UNIVERSITI TEKNOLOGI MARA

The 11th International, Invention, Innovation & Design 2022

INDES 2022

Ushering in the Age of Endemic

THE 11TH INTERNATIONAL INNOVATION, INVENTION & DESIGN COMPETITION INDES 2022

EXTENDED ABSTRACTS BOOK

The 11th International Innovation, Invention and Design Competition 2022

Organised by

Office of Research, Industrial Linkages,
Community & Alumni Networking (PJIM&A)
Universiti Teknologi MARA Perak Branch

and

Academy of Language Study
Universiti Teknologi MARA Perak Branch

REALITEA PODCAST

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ABSTRACT

The prime objective of this podcast series is to connect a local problem to a potential solution via roundtable discussion with field experts. The chief idea is to move beyond raising awareness about the particular problem to get the community to do something about it. Vast technological developments and pressing issues in Malaysia gave birth to curious Malaysians shelved under the Generation Z bracket. Podcasting gave them a voice to opportune themselves to shed light on things that matter. It gave young Malaysians to discuss real issues in search of workable, sustainable solutions. In order for the podcast to have a clear sense of direction in terms of the conversation that is about to be discussed, it has been decided that it should be centered around the United Nations 17 Sustainable Development Goals (17 SDG). Through the podcast, the contents are targeted to audiences within their peers to expose them to the problems and its effect on the community both in short and long term. As a result, several prime examples to the testament of the podcast successes are through its visibility.

Keyword: podcast, SDG, technology, United Nations, young

1. INTRODUCTION

According to Morra (2020), the term "podcast" has evolved over time and has been used in a variety of contexts as an evolving on-demand audio platform, including digital audio files distributed via Really Simple Syndication (RSS), internet radio that can be downloaded, downloadable audio programmes that have been broadcasted on radio, a programme, an episode, and more. This has been further reiterated by Morris and Patterson (2015) that the distinctive set of "practises and cultural meanings that are entirely entangled with the technologies for its dissemination, organisation, and consumption" is what distinguishes podcasting as a separate kind of audio media.

Therefore, how can university students be part and parcel of this valid conversation with limited resources to make a change? Here, invited panel of experts are invited to share their concerns and possible solutions to get the attention of the policy leaders to take a chance on the voice of the younger generation in Malaysia. How does the podcast connect or peg itself to the 17 SDG? Targets and objectives from each goal were analysed where questions and observations were made out of these objectives or targets from each goal chosen. For example, the latest season of RealiTEA podcast (Season 5, Episode 63) addresses the importance of Sustainable Goal number 3, Reduced Inequalities. The student-cum-researcher who was also the producer of the podcast managed to invite former senator, Ras Adiba Radzi, who was also the chairman of

Bernama as a panelist to discuss the importance of mobility within metropolitan cities, in the less privileged areas as well as how accessible universities are to mobility-challenged students being afforded to them.

Another topic of discussion was related to Sustainable Goal number 7; Affordable and Green Energy. For this topic, Muhammad Syauqi Mohd Baki, a people operation specialist, and Tan Junn Hann, a mechanical engineer was invited to talk about the readiness and coolness of electric cars in Malaysia and how it may positively affect green climate in major cities and up and coming thriving cities in Malaysia as well.

Last but not least, the issues of mental health and women empowerment were also discussed. This year has been a great outing for the podcast as we had the ultimate privilege to host Miss Brittany Butler, the reigning Miss Silver State USA 2022 to be part of our panel for the podcast. Together with Dr. Farid Zainuddin, they discussed the importance of finding one's potential in work and life, as well as finding a niche that you could puzzle in together as an added value for business or leisure. All three were prime examples as to how podcasts can open the possibilities to explore the meaning of how we can manage and introduce sustainability practices now and in the future of content creation.

2. METHODOLOGY

Firstly, a goal derived from the United Nations' 17 Sustainable Development Goals (17 SDG) was decided on. Then, the content and interview were developed. Secondly, research was done to oversee what was the happenings pertaining to the goal and theme that had been chosen at that time. Then, a case study or contents that were locally based were selected. The next step was to outline who would be the potential speakers and justify their relevance to the interview.

Afterwards, the reasonings and empathy towards the topic were chosen through a series of unpacking, and the result of the desktop research was analysed. Further evidences were provided to show that topic is within the best ability, knowledge and technical capabilities shared are equally and resourcefully.

3. FINDINGS

In analysing the roles and influence of communication in the changing mass media landscape to emphasise the attribute of "problem-solving", it was found that educating society through the RealiTEA podcast can be considered a successful approach. Since this program upholds the element of edutainment, as aligned with Aksakala (2015), the concept of entertainment and experience discussed in education points out that subjects containing entertainment attract consumers' attention.

