member on RTM talk show Fresh Brew, to share about 'e-Wallet' that is widely used by consumers in Malaysia. CFM Director, Ahmad Izham Khairuddin represented CFM and shared the stage with another panel member from Grab to share some information during the recorded interview. The interview was aired on 15 March on TV2, Berita RTM MyFreeview 123, and on an online platform, RTM MyKlik.



#### AN INTERVIEW WITH TERENGGANU FM 31 March 2020

CFM was invited as a guest in an interview with Terengganu FM to talk about the 'Prihatin Rakyat Economic Stimulus Package: Free Internet' that was announced by the government on 27 March to ease the burden of Malaysian citizens during the Movement Control Order (MCO). CFM Chairperson, Datin Mohana Mohariff represented CFM to comment on the topic while also sharing some information on 'Ways to overcome network congestion' as all citizens were at home during MCO. The live interview was held through a phone call and went on for about 15 minutes. It was also aired on Terengganu FM's Facebook Live.



AN INTERVIEW WITH NASIONAL FM 20 April 2020

After a month of the enforcement of MCO in the country, CFM was invited by Nasional FM to share some information to listeners about 'Tips in dealing with network congestion.' The interview was conducted online and CFM Deputy Chairperson, Mohamad Yusrizal Dato' Yusoff shared some tips in the interview that was broadcasted live on the radio and on Nasional FM's Facebook Live.



#### AN INTERVIEW PAHANG FM 30 April 2020

Network congestion issues became one of the most common problems faced by consumers during the Movement Control Order (MCO) period. Pahang FM invited CFM to speak about "Tips in dealing with network congestion" in an interview that was conducted online. The 30-minute sharing session with CFM Chairperson, Datin Mohana Mohariff was aired live on the radio and on Pahang FM's Facebook Live at 9.30 am.

#### DIGITAL LIFE

# 6 TOP TIPS FOR SUCCESSFULLY WORKING FROM HOME -ESSENTIAL STEPS FOR GETTING WORK DONE

Check out these 6 tried and tested tips on how to be at your most productive and get the most out of working from home

Working from home today has become less of a privilege and more of a necessity in the wake of the COVID-19 pandemic as organisations and staffers alike scramble to adjust to the new normal. Improvements in connectivity in Malaysia, increasingly affordable internet and new technologies have not only made working from home a viable prospect, it has cemented it as the way ahead for the long haul.

Getting adjusted to this new work-from-home routine has proved a challenge for some, with multiple distractions at home like children and pets but we've come up with six (6) fantastic tips that will ramp up your productivity when working from home.

#### STICK TO A SCHEDULE AND ROUTINE

Set up a regular routine to add structure and a sense of regularity to your work week even if you have a flexible work schedule. Stick to this routine as much as you can. Some people also dress up for work to get their mind in gear; this is also somewhat necessary seeing as you may need to perform video calls.

#### **CREATE A DEDICATED WORK SPACE**

Get your mind into work mode by setting up a dedicated work area. Try to pick a quiet spot to set up your work desk like a guest room that you can close off away from distractions like the TV or your bedroom with good sunlight so that your body clock can adjust to a regular work routine (and also for clear video calls). Also ensure that your chosen spot is near to the Wi-Fi router for better connectivity. If space or privacy is at a premium, you can try using active noise cancellation headphones.

#### MAKE WORK TIME DISTINCT

Set clear boundaries as to when you are on the job and when you are off the clock including implementing the aforementioned schedules and routines. Unless it's a crisis, once the work day is over, leave anything else pending like phone calls or paperwork for the next work day.

#### AVOID SOCIAL MEDIA DURING WORK HOURS

Social media is a time waster that can fritter away hours of valuable time as the temptation is strong to browse your media feed or chat with friends. Stay off social media during your working hours and if you can't do so, try and install a time-locked app blocker to remove the temptation.

#### DON'T FORGET TO INVEST IN SOME 'ME' TIME

In the course of working from home you often have to juggle your duties as both a parent and a staffer and may often feel overwhelmed. Take some time off for yourself to enjoy a short break and get some fresh air, grab a quick snack or do some stretching exercises before getting back to work.

#### INVEST IN BETTER CONNECTIVITY AND EQUIPMENT

Nothing can ruin a work-from-home experience faster than poor internet connection, slow performing equipment or worse, a dinky webcam that makes your video calls look unprofessional. If you can, get the fastest internet you can afford, a good quality webcam and the best laptop or desktop with a monitor within your budget.

