

# SYED ARABI BIN SYED ABDULLAH IDID



- KULLIYAH OF ISLAMIC REVEALED KNOWLEDGE AND HUMAN SCIENCES
- IIUM Gombak Campus
- Email address: [sarabidid@iium.edu.my](mailto:sarabidid@iium.edu.my)

## ACADEMIC QUALIFICATION

- Ph.D in Mass Communication
- Master of Arts in Journalism
- Bachelor of Arts in History

## TEACHING RESPONSIBILITIES

ADVANCED COMMUNICATION RESEARCH METHODS	2005/2006
ADVANCED COMMUNICATION THEORY	1999/2000 2000/2001 2001/2002 2002/2003 2003/2004 2004/2005 2005/2006 2011/2012 2012/2013 2013/2014 2014/2015 2015/2016 2016/2017 2017/2018 2018/2019 2019/2020
ADVANCED PUBLIC RELATIONS	2018/2019
COMMUNICATION DESIGN	2017/2018
COMMUNICATION RESEARCH DESIGN	2016/2017 2017/2018
COMMUNICATION THEORY	2011/2012 2012/2013 2013/2014 2014/2015 2015/2016
MANAGING MEDIA & PUBLIC RELATIONS ORGANIZATION	2014/2015 2019/2020
PRINCIPLES OF PUBLIC RELATIONS	1999/2000 2000/2001
PROJECT PAPER I	2014/2015
PUBLIC OPINION & PERSUASION	2001/2002 2002/2003 2003/2004 2004/2005
PUBLIC RELATIONS CAMPAIGN	1994/1995 1997/1998 1998/1999 1999/2000
PUBLIC RELATIONS CAMPAIGN STRATEGIES	2000/2001 2001/2002
PUBLIC RELATIONS: CASE STUDIES	1999/2000 2000/2001
PUBLIC RELATIONS:CASE STUDIES	1993/1994
READINGS IN COMMUNICATION THEORY	2003/2004 2005/2006 2011/2012 2012/2013 2013/2014 2015/2016 2017/2018 2018/2019
READINGS IN PUBLIC RELATIONS	2004/2005 2005/2006 2006/2007 2007/2008 2008/2009 2009/2010 2010/2011 2011/2012 2012/2013 2014/2015 2018/2019

RESEARCH METHODOLOGY	2015/2016 2016/2017
THEORIES, PRINCIPLES AND PRACTICES OF PUBLIC RELATIONS	2011/2012 2012/2013 2013/2014 2014/2015 2015/2016
THEORIES, PRINCIPLES & PRACTICES OF PUBLIC RELAT	2000/2001 2001/2002 2002/2003 2003/2004 2004/2005 2005/2006 2006/2007 2007/2008 2008/2009 2009/2010 2010/2011

## RESEARCH PROJECTS

### In Progress

<b>2019 - Present</b>	Research on Identifying Social and Economic Issues of the Bumiputras
<b>2018 - Present</b>	Studying Socio Political Economic Issues in Contemporary Malaysia
<b>2016 - Present</b>	Life Story: Tun Pehin Seri Haji Abdul Taib bin Mahmud
<b>2004 - Present</b>	Electoral Studies Research Unit

### Completed

<b>2018 - 2019</b>	Public's Perceptions of Government Programmes and Current Issues
<b>2018 - 2019</b>	Public's Perceptions of Government Programmes and Current Issues in Sarawak
<b>2018 - 2019</b>	Public's Perceptions of Government Programmes and Current Issues
<b>2017 - -1</b>	Perception Towards Current Issues and Government Policies: Parliament Setiawangsa
<b>2017 - 2018</b>	Projek Khas Nasional (Media, Demokrasi dan Sistem Elektoral)
<b>2017 - -1</b>	Perception Towards Current Issues and Government Policies: Parliament Sepang
<b>2017 - 2019</b>	Public Perception Towards Government Policies and Current Issues
<b>2016 - 2019</b>	Tinjauan dan Persepsi Orang Ramai Terhadap Isu Semasa
<b>2016 - -1</b>	Perception of the Public Towards Current Issues and Government Policies
<b>2016 - 2016</b>	Perception of the Public Towards Current Issues and Government Policies in Sarawak 2016 (Focus Group)
<b>2015 - 2015</b>	Research on Post By-elections 2015
<b>2015 - -1</b>	Perception of the Public Towards Government Policies in Sarawak 2015
<b>2015 - -1</b>	The Perception of the Public towards Government Policies 2015

