



International Teaching Aid  
**Competition 2023**

Reconnoitering Innovative Ideas in Postnormal Times

**iTAC**

**2023**

**iTAC 2023**  
**INTERNATIONAL TEACHING AID COMPETITION**  
**E-PROCEEDINGS**

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*Ain Binti Binti Abd Rahman*

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## **PREFACE**

iTAC or International Teaching Aid Competition 2023 was a venue for academicians, researchers, industries, junior and young inventors to showcase their innovative ideas not only in the teaching and learning sphere but also in other numerous disciplines of study. This competition was organised by the Special Interest Group, Public Interest Centre of Excellence (SIG PICE) UiTM Kedah Branch, Malaysia. Its main aim was to promote the production of innovative ideas among academicians, students and also the public at large.

In accordance with the theme "Reconnoitering Innovative Ideas in Post-normal Times", the development of novel ideas from the perspectives of interdisciplinary innovations is more compelling today, especially in the post-covid 19 times. Post-pandemic initiatives are the most relevant in the current world to adapt to new ways of doing things and all these surely require networking and collaboration. Rising to the occasion, iTAC 2023 has managed to attract more than 267 participations for all categories. The staggering number of submissions has proven the relevance of this competition to the academic world and beyond in urging the culture of innovating ideas.

iTAC 2023 committee would like to thank all creative participants for showcasing their innovative ideas with us. As expected in any competition, there will be those who win and those who lose. Congratulations to all the award recipients (Diamond, Gold, Silver and Bronze) for their winning entries. Those who did not make the cut this year can always improve and join us again later.

It is hoped that iTAC 2023 has been a worthy platform for all participating innovators who have shown ingenious efforts in their products and ideas. This compilation of extended abstracts published as iTAC 2023 E-Proceedings contains insights into what current researchers, both experienced and novice, find important and relevant in the post-normal times.

Best regards,

**iTAC 2023 Committee**  
**Special Interest Group, Public Interest Centre of Excellence (SIG PICE)**  
**UiTM Kedah Branch**  
**Malaysia**



## **IDENTIFICATION OF FACEBOOK FEATURES SUPPORTING INTRINSIC MOTIVATIONS OF SENIOR ENTREPRENEURS**

Marlina Muhamad

Faculty of Business and Management, Universiti Teknologi MARA, Cawangan Kedah  
marlina326@uitm.edu.my

Mohd Fazil Jamaludin

Faculty of Business and Management, Universiti Teknologi MARA, Cawangan Kedah  
mfazil@uitm.edu.my

Norafiza Mohd Hardi

Faculty of Business and Management, Universiti Teknologi MARA, Cawangan Kedah  
nora0717@uitm.edu.my

Fariza Hanis Abd Razak

College of Computing, Informatics and Media, Universiti Teknologi MARA, Shah Alam  
fariza@tmsk.uitm.edu.my

Haryani Haron

College of Computing, Informatics and Media, Universiti Teknologi MARA, Shah Alam  
harya265@uitm.edu.my

### **ABSTRACT**

Senior entrepreneurs are different from young entrepreneurs because their main motivation to become entrepreneurs after retirement is mostly dominated by intrinsic values. To support extrinsic motivation like financial rewards and wealth creation, past studies have agreed that social media platforms are widely used by entrepreneurs. As social media adoption helpfully supports most entrepreneurs, this leaves some spaces to be explored and requires further research, especially on senior entrepreneurs since their primary motives are dominated largely by intrinsic motivations. Senior entrepreneurs are associated with lower technical skills; thus, the use of information and communications technology (ICT) becomes a challenge for them. This underexplored study offers a significant area of study as a caused from an increment in ageing population worldwide. This qualitative study applied in-depth semi-structured interview with ten participants to understand the senior entrepreneurs' motivations. Next, in identifying suitable Facebook features to support senior entrepreneurs' intrinsic motivations, expert interviews were conducted with five experts in social media platforms. The four categories of motivations known as economic self-interest, social affirmation, active aging, and independence identified in this study confirmed that senior entrepreneurs are inclined toward intrinsic motivations. The findings further disclose senior entrepreneurs using social media such as Facebook, yet, many features could still be explored through this platform. The Facebook features identified from the expert

interviews were mapped with senior entrepreneurs' intrinsic motivations.

**Keywords:** senior entrepreneur, intrinsic motivation, expert interviews, Facebook features, verification

## INTRODUCTION

Past research in the economics and entrepreneurship literature highlights that financial rewards categorized under extrinsic motivations are the main driver of young entrepreneurs. This is because, according to Hatak and Frank (2018), financial rewards influence an individual's decision to jump into entrepreneurship. Hence, this explains the active use of social media among young entrepreneurs, especially to advertise and sell their products (Olanrewaju et al., 2020). Senior entrepreneurs, however, are different from young entrepreneurs as their main motivation to become entrepreneurs at retirement age is mostly dominated by intrinsic values such as a sense of autonomy and pursuit of self-realization, apart from being active and valuable (Soto-Simone & Kautonen, 2020). The existing social media usage framework and model do not consider the intrinsic motivations of senior entrepreneurs to become active agers who are not driven by non-monetary reward. Because senior entrepreneurs have a unique need where they might face confusion and tend to deal with too many functions, distractions, and extraneous information due to their lower technical skills in using ICT applications, such a need has become a challenge for them (Gao et al., 2021).

## METHODOLOGY

The study was carried out in two phases beginning with the case study, followed by the expert interviews, and thirdly, model verification. In the case study phase, the development of the conceptual model and data collection took place, involving senior entrepreneurs as the main contributors. In the second phase, the researcher employed expert interviews to identify Facebook features based on the results and output from the first phase. The model was developed in this phase through the integration of senior entrepreneurs' motivations with Facebook features.

