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in a digital age

BRAIN DRAIN

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**PLANKTON
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*Memberi Kesan kepada
Usahawan Pesisiran Pantai*

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LUNING**



**PERANAN
MAJIKAN
DALAM
MENANGANI
TEKANAN KERJA
PEKERJA**

BUBU NAGA

Sekat Rezeki Nelayan Tradisional

**MOTIVATING
MINDS**

*How Lecturers Can Use Positive
Reinforcement to Boost*

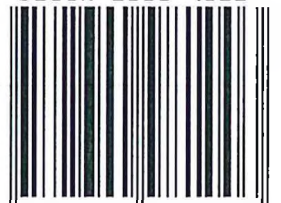
HUTANG
Kawan atau Lawan?

Unik tapi Benar
KANTUNG MADU KELULUT BERBEZA

RINTANGAN INSULIN

Punca, Risiko dan Hubungannya dengan Diabetes

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Mental health where the escalating work pressure has taken a toll on the mental health of academicians. Research indicates a high prevalence of stress, anxiety and depression among faculty members (Evans et al., 2020). The constant juggling of multiple responsibilities and the pressure to meet high standards contribute to a challenging work environment.

Work-life balance, the blurring of lines between professional and personal life due to increased work pressure has significant implications for the work-life balance of academicians. The inability to disconnect from work, compounded by the expectation of constant availability, can lead to dissatisfaction and burnout (Cohen et al., 2018).

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The coping mechanisms that can be used to reduce these issues are that institutions need to play a crucial role in mitigating work pressure by providing adequate support systems. Mentorship programs, wellness initiatives and flexible work arrangements can contribute to a more sustainable work environment (Harper et al., 2021). Individually, personal strategies need to be included such as academicians need to adopt various coping mechanisms to navigate work pressure. Time management, setting realistic goals and prioritization are strategies commonly employed by faculty members to maintain a sense of balance (Porter & Umbach, 2019).



For the future direction, perhaps we need to address the contemporary work pressure among academicians; a collective effort is required from institutions, policymakers and the academic community. Strategies should include revisiting tenure and promotion criteria, providing mental health resources, and fostering a culture that values work-life balance. Obviously, the work pressure faced by academicians in the modern academic landscape is a multifaceted challenge with far-reaching consequences. By acknowledging the contributing factors and implementing strategic interventions, the academic community can work towards creating a healthier and more sustainable working environment for its members.

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Motivating Minds

HOW LECTURERS CAN USE POSITIVE REINFORCEMENT TO BOOST

As a lecturer, teaching is more than just giving a lecture; it's also about inspiring students to take an active role in their education and achieve their academic goals. Lecturers significantly impact students' attitudes, motivations, and academic performance (Bonghawan & Macalisang, 2024). Compared to secondary school, university life is very different that it requires students to be highly self-reliant and to practice self-regulated learning to keep track of their own academic progress (Stasolla et al, 2025). One powerful approach to achieving this is through positive reinforcement, a concept rooted in B.F. Skinner's Reinforcement Theory. This approach suggests that behaviours followed by positive outcomes are more likely to be repeated. In a university setting, lecturers can apply positive reinforcement to enhance student motivation and performance



"Balancing Reinforcement for Effective Teaching"

The use of positive reinforcement involves rewarding students when they exhibit desirable behaviours. The reward increases the likelihood of that behaviour being repeated. In higher education, this strategy helps foster engagement, improve academic performance, and encourage a growth mindset. Hence, the ability to effectively use reinforcement to enhance the teaching and learning process is a fundamental competency for any educator (Aulia & Jamilah, 2024).

By using positive reinforcement, lecturers create a supportive and motivating learning environment that fosters student engagement and academic success. Zahid & Cheema (2023) found that both teachers and students believe that positive reinforcement is the most effective way to increase motivation.



Positive reinforcement involves rewarding students when they exhibit desirable behaviours. The reward increases the likelihood of that behaviour being repeated. For instance:

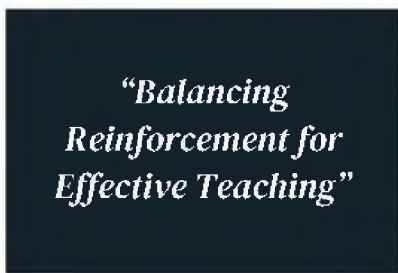
- Verbal Praise and Encouragement – A simple "Well done!" or "Great job!" can boost a student's confidence and willingness to participate.
- Recognizing Student Effort – Acknowledging improvement, regardless of the result, encourages persistence.
- Incentives and Rewards – Small incentives such as bonus points or public recognition can reinforce positive study habits and class engagement.
- Constructive Feedback – Providing meaningful, specific feedback helps students understand their strengths and areas for improvement, reinforcing their commitment to learning.
- Opportunities for Leadership and Participation – Allowing students to lead discussions, present ideas, or mentor peers can serve as a motivational reinforcement.



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The implementation of positive reinforcement in university classrooms has several advantages:

- Enhances Student Motivation – Encouraging students through recognition and rewards fosters intrinsic motivation.
- Improves Academic Performance – When students feel appreciated and motivated, they are more likely to put in the effort needed to excel.
- Creates a Supportive Learning Environment – Reinforcement strengthens the student-lecturer relationship, making the classroom a place where students feel valued.
- Encourages Active Participation – Students who receive positive reinforcement are more likely to engage in discussions and collaborative activities.



Balancing Reinforcement for Effective Teaching

While positive reinforcement is an effective tool, lecturers must apply it strategically. Over-reliance on rewards can lead to dependency, where students expect incentives for every effort. Therefore, reinforcement should be complemented by fostering intrinsic motivation, where students find personal satisfaction in learning.

Conclusion

Positive reinforcement provides a practical framework for enhancing student motivation and engagement in university classrooms. By recognizing and rewarding desirable behaviours, lecturers can create a more dynamic and supportive learning environment. Implementing these strategies thoughtfully ensures that students remain motivated, not just for external rewards but for their own academic and personal growth.

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Affiliate Marketing in the Digital Age: A Pathway to Earning Online

The digital era has brought about substantial shifts in how individuals earn income, with affiliate marketing emerging as a prominent method of online monetisation. This model has gained considerable traction in recent years, particularly on platforms, such as TikTok, Shopee, and Lazada, which leverage their expansive user bases to facilitate affiliate opportunities. This article examines the phenomenon of affiliate marketing, focusing on its role in generating online income, its integration within popular digital platforms, recent trends, and factors contributing to its growth.

Affiliate marketing, in its simplest form, is a performance-based marketing strategy where affiliates (individuals or entities) earn a commission for driving traffic or sales to a merchant's site. The model has been around since the mid-1990s but has seen exponential growth with the rise of e-commerce and social media. According to a report by Statista (2023), the global affiliate-marketing industry was valued at over \$17 billion in 2022, with projections indicating steady growth as more brands and influencers leverage the power of affiliate partnerships. The rise of social-media influences has played a pivotal role in the evolution of affiliate marketing. TikTok, for example, has transformed from a simple video-sharing app into a thriving e-commerce platform, in which content creators can engage in affiliate marketing to monetise their following. The platform's short-form video format is ideal for showcasing products, and its algorithm promotes content based on user engagement, giving affiliates a powerful tool to reach vast audiences. According to *Business of Apps* (2024), TikTok's affiliate programme is designed to make it easier for creators to integrate products directly into their content, allowing them to earn commissions without leaving the app.



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