<b>2015 - 2019</b>	Perception of the Public towards Government's Policy
<b>2015 - 2017</b>	Perception of the Public towards Government Policies in Sarawak October 2015
<b>2015 - 2017</b>	Kajian Terhadap Media dan Mobiliti Sosial di Perupok, Kelantan
<b>2015 - 2017</b>	Identification of Political and Leadership Issues among the Voters
<b>2015 - 2019</b>	Perception of the Public towards Government Policies in Sarawak 2015
<b>2015 - 2017</b>	Social Mobility and Media in Marang, Terengganu
<b>2015 - 2017</b>	Kajian Terhadap Pekerja Industri
<b>2014 - 2018</b>	Peranan Media Dalam Pilihan Raya Umum / Pilihan Raya Kecil
<b>2014 - 2015</b>	Research on Perception of the Public Towards Government Policies in Sarawak
<b>2014 - 2014</b>	Pilihanraya Kecil (PRK) Dun Kajang 2014
<b>2014 - 2015</b>	Research on Perception of the Public Towards Government Policies
<b>2012 - 2018</b>	Media and Public Opinion Socialization
<b>2012 - 2012</b>	People's Perception and Attitude Toward Government Policy
<b>2012 - 2017</b>	People Perception and Attitude towards Government Linked Agencies
<b>2011 - 2012</b>	Media Orientation, Intermediation and Political Behaviour among Malaysian Voters
<b>2011 - 2012</b>	Cadangan Kajian Impak Transformasi Politeknik Malaysia
<b>2010 - 2011</b>	Profile of Public Relations Practitioners
<b>2010 - 2011</b>	Pembinaan Negara: Sikap dan Ekspetasi Pelajar Universiti di Malaysia
<b>2008 - 2010</b>	Leadership Development For Higher Education Reform Programme
<b>2008 - 2010</b>	Feasibility Study For the Establishment of A Nursing Programme at The International University In Uganda (IUIU)
<b>2008 - 2011</b>	Patterns Of Voters Behavior In The General Election 2008
<b>2006 - 2007</b>	Management Integrity
<b>Unknown - 2005</b>	BELIA TAK BERPERSATUAN
<b>Unknown - -1</b>	KAJIAN POS PILIHANRAYA 2004
<b>Unknown - 2003</b>	Study on Political Gap in Rural Area : KESEDAR
<b>Unknown - -1</b>	KAJIAN POS PILIHANRAYA

**Unknown - -1** KAJIAN PERSEPSI TERHADAP PROGRAM PEMBANGUNAN DI KEDAH

**Unknown - -1** TRACKING THE VOTERS

**Unknown -  
2004** 2004 Star Voter Survey - The Star

**Unknown - -1** KAJIAN PERSEPSI TERHADAP ISU SEMASA DI KEDAH

**Unknown - -1** KEPEMIMPINAN MASYARAKAT KINI

**Unknown - -1** PERSEPSI ORANG RAMAI TERHADAP ISU SEMASA

**Unknown - -1** DIFUSI MAKLUMAT

**Unknown -  
2000** Sanggang by-Election

## PUBLICATIONS

### Article

- 2019** [Framing the First Palestinian General Elections by Malaysia's New Straits Times.](#) Jurnal Komunikasi: Malaysian Journal of Communication , 35 (2) pp.141-158
- 2019** [Book review: Ofer Feldman and Sonja Zmerli \(Eds.\), The psychology of political communicators: How politicians, culture, and the media construct and shape public discourse.](#) Asian Journal for Public Opinion Research pp.199-204
- 2019** [Communication education in Malaysia: early days to recent years.](#) Jurnal Komunikasi: Malaysian Journal of Communication , 35 (1) pp.303-318
- 2019** [The relationship of individual well-being and working environment with job satisfaction among factory workers in Malaysia.](#) Intellectual Discourse , 27 (1) pp.221-243
- 2019** [Electoral research activities from International Islamic University Malaysia.](#) PSA News , 30 (1) pp.14
- 2019** [Pengundi belia, penggunaan media & politik.](#) Malaysian Journal of Youth Studies , Edisi Khas Yours'18 Agenda Sosial Vol 3 pp.29-44
- 2019** [Online self-representation of Malaysian Muslim female students: a Facebook case study.](#) Malaysian Journal of Media Studies , 20 (1) pp.15-30
- 2018** [Perception of issues by factory workers in Malaysia : the role of media.](#) International Journal of Arts and Humanities , 2 (11) pp.604-614
- 2018** [Framing the reaction of President Abbas on the issue of moving the US Embassy from Tel Aviv to Jerusalem.](#) e-BANGI, Journal of Social Sciences and Humanities , 15 (5) pp.181-192

