



**Faculty of Administrative Science & Policy Studies
Universiti Teknologi MARA**

Bachelor of Administrative Science (HONS)

Title of Proposal

A Study on Animal Abuse Awareness among students in UiTM Shah Alam

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ABSTRACT

The purpose of the study was to examine and compare the relationship of animal abuse awareness with the level of awareness among UiTM Students in Shah Alam, personal experience, role of media, and also the role of advocacy. The study was carried between May until July 2022 and has applied the simple random sampling technique to collect the data from the online questionnaire. There are two important findings in the research which are that the majority of the respondents agreed that animals do have feelings and feel pain. Next, there is a relationship between the level of animal abuse awareness, personal experience, role of media, and also the role of advocacy. All of these have also been found that there is a significant relationship between the awareness of animal abuse and the level of awareness among UiTM Students in Shah Alam. Thus, this research is in a perfect position to make it as a further study for the people who are studying in the field.

Keywords: Animal Abuse, Students, Level of Awareness, Media, Advocacy

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