Face-to-face interviews were conducted with ten participants in the first study where the finding is in line with prior studies by Soto-Simone and Kautonen (2020) and Stirzaker et al. (2019), which proposed that senior entrepreneurs' primary motives are dominated largely by intrinsic motivations. The four categories of intrinsic motivations known as economic self-interest, social affirmation, active aging, and independence were identified in this study. The findings further disclose senior entrepreneurs using social media such as Facebook.

The second study was carried out with a panel of five experts was selected to participate in this

study to gather the knowledge and experience pertinent to this topic. The first expert (E1) is a business owner, the second expert (E2) is a digital marketing consultant, and the other three experts (E3, E4, and E5) are familiar with the technology for elderly people. Both of E1 and E2 are business owners and consultants who are well-versed in social media platforms and utilize the features of social media for their businesses. All five experts have the necessary experience in dealing with the elderly and the knowledge and expertise in social media features. The second phase entails expert interviews to identify social media features based on the results from the first phase and integrated with the senior entrepreneurs' motivations.

## RESULTS AND DISCUSSION

It was observed that the majority of participants used their personal page as a business account. Sheldon et al. (2021) mentioned personal Facebook pages are primarily used for socializing and maintaining relationships with friends and family members. According to Facebook's Help Center, personal accounts have limited features compared to Facebook Pages (business page), including the ability to run Facebook Ads, access analytics, and add custom tabs and apps (Facebook, n.d.). For business purposes, Facebook Pages offer more advanced features and capabilities for businesses, including the ability to target specific audiences, access analytics and insights, and customize the page with branding and design elements (Helmond et al., 2019). Facebook is seen as a valuable tool for senior entrepreneurs to reach and connect with customers. Through the observation and data from interviews with participants, they are aware of the importance of social media for business, however they may have limited knowledge and skills in using Facebook effectively.

Based on senior entrepreneurs' motivations that lead to business activities, the identification of Facebook features was conducted by five experts. The four categories of motivations known as economic self-interest, social affirmation, active aging, and independence aforementioned above, were mapped onto the Facebook features. The researcher outlines the Facebook features identified from the expert interviews and categorizes each of the features into dimensions. The Facebook dimensions produced from this study following the approach by Chouikh et al. (2016). However, Chouikh et al. (2016) covered Twitter, Facebook, YouTube, LinkedIn, Instagram, Google+, and FourSquare in generating the social media dimensions. Overall, eight Facebook dimensions have been identified based on the Facebook features presented in Table 1.

**Table 1.** Facebook Dimensions Based on Facebook Features

Facebook Dimensions	Signing up	Administer relations	Content-specific feedback	Publish media content	Social attribute	Community management	Interaction	Location based networking
Facebook Features	Social login	Follow	Like	Upload photo	Insights	Create group	WhatsApp link/button	Business profile
	Free sign-up		Comment	Upload live video		Join group	Chat/messenger	
			Share	Upload video				
			Tag	Post text (wall post)				
			Hashtag	Set business information				
				Tag				
				Hashtag				
				Pinned post				

Apart from the identification of the Facebook features and dimensions, it was found that from the used of the Facebook features gave some desirable values to the senior entrepreneurs. The motivations were integrated with the Facebook features that resulted in the desirable values bring for senior entrepreneurs. From the experts' views in this study, the Facebook features should be able to offer and provide the desirable values of visibility, reachability, recognition, engagement, accessibility, persistence (recordability), connectivity, ubiquity, simplicity, and familiarity to support senior entrepreneurs in entrepreneurship. Further analysis and discussion, all five experts in this study have mapped the suitable Facebook features onto senior entrepreneurs' motivations. Additionally, the desirable values of each feature also have been identified during this interview sessions with experts. Table 2 shows an analysis on the mapping of Facebook features with the desirable values.

**Table 2.** Mapping of Desirable Values Identified by Experts

Motivation	Facebook Feature	Desirable Values	E1	E2	E3	E4	E5
		Expert					
Economic self-interest	Wall post	Visibility	√	√	√	√	√
		Reachability	√			√	
Social affirmation	Like, comment, share, pinned post, and media streaming	Recognition	√	√	√	√	√
		Engagement	√	√	√	√	√
	Online community and follow	Accessibility	√	√	√	√	√
		Connectivity	√	√	√	√	√
User profile and insights	Persistence	√		√	√	√	
Active aging	Chat/Messenger	Ubiquity	√	√			√
Independence	Sign up and create post	Simplicity		√	√	√	√
		Familiarity		√	√	√	√

The model was developed based on the motivations of senior entrepreneurs and integrated with

the Facebook features and values identified through expert interviews as depicted in Figure 1 below. Additional findings from the first phase of this study depicted that the three senior entrepreneurship activities involving doing simple tasks, being involved in a service-type business, and owning a physical store. The model concludes that the Facebook features supported senior entrepreneurs' motivations in senior entrepreneurship activities.

**Figure 1.** Facebook Features Supporting Senior Entrepreneurship Model

## CONCLUSION

Based on the above discussion, Facebook features such as wall post, user (business) profile, follow, like, comment, share, tag, pinned post, media streaming, online community, insights, follow, chat/messenger, comment, sign-up, and create post were highlighted by experts as sufficient to support senior entrepreneurship based on their intrinsic motivations. The model of social media features is based on the integration of senior entrepreneurs' motivations, Facebook dimensions that carry the Facebook features, and the desirable values from the Facebook features for supporting senior entrepreneurship activities, for instance, by performing simple tasks such as managing, running a service-type business, and owning a physical store.

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