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TEKNOLOGI
MARA



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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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

TEACHING AID “WHAT IS INSURANCE?”

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ABSTRACT

The teaching aid that we develop is expected to help people understand the importance of having insurance as an aspect of the preparation and protection towards any possibility that might happen. To attract the attention of our target audience and customers, we use simple illustrations and animations as an innovation. Our target audience does not understand insurance, which is a problem that led us to choose the aid tool as our innovation project. This is due to the fact that learning is limited and fails to grab their curiosity. Moreover, not being exposed to insurance and consequently not understanding the function of insurance is one of the issues we hope to solve through our project. The objectives of this teaching aid are to help people gain knowledge and enhance the ability of an individual to manage their healthy lifestyle and financial activities and thus contribute to the country's economic development. Next, we help them reduce risk in the future by taking insurance while being healthy so that if they are getting any chronic disease, they have insurance to cover their hospital bills. Hence, the uniqueness of our video is Animaker which is a versatile video making tool that helps produce high-quality animation for professional purposes. It enables students to visualize the complex of insurance. The benefits of our video can boost learner retention by simplifying interaction while our brains can interpret visual information rapidly. For the commercialization potential we have seen, our target market is people who seek to understand insurance such as

university students. Plus, not every person has an idea what insurance is. So, we decided to help them to be more clear about insurance. We will do a cartoon story about insurance so that they can understand more easily.

Keywords: Insurance, Students, Video, Tool and Animations

BACKGROUND

The product we innovate is the result of the idea we got because we are students who are more interested in watching short and compact learning videos. This will make it easier for our customers to take notes because it is more interesting and easier to understand.

PROBLEM STATEMENT

People nowadays mostly know what insurance is but there are a few students who do not know it especially during COVID-19, which is a problem that led us to choose the aid tool as our innovation project. This is due to the fact that learning is limited and fails to grab their curiosity. Moreover, not being exposed to insurance and consequently not understanding the function of insurance is one of the issues we hope to solve through our project. In addition, according to the National Health and Morbidity Survey (NHMS) 2019, just 22% of the population has personal health insurance (PHI), with 36% of the uninsured population stating that PHI is unnecessary and a startling 43% of them being unable to pay PHI. Up to 45.5% of Malaysians, including around 71% of the country's lowest 20%, do not have any additional financial resources for medical care beyond the government's already-existing tax-funded health insurance programme (CodeBlue,2020).

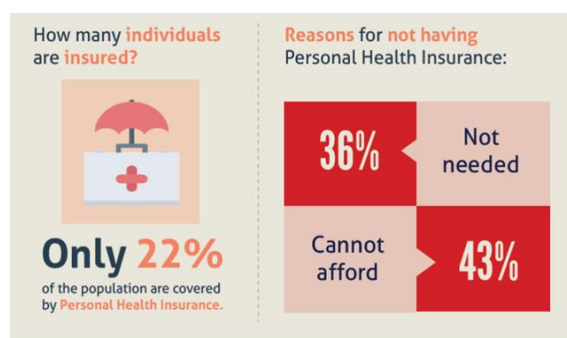


Figure 1. Statistic of individual insured

From this we can see how many individuals are insured and the reason why they do not have personal health insurance (CodeBlue,2020).

OBJECTIVES

The objectives of this teaching aid are to help people gain knowledge and enhance the ability

of an individual to manage their healthy lifestyle and financial activities and thus contribute to the country's economic development. Next, we help them reduce risk in the future by taking insurance while being healthy so that if they are getting any chronic disease, they have insurance to cover their hospital bills and it also can ease the financial load on others. Another crucial goal of insurance is the mobilization of savings. It draws individuals into investing by offering them a variety of insurance products that guarantee reimbursement for losses. Many individuals get this insurance coverage to protect them from losses and damages. They also want to create a predictable, level return on investment and to offer a reasonable reward for taking a risk (Shukla,S, 2022). Lastly, they can know the type and advantages of insurance so that they can easily choose which one is good.