- 2018** [News diffusion of a significant event: how Malaysians and Indonesians learnt of the Indonesia Airasia QZ8501 tragedy.](#) Asian Journal of Applied Communication , 7 (2) pp.55-70
- 2018** [News consumption through SNS platforms:Extended motivational model.](#) Journal of Communication Media Watch , 9 (1) pp.18-36
- 2017** [Agenda setting: probing the issues during the 13th general election.](#) Malaysian Journal of Communication , 33 (2) pp.1-12
- 2017** [PR practitioners' use of social media: validation of an online relationship management model applying structural equation modeling.](#) Malaysian Journal of Communication , 33 (1) pp.212-228
- 2017** [Examining political efficacy among Malaysian voters: The role of traditional and new media.](#) Journal of Asian Pacific Communication , 27 (1) pp.43-64
- 2017** [Two studies on news diffusion of the missing Malaysian plane.](#) Forum Komunikasi , 12 (1) pp.1-22
- 2017** [Examining political efficacy among Malaysian voters: The role of traditional and new media.](#) Journal of Asian Pacific Communication , 27 (1) pp.43-64
- 2017** [Electoral studies: Understanding some research problems.](#) e-BANGI , Special Issue 1 (2017) pp.1-13
- 2017** [Pelantikan Hishammuddin tiada kaitan pengukuhan kuasa Najib.](#) Berita Harian pp.11-11
- 2016** [Polls shows majority proud of Malaysia.](#) The New Sunday Times pp.17
- 2016** [Professional values, ethics, and professionalism of public relations practitioners = Nilai-nilai profesional, etika dan profesionalisma dalam pengamal perhubungan awam.](#) Jurnal Komunikasi: Malaysian Journal of Communication , 32 (1) pp.287-311
- 2016** [A test of technology acceptance model in the use of social media among PR practitioners in Nigeria.](#) SEARCH: The Journal of the Southeast Asia Research Centre for Communication and Humanities Journal , 8 (2) pp.19-33
- 2015** [Setting the media agenda: a study of the 2010 Sudanese presidential elections.](#) Intellectual Discourse , 23 (1) pp.53-74
- 2014** [Daily life satisfaction in Asia: a cross-national survey in twelve societies.](#) Asian Journal for Public Opinion Research , 1 (3) pp.153-202
- 2014** [The past and coming communication journey in Malaysia.](#) Jurnal Komunikasi: Malaysian Journal of Communication , 30 pp.1-16
- 2012** [Social media use for information-sharing activities among youth in Malaysia.](#) Journalism and Mass Communication , 2 (11) pp.1029-1047
- 2012** [The media and public agenda among the Malay and Chinese communities during the 2008 Malaysian General Elections.](#) Asian Social Science , 8 (5) pp.107-115
- 2010** [Kajian UIAM: populariti kerajaan Barisan Nasional meningkat.](#) Utusan Malaysia pp.2

- 2010 [Tapak Istac jadi kampus UIAM Kuala Lumpur.](#) Utusan Malaysia pp.10-11
- 2007 [General election 2004 : empirical validation of voting pattern in Malaysia.](#) Intellectual Discourse , 15 (1) pp.1-14
- 2004 [The needs of the Malaysian youth with reference to a focus group.](#) Muslim Education Quarterly , 21 (3&4) pp.47-61

#### **Conference or Workshop Item**

- 2019 [News online and public opinion: how Malaysians responded to news on a state by-election.](#) In: **27th Asian Media Information and Communication (AMIC) Annual Conference**
- 2019 [Conducting a longitudinal study on public relations: some issues and challenges.](#) In: **The 3rd Asia Pacific Public Relations Research and Education Network (APPRREN) International Research Symposium**
- 2019 [More than fake news... opinion manipulation.](#) In: **Forum on Fake News & Politics in Malaysia**
- 2018 [Malaysian image of two U.S. leaders: Obama and Trump.](#) In: **2018 WAPOR-Asia Conference - New Era of Public Opinion Research in Asia**
- 2018 [The relationship between individual well-being, working environment and job satisfaction among factory workers in Malaysia.](#) In: **International Seminar on Media and Communication (ISMEC 2018)**
- 2018 [Barisan Nasional in GE 14: miscalculating the political campaign.](#) In: **ICA Regional Conference 2018**
- 2018 [Syed Hussein Iddid: satu sejarah ringkas.](#) In: **Siri Syarahan CenPris: Dato Jenaton**
- 2018 [Development of two theories.. third person effect & agenda setting.](#) In: **School of Multimedia Technology and Communication (SMMTC) Postgraduate Colloquium 2018**
- 2018 [Communication education in Malaysia: early days to current issue.](#) In: **International Seminar on Media and Communication (ISMEC 2018)**
- 2018 [The Malaysian 14th General election: media use and trust among party supporters.](#) In: **Forum Media dan Komunikasi Menjelang Pilihan Raya Umum Ke-14**
- 2018 [National current issues.](#) In: **Seminar on GE14: An Analysis**
- 2017 [Perceived influence of opposition political campaign materials on voters.](#) In: **International Conference on Communication and Media 2016 (i-COME'16)**
- 2017 [Media use and political efficacy in Malaysia: Comparing their roles in 2012 and 2013.](#) In: **The 25th Asian Media Information and Communication (AMIC) Annual Conference**
- 2017 [Studying PR: the concept of empowerment.](#) In: **4th Conference on Communication, Culture and Media Studies (CCCMS 2017)**

