

SYED ARABI BIN SYED ABDULLAH IDID



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

المؤهل العلمي

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

مسؤوليات التدريس

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 2020/2021
ADVANCED PUBLIC RELATIONS	2018/2019 2019/2020
COMMUNICATION DESIGN	2017/2018
COMMUNICATION RESEARCH DESIGN	2016/2017 2017/2018
COMMUNICATION THEORY	2011/2012 2012/2013 2013/2014 2014/2015 2015/2016
FINAL YEAR PROJECT I	2019/2020
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 2020/2021
THEORIES, PRINCIPLES AND PRACTICES OF PUBLIC RELATIONS	2011/2012 2012/2013 2013/2014 2014/2015 2015/2016
THEORIES, PRINCIPLES & PRACTICES OF PUBLIC RELATIONS	2000/2001 2001/2002 2002/2003 2003/2004 2004/2005 2005/2006 2006/2007 2007/2008 2008/2009 2009/2010 2010/2011

المشاريع البحثية

In Progress

2020 - Present	Public's Perceptions of Government Programmes and Current Issues
2019 - Present	Research on Identifying Social and Economic Issues of the Bumiputras
2018 - Present	Studying Socio Political Economic Issues in Contemporary Malaysia
2016 - Present	Life Story: Tun Pehin Seri Haji Abdul Taib bin Mahmud
2004 - Present	Electoral Studies Research Unit

Completed

2019 - 2019	Research on Identifying Social and Economic Issues of the Bumiputras
2018 - 2019	Research On Public Perception Towards Government Policies and Current Issues
2018 - 2019	Public's Perceptions of Government Programmes and Current Issues
2018 - 2019	Public's Perceptions of Government Programmes and Current Issues
2018 - 2019	Research On Public Perception Towards Government Policies and Current Issues
2018 - 2019	Public's Perceptions of Government Programmes and Current Issues in Sarawak
2017 - -1	Perception Towards Current Issues and Government Policies: Parliament Setiawangsa
2017 - -1	Perception Towards Current Issues and Government Policies: Parliament Sepang
2017 - 2019	Public Perception Towards Government Policies and Current Issues

- 2017 - 2019** Public Perceptions Towards Current Issues and Government Policies
- 2017 - 2018** Projek Khas Nasional (Media, Demokrasi dan Sistem Elektoral)
- 2016 - 2018** Life Story: Tun Pehin Seri Haji Abdul Taib bin Mahmud
- 2016 - 2019** Tinjauan dan Persepsi Orang Ramai Terhadap Isu Semasa
- 2016 - 2016** Perception of the Public Towards Current Issues and Government Policies in Sarawak 2016 (Focus Group)
- 2016 - -1** Perception of the Public Towards Current Issues and Government Policies
- 2015 - 2019** Perception of the Public towards Government's Policy
- 2015 - 2017** Kajian Terhadap Media dan Mobiliti Sosial di Perupok, Kelantan
- 2015 - 2017** Perception of the Public towards Government Policies in Sarawak October 2015
- 2015 - -1** Perception of the Public Towards Government Policies in Sarawak 2015
- 2015 - 2019** Perception of the Public towards Government Policies in Sarawak 2015
- 2015 - 2017** Identification of Political and Leadership Issues among the Voters
- 2015 - -1** The Perception of the Public towards Government Policies 2015
- 2015 - 2015** Research on Post By-elections 2015
- 2015 - 2017** Social Mobility and Media in Marang, Terengganu
- 2015 - 2017** Kajian Terhadap Pekerja Industri
- 2014 - 2015** Research on Perception of the Public Towards Government Policies in Sarawak
- 2014 - 2014** Pilihanraya Kecil (PRK) Dun Kajang 2014
- 2014 - 2015** Research on Perception of the Public Towards Government Policies
- 2014 - 2018** Peranan Media Dalam Pilihan Raya Umum / Pilihan Raya Kecil
- 2012 - 2018** Media and Public Opinion Socialization
- 2012 - 2017** People Perception and Attitude towards Government Linked Agencies
- 2012 - 2012** People's Perception and Attitude Toward Government Policy
- 2011 - 2012** Media Orientation, Intermediation and Political Behaviour among Malaysian Voters
- 2011 - 2012** Cadangan Kajian Impak Transformasi Politeknik Malaysia
- 2010 - 2011** Pembinaan Negara: Sikap dan Ekspetasi Pelajar Universiti di Malaysia
- 2010 - 2011** Profile of Public Relations Practitioners

