

UMS offers to assist, contribute in research, study of communications

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KOTA KINABALU: Universiti Malaysia Sabah (UMS) has offered to assist and contribute in the research and study of communications conducted by the Broadcasting Department, Information Department and Special Affairs Department.

UMS Dean of Social Science, Prof Datuk Mohd Hamdan Adnan said as a public institution of learning, UMS had the expertise to conduct academic research and the results will add value to its existing programmes.

"In the School of Social Science, we have the Ethnography Research and Development Unit that focuses on various areas of study in the field of social science, including communication development.

"If we can co-operate I believe there will be synergy between both parties to continue research not only for the good of the organisation but also for nation development," he said when speaking at the Sabah Public Communication Development Seminar in UMS yesterday.

The seminar is important said the professor because of the numerous

inaccurate information spread via the social media that have no verification or authority.

"Some news only contains falsehood which violates journalism ethics and the lifestyle norms of multi-racial communities in this country.

"These are the challenges our country faces in giving the latest and valid information to the people via the social media.

"We hope social media users in this country are responsible and do not spread allegations and lies to provoke anger," he said.

Mohd Hamdan nevertheless said that the social media is important because it contributes positively to the transformation of minds.

"However, we must be careful and wise when using it because it can turn into "senjata makan tuan" (meaning backfire) that can be detrimental to us and the country," he said.

Also present at yesterday's seminar to present working papers were the Sabah director of the Department of Special Affairs, Abdul Manaf Lakariba, Sabah deputy director of the Broadcasting Department, Ali Ngasio and Sabah Information Officer (Northern Division), Supian Musa.