NOVELTY

Our product which is “WHAT IS INSURANCE? ” is a learning aid that we created to help customers who do not understand the concept, types or advantages and lack of insurance. All the basics about insurance that need to be understood are explained in the video we made. They can search our video if they want to know more about insurance. Our video explains in a simple way but details about the parts of insurance . Other than that, we try to make our teaching aids more attractive to watch and people can understand in a short duration.

COMMERCIALIZATION POTENTIALS

We watch many videos about insurance to survey customers' wants and needs. We make our teaching aids more compact but have info and facts you need to know about insurance. This will make customers more interested. In addition, we use animation to give a clearer picture of the topic discussed in the video. It will help to gain more attention from customers.

BENEFIT TO COMMUNITY

The benefits of our video can boost the learner retention by simplifying interaction while our brains can interpret visual information rapidly. Students' learning experiences can be enhanced when teachers use local resources. Their familiarity with the neighbourhood will provide students an opportunity to study insurance in the real world. It broadens students' horizons of knowledge and aids in their comprehension of how various forms of insurance operate in society. It encourages people to act responsibly and take the initiative to make improvements to the society in which they live. Additionally, it allows students to be exposed to many viewpoints and promotes the development of a welcoming environment (Bordia, D,2022).

Additionally, when they come into contact with various organizations and specialists, a desire to buy insurance in a certain career will grow, and they will be motivated to pursue it. Resources available in the community might help people learn democratic values and comprehend the advantages of insurance. Students would feel more empowered as a result, and these experiences would benefit them later on (Bordia, D,2022).

FEEDBACK FROM COMMUNITY

We are conducting a survey on how the effectiveness of the teaching aids ‘‘WHAT IS INSURANCE’’. Based on the table 1.0, the Pie Chart shows the average of age answered the questionnaire of effectively teaching aids among University Students. The average of age starts from 21 until 22 years old with the percentage 81.8 % are more interested to answer the survey. Moreover, the percentage 18.2 % with the age from 18 until 20 years old are more likely to answer a survey how effectiveness of Teaching Aids ‘‘WHAT IS INSURANCE’’. Basically, Insurance plays an important role in society, allowing individuals to live and move forward in life with peace of mind. People are more likely to watch a video than read a lengthy document or website.

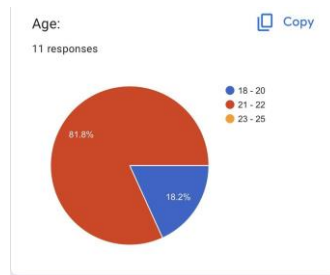


Figure 1: The average of age answered the questionnaire of effectively teaching aids among University Students.

Hence, based on the figures 1, The respondents of understanding what Insurance is among University Students. It shows the percentage 72.7 % are understanding about insurance. They can identify the benefits of having Insurance planning which to protect the probable chances of loss plus the time and amount of loss are uncertain, and at the happening of risk. However, Life insurance focus on long-term returns rather than hazardous investment decisions for short-term gains. Annuity plans provide income that is guaranteed.

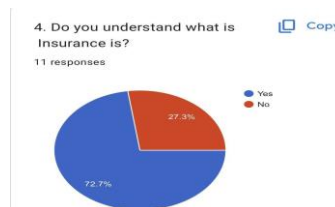


Figure 2.: The respondents of understanding what is Insurance among University Students

CONCLUSION AND REFLECTION

To conclude, Life insurance is one of the best tools for retirement planning. That animation will not only save the audience time but also make sure all of the message gets across. However, If we are making a presentation. It can save time by playing the animation rather than preparing the slides and talking. Basically, animation is important because it makes us be able to tell stories and communicate emotions and ideas in a unique, easy-to-perceive way that both small children and adults can understand.

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QUESTIONNAIRE:

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