- 2008 - 2010** Leadership Development For Higher Education Reform Programme
- 2008 - 2011** Patterns Of Voters Behavior In The General Election 2008
- 2008 - 2010** Feasibility Study For the Establishment of A Nursing Programme at The International University In Uganda (IUIU)
- 2006 - 2007** Management Integrity
- Unknown - -1** KAJIAN PERSEPSI TERHADAP ISU SEMASA DI KEDAH
- Unknown - 2003** Study on Political Gap in Rural Area : KESEDAR
- Unknown - 2005** BELIA TAK BERPERSATUAN
- Unknown - 2004** 2004 Star Voter Survey - The Star
- Unknown - -1** KAJIAN POS PILIHANRAYA 2004
- Unknown - -1** KAJIAN POS PILIHANRAYA
- Unknown - -1** KAJIAN PERSEPSI TERHADAP PROGRAM PEMBANGUNAN DI KEDAH
- Unknown - -1** TRACKING THE VOTERS
- Unknown - -1** KEPEMIMPINAN MASYARAKAT KINI
- Unknown - -1** PERSEPSI ORANG RAMAI TERHADAP ISU SEMASA
- Unknown - -1** DIFUSI MAKLUMAT
- Unknown - 2000** Sanggang by-Election

المنشورات

Article

- 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
- 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

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 [Analyzing effects of political literature: the third-person effect on party members.](#) In: **Asian Network for Public Opinion Research in (ANPOR) Annual Conference 2013**

2013 [1Malaysia's 'People First, Performance Now': Government public relations in multicultural, multireligious Malaysia.](#) In: **Conference on PR and Strategic Communication in Divided Societies**

2012 [The Mediating effect of interpersonal influence between mass media nfluence and University Student's Voting Intention.](#) In: **One-Day Seminar on Youth, Media and Politics:**

2012 [Contemporary uses and gratifications of mobile phone use among youth: a comparative study.](#) In: **Forty Years of Media and Communication in Asia**

2012 [Pembinaan Negara: sikap dan ekspektasi pelajar universiti di Malaysia.](#) In: **Seminar Hasil Penyelidikan Kementerian Pengajian Tinggi: Sains Sosial dan Kemanusiaan**

2012 [Social media use for information-sharing activities among youth in Malaysia.](#) In: **UiTM-AMIC 2012 International Conference**

2010 [ANALYZING POLITICAL CAMPAIGN EFFECTS: A TEST OF THE THIRD-PERSON EFFECTS THEORY.](#) In: **International Conference on Communication and Media 2010**

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**

2009 [Attributes of political candidates : perspective of youth.](#) In: **7th Biennial Conference of the Pacific and Asia Communication Association (PACA 2009)**

2009 [Attributes of Politicel Candidates : Perspective of Youth.](#) In: **7th Biennial PACA Conference 2009 on Communication Encounters Across cultures**

2009 [Factors influencing malaysian youth: First identity discloser.](#) In: **International Conference on Media and Cooomunication (MENTION2009) 'Indegenising Communication knowledge: Engaging National Policies and Academic Pursuits'**

- 2009 [Utilisation of blogs by the society: 12th general election.](#) In: **International Conference on Development 2009 (ICO2009)**
- 2009 [Factors influencing Malaysian youth : first identity disclosure.](#) In: **International Conference on Media and Communication : Indigenizing Communication Knowledge**
- 2005 [Media credibility and its correlate with popular votes during elections.](#) In: **International Conference on Mediamorphosis: Communication Technology and Growth**

Book

- 2011 [Peranan media massa dalam pilihan raya umum.](#) IIUM Press . ISBN 978-967-0225-37-1
- 2009 [IIUM at 25: the path travelled and the way forward.](#) IIUM Press . ISBN 9789675272103
- 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

- 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
- [50 tahun jubli emas pemerintahan baginda Sultan Abdul Halim Muadzam Shah.](#) . ISBN 97898344532