

Volume 3 (2025)



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Research Management Unit
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Embracing New Horizons: A Fresh Start for 2025



As we stand at the threshold of a new year, I welcome you to RMU4U Third Edition (January 2025). The start of a new year symbolizes renewal, an opportunity to recalibrate our aspirations and refresh our collective commitment to academic excellence, research endeavours, and impactful scholarly contributions.

The year 2024 saw significant progress within our academic and research community. It was a testament to the passion, perseverance, and creativity of all members of the UiTM Kedah family. As we reflect on those accomplishments, let us also look ahead with determination to elevate our efforts in research, publication, and innovation. Let 2025 be the year we chart new pathways for discovery and collaboration, bringing our work to greater heights.

This year, I encourage all of us to reaffirm our scholarly goals by setting clear, measurable targets for research outputs, impactful writings, and knowledge sharing, aiming to contribute meaningfully to society both locally and globally. Let us strengthen research collaborations by building networks across disciplines, faculties, and institutions to foster cross-disciplinary solutions to real-world challenges. At the same time, we must focus on innovation by exploring new ideas, embracing digital tools, and pioneering creative solutions that align with global trends and local needs. Above all, let us support each other by sharing expertise, mentoring the next generation, and collaborating to overcome challenges, creating a thriving research ecosystem where everyone uplifts one another.

Let this be a year where we balance ambition with reflection, passion with purpose, and innovation with impact. The Research Management Unit (RMU) remains steadfast in supporting your research journey through resources, platforms, and opportunities for growth.

As we embark on this new chapter, I wish each of you the strength to pursue your aspirations and the resilience to overcome any obstacles. Together, let us make 2025 a year of breakthroughs, achievements, and shared successes.

Here's to a productive and inspiring year ahead.

Sincerely,

Prof. Dr. Roshima Said

Acting Rector, UiTM Kedah



A Message from the Chief Editor

Dear Readers,

I am pleased to announce the return of the RMU4U Bulletin with Volume 3, showcasing a diverse array of academic inquiries and professional perspectives across multiple themes. This edition continues our commitment to facilitating intellectual exchange and presenting research that engages with contemporary issues.

In this volume, the Law & Policy theme stands out with the highest number of contributions, featuring 14 papers that explore significant aspects of governance, justice, and societal well-being. These papers highlight the role of legal frameworks and policies in addressing current challenges and contributing to societal development.

Highlighted works include topics such as "Enhancing Access to Justice: The Role, Challenges, and Future of Small Claims Courts in Malaysia" and "Environmental Public Interest Litigation: Broadening Locus Standi to Safeguard Collective Interests," which examine the evolving landscape of legal rights and public interest. Additional discussions, such as "Alternative Dispute Resolution (ADR) in Islamic Banking and Finance in Malaysia" and "Balancing Nature and Faith: Protection and Conservation of Water Resources from the Perspective of Islamic Law," shed light on the interplay between ethics, faith, and law in addressing societal challenges.

In addition to the focus on Law & Policy, this issue covers a range of topics that contribute to understanding innovation and societal change. Articles such as "AI-Driven Recommendations in Mobile Shopping Apps, Podcasts, Animations & Gen Z: Revamping Organizational Behavior Learning, and The Role of Social Media in Shaping Islamic Entrepreneurship" explore the intersections of technology, education, and culture in today's world.

This edition represents the collaborative work of our contributors, whose insights and expertise have shaped the content of this bulletin. We encourage readers to engage with these ideas and consider their implications for further research and practical applications.

I would like to thank the authors, reviewers, and editorial team members who made RMU4U Bulletin Volume 3 possible. We hope this publication serves as a resource for understanding key issues and inspires further exploration.

Thank you for being part of this endeavor. Let us continue to learn and exchange ideas

Warm regards,

Dr Azyyati Anuar
Chief Editor, RMU4U E-Bulletin



FAKE NEWS, REAL PROBLEMS: A BATTLE FOR TRUTH

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The era of Industry Revolution 5.0 has shown many advancements in AI, robotics, and data analytics. This era has drastically changed how information is created, shared, and accessed. While these technologies have improved access to information, individuals are fuelled with the spread of fake news. Rand and Pennycook (2021) stated that people often neglect accuracy when sharing information, distracted by the fast-paced nature of social media.