Moreover, events make the consumers' experience more permanent and recollective. In addition, this program's visibility and acceptance keep increasing. It was measured through the plays and feedback from the listener.

Episode Title	Plays
Combating Contemporary Hardships: How Poor IS Poor?	128
Equal Rights Equal Fights. Right?	97
Treasured Forest; Our Responsibility to Protect Them.	90
We Were Colonized By the British Once! Why Canâ€™t We Speak Orang Putih Properly?	87
Episode 11 - Gatekeeping Education: How Fair Do Students Receive Similar Quality of Education? (SDG 4: Quality Education)	76
Domestic Violence Against Women: Covid-19 Is Not the Only Battle That is Going ON.	76
The Plastics: How Should We Lessen Our Usage (and ultimately stop altogether)?	73
Runaway Ready: The Real Cost of Fast Fashion	71
Hungry (or Hangry) University Students Should Not be in our To Do list Hereâ€™s Why!	70
Single Parenting and Child Mortality in Malaysia: The Ship That Never Knew the Calm Sea.	66
Episode 16 - *GASP!* Can Women Really Lead? *SHOCKER* (SDG 8: Decent Work & Economic Growth)	65
Readiness in Futuristic Learning: Are We Equipped with the Necessary Tools?	65
Poverty and Prophylactic: Conversations That We Should Have More Of (For Good Reasons!)	63
Corporate Social Responsibilities Today: Global Partnering for the Greater Good.	60
Turn Up the VOLume in Volunteering!	58
Thalassemia: What You Should Know!	58
Women with HIV/AIDS: The Pursuit of Happiness	55
Online Distance Learning (ODL). The 3-Way Battle of Concentration Effectiveness and Accessibility.	54
Episode 12 - Addressing Misogyny in the Workplace (SDG 5: Gender Equality)	51
Vaccination: To or To NOT? (and WHY this is EVEN a question in the first place)	49

Figure 1 20 Most Played RealiTEA Podcast Episodes

Figure 1 shows 20 most played ReliaTEA Podcast episodes. As of the fifth season of RealiTEA Podcast in mid-2022, 28 episodes were broadcasted as a continuation of previous seasons. All episodes can be reached on Spotify.

Geo	Average of Percent of Plays
Malaysia	0.94
United States	0.02
Singapore	0.004304161
United Kingdom	0.004304161
Indonesia	0.004017217
Philippines	0.003156385
Canada	0.002582496
Australia	0.002582496
India	0.002295552
Turkey	0.002008608
Netherlands	0.00143472
Sweden	0.001147776
Germany	0.001147776
Ireland	0.000860832
Italy	0.000860832
Mexico	0.000860832
Jordan	0.000573888
Switzerland	0.000573888
United Arab Emirates	0.000573888
Belgium	0.000573888
Brazil	0.000573888
Poland	0.000286944
Norway	0.000286944
Portugal	0.000286944
Nigeria	0.000286944
Finland	0.000286944
Denmark	0.000286944
Guatemala	0.000286944
Spain	0.000286944
Japan	0.000286944
South Africa	0.000286944

Figure 2 Countries of RealiTEA Podcast Listeners

Figure 2 shows the listeners represent the country. Surprisingly, this RealiTEA podcast has not only reached local listeners, but it has also reached many other countries. Besides that, RealiTEA Podcast project has received its copyright and is registered under the Pendaftaran Harta Intelek Malaysia (MyIPO) [Reference: 600-BITCOM (IP. 5/2/6/3/CP)].

4. CONCLUSION

Reflecting on the notion embraced by Rockinson-Szapkiw and Walker (2009), that there should be inclusions of Web 2.0 technology in counseling skills classes and that teacher-produced podcasts may be a valuable medium for delivering dynamic and dramatized case studies, presenting expert interviews, and showcasing audio examples of diverse clinical approaches. This is especially true when it comes to the content curation and delivery of RealiTEA podcast.

Firstly, why should there be a need for sustainable development? Based on the UN's 17 SDG, it encourages us to gradually change how we develop and use technologies over time to protect and improve our natural resources. All nations should be able to meet their basic requirements for employment, food, energy, water, and sanitary facilities.

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Surat kami : 700-KPK (PRP.UP.1/20/1)
Tarikh : 20 Januari 2023

Prof. Madya Dr. Nur Hisham Ibrahim
Rektor
Universiti Teknologi MARA
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Kelulusan daripada pihak tuan dalam perkara ini amat dihargai.

Sekian, terima kasih.

"BERKHIDMAT UNTUK NEGARA"

setuju.

27.1.2023

Saya yang menjalankan amanah,

PROF. MADYA DR. NUR HISHAM IBRAHIM
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