

## HUMANITIES AND NATION BUILDING RESEARCH CLUSTER

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RESEARCH CLUSTER CODE	HNB
NO. OF PROGRAMME	11
NO. OF GROUP	40
NO. OF RESEARCH CENTRE	2
SYNOPSIS	<p><i>This research cluster encompasses multi and trans disciplinary research on education, religion and values, languages and literatures, resource management, communication and media, child, youth and adult development, and behaviors that elucidate the reciprocal relationships between history, culture and human experience in response to the challenges faced by families, communities, and the nation in an effervescent environment. Insights into these relationships will inform society on strategies to sustain and advance language and cultural heritage, educational innovation, institutional excellence, political stability, economic development and social harmony.</i></p> <p>Kluster penyelidikan ini merangkumi kajian pelbagai dan merentas disiplin mengenai pendidikan, agama dan nilai, bahasa dan kesusasteraan, pengurusan sumber, komunikasi dan media, pembangunan kanak-kanak, belia dan dewasa, dan tingkahlaku yang menjelaskan hubungan timbal balik di antara sejarah, budaya dan pengalaman hidup manusia untuk menangani cabaran yang dihadapi oleh keluarga, masyarakat dan negara dalam persekitaran yang dinamik. Pemahaman mendalam tentang hubungan ini akan memberikan manfaat kepada masyarakat tentang strategi untuk melestarikan dan memajukan bahasa dan warisan budaya, inovasi pendidikan, kecemerlangan institusi, kestabilan politik, pembangunan ekonomi dan keharmonian sosial.</p>
DESCRIPTION (with NABC elements)	<p><b>Need</b></p> <ul style="list-style-type: none"> <li>• Societal transformation requires innovative and holistic thinking</li> <li>• Primary thrust of societal well-being and resilience</li> <li>• Addresses recurrent and emerging social issues</li> <li>• Important for harmony and stability of nation</li> <li>• Need for better understanding and systematic approach to address social issues</li> <li>• Cost-savings for government through social reengineering</li> <li>• Empowerment and mobilization of citizens for greater social and political participation</li> </ul> <p><b>Approach</b></p> <ul style="list-style-type: none"> <li>• Multi and transdisciplinary research programmes (including in theoretical and methodological approaches)</li> <li>• Build on existing expertise</li> <li>• Higher visibility (build critical mass)</li> <li>• Mentoring next generation of scholars</li> <li>• Integrated, coordinated research groups</li> <li>• Multi centers (university wide research groups)</li> <li>• International linkages</li> </ul> <p><b>Benefit to UPM</b></p> <ul style="list-style-type: none"> <li>• Cost savings – avoid duplication of research</li> <li>• Efficient use of resources</li> <li>• More focused programmatic research and activities</li> <li>• Build research team culture</li> <li>• Transparency – every scholar in the cluster is aware of who is doing what</li> </ul> <p><b>Benefit to Society</b></p> <ul style="list-style-type: none"> <li>• Track record of research (knowledge bank, repository in the area of research)</li> <li>• Efficient allocation and use of resources for societal development</li> <li>• Improve quality of service delivery</li> <li>• Alleviate social problems and improve quality of life</li> </ul> <p><b>Competitor</b></p> <ul style="list-style-type: none"> <li>• UM is strong in humanities (anthropology, sociology, political science, language and literature) and public admin/ development studies</li> <li>• UKM is strong in civilization studies, language, literacy studies and preschool education</li> <li>• USM is strong in archeology, social work and literacy studies</li> </ul>