Fake news is becoming a bigger problem in Malaysia. The Malaysian Communications and Multimedia Commission (MCMC) has reported 2,125 fake news between 2021 and April 2023 raising worries for national unity and public safety. Due to this issue, the MCMC is creating legislation to deal with information that jeopardizes racial and religious peace and fake news which will have an impact on Malaysians.

One of the most essential practices for avoiding fake news is to verify the source of information. In the age where content is readily accessible across multiple platforms, users must assess the credibility of the source before accepting any information as true. It is important to check if the information comes from a reliable and well-established news outlet or if the source is credible. Websites that lack transparency, have unclear authorship, or present exaggerated claims are often red flags for misinformation. Van Gool et al. (2015), stated that there were numerous users sharing information or news on social media without verifying its authenticity.

The basic technique against fake news is to check from several sources to ensure the accuracy and authoritativeness of information. An individual who just relies on a single source can sometimes result in a limited and potentially inaccurate understanding of a problem and misinformation. In the IR 5.0 era, where information is frequently personalized to individual tastes by AI algorithms, echo chambers can readily arise, reinforcing preexisting bias. Therefore, it is crucial for cross-referencing news from many sources, readers may guarantee that they are obtaining accurate and balanced information. If numerous trustworthy sources describe the same facts, the information is more likely to be reliable.

Another technique is applying AI technology which is using fact-checking tools. This technique has become increasingly important in combating fake news. The advancement of AI technology is playing a major role in filtering and prioritizing content and it is essential to take advantage of tools designed to verify claims and data. In this regard, AI is affecting decision-making in an increasing number of sectors and could be utilized to increase the effectiveness of timely detection and identification of fake news (Gupta et al., 2021). Furthermore, AI-based tools are becoming more sophisticated in analyzing the quality of content for accuracy to identify unreliable information in real-time. Users can quickly discern whether a story is true or a fabrication.

The critical thinking is a foundational practice that empowers individuals to avoid being misled by fake news. This method practises the evaluation criterias to be applied in evaluating information. In the IR 5.0 era, information flows rapidly, and it is easy for sensational headlines or emotionally charged content to sway people's opinions. Therefore, individuals must develop the ability to critically evaluate information before forming conclusions.

This involves asking questions such as:

1. Is the information supported by evidence?
2. Are there logical fallacies or emotional manipulations present?
3. Does the information offer sources or references to back up its claims?

By engaging in this type of reflective analysis, individuals can avoid falling prey to false information.

With the rapid development of digital technology, it is also important for digital literacy skills. The skills to evaluate and analyze information are needed along with the evolving information technology.

The Malaysian government launched an initiative to promote digital literacy among Malaysians which is Digital Literacy for All Programmes. Among the goals of this programme is about the importance of digital safety and security. This module includes skills on how to protect personal information online, how to avoid scams and how to identify and report cyberbullying as well. This is because technological improvements have made it easier for fake news to proliferate, necessitating more comprehensive information literacy training (Jang, 2019).



Furthermore, people should be warned of the dangers of deepfake technology, which use artificial intelligence to create hyper-realistic but wholly faked movies and audio recordings. As deepfakes become more convincing, viewers must exercise caution while viewing media material. Finally, community-driven verification can help against fake news. Users on social media sites frequently flag and report dubious content, allowing communities to collaborate in discovering and deleting incorrect information. Moreover, by participating discussions and sharing credible information through online can help to slow the spread of fake news. It is essential to verify content as an effective method for holding individuals and organizations accountable for the information they publish.

In conclusion, it is crucial to adopt a range of practices to avoid fake news and its harmful consequences in the era of IR5.0. The rapid dissemination of information in many media platforms both verified and unverified, from both professional and non-professional content providers has fostered the spread of fake news (Tandoc et al, 2018). As technology continues to shape the information landscape, it is our responsibility to equip ourselves with the tools and skills needed to combat fake news and foster a more informed society.

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