17

Name : **Mohd Mursyiddin Abdul Manaf**
Title : **Understanding Rumour Conceptions, Forms, Dissemination And Control At Workplace : Narratives From The Employees**
Faculty : **Communication and Media Studies**
Supervisor: **Prof. Dr. Mokhtar Muhammad (MS),**
Dr. Mariah Muda (CS)

This qualitative research focuses on the problem of understanding how private and public sector employees make sense and unconsciously be involved in rumour phenomenon in their organisations. This problem is addressed through four objectives - 1) to identify the main factors that trigger the conception of rumours in workplace, 2) to explore the most possible types/forms of rumours that circulate among the employees in their workplace, 3) to understand the raison d'être of rumours being disseminated by employees in their workplace, and 4) to determine the best measures taken by the employees in managing

rumour spread at their workplace. Data for this entire research is gathered through in-depth interviews, which involved 15 informants that had been chosen through purposive sampling, aided by criterion-based selection and being conducted through theoretical sampling. These findings were categorised into four sections. Firstly, in terms of rumours conception, data from informants have contributed to 15 themes that can be considered as pertain to content and pertain to functions. Secondly, the researcher posed few basic questions on the forms and fallout of rumours to the informants. There are 11 themes that emerged. All of them contributed to rumour threats and sense-making in organisation. Thirdly, the researcher reframed rumour dissemination or spread antecedents within a motivational framework based 12 themes. All of the themes can are motivated by three psychological needs. Fourthly, in understanding various ways to quell rumours from developing and further, seven themes were deduced. Majority of the informants recommend strategies aimed at reducing generation of and belief in rumours. Finally, the researcher concluded that rumours continue to be a firm feature of social and organisational landscapes, whereby without these social activities, interpersonal communication that harnesses the organisational communication would not be able to develop. With the completion of this research, it should be able to direct further research by using clearer conceptualisation about rumours, how does it arises, motivations behind its transmission/ dissemination and spread, its sense-making functions, and how rumours may be managed. With that, the researcher has proposed an integrated model of rumour phenomena at the workplace. With reference to the proposed model, old and new questions regarding rumour activities specifically in Malaysian context could be highlighted.