Code	Research Programme	Synopsis	Leader of Research Programme	Research Groups
HNB01	Communication, Media and Society	This research program examines and evaluates the role of communication and media in advancing growth of an increasingly democratic Malaysian society. To realize this, meaningful interaction and greater engagement must be enhanced both at individuals and group/societal level. Hence, the concern on the consequences of communication and media usage, and how they should be used to further advance the wellbeing of the society must be critically investigated. Among the key issues include the use and impact of new media in various social settings, individual and structural factors that facilitate social interaction and engagement, social identity and relationship, and communication for organizational excellence. The findings from studies under this research program advance understanding on the dynamics of communication and media for the society wellbeing and nation building, and can be used as inputs for policy formulation and intervention for program in managing challenges faced by the society and nation.	Prof. Dr. Ezhar Tamam (FBMK)  ezhar@upm.edu.my	<ol style="list-style-type: none"> <li>1. Social Interaction and Diversity Engagement – Assoc. Prof. Dr. Jusang Bolong (FBMK)</li> <li>2. Production, Use And Effect Of Media – Prof. Dr. Md Salleh Hassan (FBMK)</li> <li>3. Communication for Organizational Excellence – Assoc Prof. Dr. Zulhamri Abdullah (FBMK)</li> </ol>
HNB02	Consumer, Family, Child and Society Well-Being	<p>Consumer, family, child and society well-being research program focuses on how individuals, family and society develop, manage and consume resources to enhance well-being and quality of life. Researches in the program also explore the development and relationship between individual, families and society in the ever changing and challenging environments. Therefore, it provides perspectives of the impact of consumption, public issues, development policies and programmes on consumer, family, and society's well-being and quality of life.</p> <p>The program provides leadership and advocacy in addressing critical issues pertaining to consumer, marriage and family, parenting, child-adolescent development, family economics, financial well-being, gender studies, sustainable consumption, social planning, community empowerment, and other social issues in human life and society in promoting and strengthening quality of life. The key research areas cover the following: sustainable lifestyles, protection and consumer safety, consumerism, poverty, personal/family finance, social planning, community empowerment, marriage and family, parenting and child-adolescent development</p> <p><b>Keywords:</b> Consumer and Family Well Being, Economic and Financial Well-being, Gender, Sustainable Consumption, Sustainable lifestyles, Consumer protection and safety, Social Planning, Community Empowerment, Family Development and Well-being, Child-adolescent and Advocacy.</p>	Assoc. Prof. Dr. Ahmad Hariza Hashim (FEM)  <a href="mailto:ahariza@upm.edu.my">ahariza@upm.edu.my</a>	<ol style="list-style-type: none"> <li>1. Sustainable Consumers Research Centre (SCORE) – Assoc. Prof. Dr. Ahmad Hariza (RC / FEM)</li> <li>2. Consumer and Family Well-Being - Dr. Syuhaily Othman (FEM)</li> <li>3. Social Planning and Community Empowerment (SpaCE) – Dr. Ma'rof Redzuan (FEM)</li> <li>4. Family And Child Advocacy Programme (FaCAP) – Dr. Rojanah Kahar (FEM)</li> <li>5. Family, Adolescent and Child Research Centre (FACE) – Dr. Siti Nor Yaacob (RC / FEM)</li> </ol>
HNB03	Discourse Studies, Language Acquisition and Use	Research in this programme focuses on theoretical dimensions and practical aspects of spoken, written, and signed language; multimodal/multimedia forms of communication; language acquisition; language use and evaluation in diverse contexts; and evolving ecolinguistic systems. It includes the study of linguistic and discursive structures and representations of world knowledge, language use in communicative landscapes and contexts, as well as critical and emerging literacies needed to function in the changing environments of the Information Age. The programme takes an interdisciplinary approach, involving linguistics, applied linguistics, anthropology, psychology, education, media, culture, sociology, business and management, communication, computer science and information technology, or medical and clinical sciences. Research findings contribute to the development of knowledge and theories, and best practices in the fields of language and communication, specifically in the development of corpora, materials, instruments, guidelines, intervention initiatives and policies. The advancements will lead to benefits that nurture human capital and enhance quality of life.	Assoc. Prof. Dr. Shameem Rafik Khan @ Shameem Rafik-Galea (FBMK)  shameemgalea@upm.edu.my	<ol style="list-style-type: none"> <li>1. Language Acquisition, Learning and Evaluation in Diverse Contexts – Assoc. Prof. Dr Tan Bee Hoon (FBMK)</li> <li>2. Discourse Studies and Language Use – Assoc. Prof. Dr. Shameem Mohd Rafik Khan @ Rafik-Galea (FBMK)</li> <li>3. Ecolinguistic Challenges and Sustainability - Prof. Dr. Chan Swee Heng (FBMK)</li> <li>4. Critical Literacies for the Information Age – Assoc. Prof. Dr. Mardziah Hayati Abdullah (FMBK)</li> <li>5. Neurolinguistics and Mental Representation of Linguistic and World Knowledge – Assoc. Prof. Dr. Yap Ngee Thai (FMBK)</li> </ol>