- 2017 [Conducting public opinion research in Asia: From the Malaysian experience.](#) In: **World Association for Public Opinion Research (WAPOR) Asia Meeting & WAPOR Asia Conference 2017**
- 2017 [Robots or riots.](#) In: **Dialog Session TN50x, Hope of Nation: Towards Great Future Media Leader**
- 2017 [Ethical questions and the symmetrical relationship of PR organisations.](#) In: **Public Relations Training Programme 'Public Relations in the Digital Age: Ethical Issues and Professionalism'**
- 2017 [The emergence of government information services in British Malaya: Exploring the antecedent growth of public relations in Malaysia.](#) In: **The 8th International History of Public Relations Conference**
- 2017 [Student satisfaction with hostel in international campus: A literature review.](#) In: **The 14th International Conference on Innovation and Management (ICIM 2017)**
- 2016 [Learning a tragic event: how Malaysians and Indonesians learned of the Indonesia AirAsia crash.](#) In: **International Society for Teacher Education (ISfTE) 2016 Asia Pacific Regional Conference**
- 2016 [Islamic advertising and advertisements: some concerns.](#) In: **International Seminar on Islamic Advertising 2016 (ISIA2016)**
- 2016 [Factors influencing trust in public institutions among Malaysians.](#) In: **Empirical Political Science Research Conference "Democracy in Mutation? Local, National, Global"**
- 2016 [Malaysia overall politics.](#) In: **PETRONAS 2016 Lecture Series**
- 2016 [Differential development of two theories: news diffusion and agenda setting.](#) In: **The International Conference on Communication and Media 2016 (i-COME'16)**
- 2016 [Social mobility: Robert Putnam's American divided society in a Malaysian family setting.](#) In: **ASEAN and Japan' Symposium: Contemporary Education and Family Life in ASEAN and Japan 2016**
- 2016 [Assessing audience effects from journalism-media studies.](#) In: **UiTM MASSCOMM Premier Lecture Series**
- 2016 [Voters in Sarawak: a preliminary overview.](#) In: **Seminar on Sarawak State Essembly Elections 2016: Issues and Perspectives**
- 2016 [Recruiting the public relations officer during British Colonial Malaysia.](#) In: **IUKL International Postgraduate Colloquia (IIPC 2016)**
- 2015 [Media and politics: a study among youth in Malaysia.](#) In: **2015 Asian Network for Public Opinion Research (ANPOR) Annual Conference**
- 2015 [Politik, kepimpinan dan isu-isu semasa: dapatan perbincangan kumpulan fokus di Kelantan, Terengganu dan Pahang.](#) In: **Pembentangan Data dan Analisis Awal Kajian Elektorla Malaysia 2015**
- 2015 [On learning about the missing Malaysian plane: a study on news diffusion.](#) In: **The 24th Annual AMIC Conference 2015**

- 2015 [Learning a tragic news: a diffusion study of the Malaysian plane shot over Ukraine.](#) In: **2015 Asian Network for Public Opinion Research (ANPOR) Annual Conference**
- 2014 [Political efficacy among Malaysian voters: the role of traditional and new media.](#) In: **2nd Annual Conference of the Asian Network of Public Opinion Research (ANPOR)**
- 2013 [Malaysia's 'People First, Performance Now': Government public relations in multicultural, multireligious Malaysia.](#) In: **Conference on PR and Strategic Communication in Divided Societies**
- 2013 [Analyzing effects of political literature: the third-person effect on party members.](#) In: **Asian Network for Public Opinion Research in (ANPOR) Annual Conference 2013**
- 2012 [The Mediating effect of interpersonal influence between mass media influence and University Student's Voting Intention.](#) In: **One-Day Seminar on Youth, Media and Politics:**
- 2012 [Pembinaan Negara: sikap dan ekspektasi pelajar universiti di Malaysia.](#) In: **Seminar Hasil Penyelidikan Kementerian Pengajian Tinggi: Sains Sosial dan Kemanusiaan**
- 2010 [Testing the third-person effects theory on political campaign in Malaysia.](#) In: **International Communication and Media Conference (ICOME'10)**
- 2010 [Analyzing political campaign effects : a test of the third-person effects theory.](#) In: **International Conference on Communication and Media**
- 2010 [The role of blogs in an emerging society: a study of a Malaysian by-election.](#) In: **19th Asian Media Information and Communication Centre (AMIC) Annual Conference**
- 2005 [Media credibility and its correlate with popular votes during elections.](#) In: **International Conference on Mediamorphosis: Communication Technology and Growth**

#### **Book**

- 2018 [Pilihan raya kecil Sungai Limau, Kajang, Balingian dan Pengkalan Kubor.](#) IIUM Press, International Islamic University Malaysia . ISBN 978-967-418-574-9
- 2011 [Peranan media massa dalam pilihan raya umum.](#) IIUM Press . ISBN 978-967-0225-37-1
- 2007 [Belia tidak berpersatuan: laporan kajian.](#) IIUM Press . ISBN 9789834229207
- 2005 [Institute of Public Relations Malaysia: a historical perspective.](#) Research Centre, International Islamic University Malaysia . ISBN 9832957451

#### **Book Section**

- 2018 [Pengundi dan isu dalam pilihan raya kecil Kajang.](#) In: **Pilihan Raya Kecil: Sungai Limau, Kajang, Balingian dan Pengkalan Kubor** IIUM Press, International Islamic University Malaysia . ISBN 978-967-418-574-9 , pp.51-77



- 2017 [1Malaysia: 'People first, performance now'. a critical perspective on the nation building approach in Malaysia's government public relations..](#) In: **International public relations. perspectives from deeply divided societies** Routledge . ISBN 978-1-138-86013-1 , pp.150-172
- 2016 [Factors affecting communication studies in Malaysia.](#) In: **Malaysian media studies: integrating perspectives** University of Malaya Press . ISBN 978-983-100-844-7 , pp.1-16
- 2015 [The young Malaysian voter.](#) In: **Youths, Media and Politics: A New Identity** Penerbit Universiti Malaysia Perlis . ISBN 978-967-0922-07-2 , pp.1-25
- 2015 [The mediating effect of interpersonal influence between mass media influence and university students' voting intention.](#) In: **Youths, Media and Politics: A New Identity** Penerbit Universiti Malaysia Perlis . ISBN 978-967-0922-07-2 , pp.162-194
- 2014 [Perceptions of employees on management integrity: a comparative study.](#) In: **Syed Arabi Idid: Scholarship in transformation** Media and Democracy Research Group, UKM . ISBN 978-983-2795-27-8 , pp.149-167
- 2014 [Media credibility: a longitudinal perspective.](#) In: **Syed Arabi Idid: scholarship in transformation** Media and Democracy Research Group, UKM . ISBN 978-983-2795-27-8 , pp.61-78
- 2014 [Attributes of political candidates: perspectives of youth.](#) In: **Syed Arabi Idid: Scholarship in transformation** Media and Democracy Research Group, UKM . ISBN 978-983-2795-27-8 , pp.279-294
- 2014 [Factors influencing Malaysian youth first identity disclosure.](#) In: **Syed Arabi Idid: Scholarship in transformation** Media and Democracy Research Group, UKM . ISBN 978-983-2795-27-8 , pp.313-332
- 2011 [Youth and politics.](#) In: **Malaysian youth in the global world: issues and challenges** Penerbit Universiti Kebangsaan Malaysia . ISBN 9789679429589 , pp.52-66
- 2009 [The IIUM: towards a research-intensive university.](#) In: **IIUM at 25: The path travelled and the way forward** IIUM Press . ISBN 9789675272103 , pp.77-91
- 2009 [Pola pergerakan bekas-bekas murid sekolah menengah kebangsaan agama 1978-2004.](#) In: **Proceedings of the Seminar on Research Findings 2008** IIUM Press . ISBN 9789833855780 , pp.325-331
- 2006 [Analysing media effects: The third-person effect on party members.](#) In: **Mass Media Diversity In Changing Times** Penerbit Universiti Sains Malaysia . ISBN 983-3391-83-4 , pp.76-105