<p>HNB04</p>	<p>Economic, Social and Cultural Participation of Older Persons</p>	<p>With the rapid pace of population ageing, it is imperative to consider how to maintain the well-being of older persons as an integral part of a society for all ages. A change in the societal attitudes and perspective towards ageing is vital to protect the rights of older persons, encourage their participation in economic, social and cultural activities and enhance their well-being. The focus of this research program is to enhance understanding of the socio-economic impact of an ageing society to older persons and their family, the community and the nation. The research groups under this programme provide stakeholders and beneficiaries with relevant evidence and robust projections to inform age-friendly policies and programmes as well as services for older persons.</p> <p><b>Keywords:</b> Older Persons, Participation, Integration, Social Well-being, Economic Well-being, Kinship, Support, Social Exchange, Cultural Transmission, Life-long Learning, Heritage.</p>	<p>Dr. Rahimah Ibrahim (IG, FEM)</p> <p><a href="mailto:imahibrahim@upm.edu.my">imahibrahim@upm.edu.my</a></p>	<ol style="list-style-type: none"> <li>1. Economic Well-Being in Old Age – Assoc. Prof. Dr. Sharifah Azizah Haron (IG/ FEM)</li> <li>2. Social Relations and Solidarity Between Generations – Dr. Rahimah Ibrahim (IG/ FEM)</li> <li>3. The Self and Society in Ageing – Dr. Hanina Halimatusadiah Hamsan (FEM)</li> </ol>
<p>HNB05</p>	<p>Games and Gamification for Social Engineering</p>	<p>In this era, Games and Gamification is a young unavoidable field of study that needs special and urgent attention for the social engineering of our society. The nature of this discipline demands a multi and trans discipline research culture. This program is an interlink platform where technologist, programmers, scientists and social scientists discuss, assimilate, design and innovate new or ready made products across content and development phases. The research program encompasses scholarly studies on game design, game thinking and game mechanics especially its value in non-game context. The program depicts a “play with purpose” roles in the development of models and theories to make engagement as an educational advantage. Studies include relating engaging experiences to knowledge, technology, cross cultural and cultural transfers in game development process and effects of use in gaming environment. The aim is to educate the public about games and gamification and bringing back useful services to the community. Areas of research and development on various platforms comprises of games to preserve cultural heritage; games for education and edutainment; games for specific healthcare services and medical therapy; games for corporate training and management using game theories; games for agriculture and green technology; and games for virtual construction, design and architectural environment. The program includes development and applied research in virtual spaces like second life, avatar, virtual conferencing, Virtual Reality (VR), Augmented Reality (AR), immersive and mobile technologies locally and across the globe. The program will create market productive students and educational environments for wealth creation and nation building. Output will enable the creation of positive lifelong learning habits and healthier lifestyle culture for the society, our digitize youth and greying population.</p> <p><b>Keywords:</b> Games, Serious Games, Gamification</p>	<p>Associate Prof. Dr. Normahdiah Sheik Said (FBMK)</p> <p><a href="mailto:norma@upm.edu.my">norma@upm.edu.my</a></p>	<ol style="list-style-type: none"> <li>1. Games, Serious Games and Gamification – Assoc. Prof. Dr. Normahdiah Sheik Said (FBMK)</li> </ol>
<p>HNB06</p>	<p>Education and Human Resource Development</p>	<p>Human resource development, primary, secondary, tertiary and continuing education are important for nation development and governance. The aim of this research programme is to provide significant findings on issues pertaining to developing quality human resource and governance at all levels. Quality human resource and governance, educated through formal and non-formal education, are needed to propel nation building. The research programme focuses on the process of enhancing learning and potential in individual, group, and organizational contexts through human resource development, education, governance and citizenship based initiatives. The research provides stakeholders with continuous assessment of the nation human resource performance and justifies the billions of dollars invested on the education and governance of the nation human resources.</p> <p><b>Keywords:</b> Human Resource Development (HRD), Education, Citizenship and Leadership, and Governance.</p>	<p>Assoc. Prof. Dr. Ismi Arif Ismail (FPP)</p> <p><a href="mailto:ismi@upm.edu.my">ismi@upm.edu.my</a></p>	<ol style="list-style-type: none"> <li>1. Extension and Continuing Education – Assoc. Prof. Dr. Ismi Arif Ismail (FPP)</li> <li>2. Counselor Education – Assoc. Prof. Dr. Rusnani Abdul Kadir (FPP)</li> <li>3. Entrepreneurship and Leadership in Education - Prof. Dr. Zaidatol Akmaliah Lope Pihie (FPP)</li> <li>4. Potential Enhancement and Caring Education (PEaCE) – Assoc. Prof. Dr. Samsilah Roslan (FPP)</li> <li>5. Language Education – Assoc. Prof. Arshad Abdul Samad (FPP)</li> <li>6. Technical and Vocational</li> </ol>

				Education – Assoc. Prof. Dr. Abdullah Mat Rashid (FPP) 7. Human Resource Development - Prof. Dr. Maimunah Ismail (FPP)
HNB07	Innovative Teaching and Learning	<p>This research programme is deeply rooted in the scholarship of teaching and learning and its research revolves mainly around the niche areas of ICT as a pedagogical tool; teaching and learning strategies; teacher professional development; students' learning styles; preparation of in-service and pre-service teachers; classroom (traditional and virtual) and programme assessment. The researchers are committed to finding ways of transforming the educational landscape through the findings of their innovative teaching and learning projects carried out in collaboration with individuals and groups from both the public and private sectors. The research findings will be beneficial to the country in terms of producing high quality human capital.</p> <p><b>Keywords:</b> Innovation, Pedagogy, Professional Development, Traditional and Virtual Learning, Assessment</p>	<p>Assoc. Prof. Dr. Wong Su Luan (FPP)</p> <p>suluan@upm.edu.my</p>	<ol style="list-style-type: none"> <li>1. Educational Technology - Dr. Rosnaini Mahmud (FPP)</li> <li>2. Maths and Science Education - Prof. Dr. Aida Suraya Md. Yunus (FPP)</li> <li>3. Multimedia Education - Dr. Ahmad Fauzi Mohd. Ayub (FPP/ INSPEM)</li> </ol>
HNB08	Culture and Epistemology in Language, Linguistics and Literature	<p>This research programme will explore essential aspects in cultural and epistemological studies, such as the worldview and philosophies of a given community, as well as its traditions, history, local wisdom, norms and values, and notions of ethnicity, identity, nationality and cultural relations. Aside from that, other aspects such as thought and cognition, communication and interaction, environment and sustainability, ecology and population are also investigated. These aspects are studied by way of the core disciplines of language, linguistics, and literature. In the disciplines of language and linguistics, cultural and epistemological studies revolve around theoretical aspects which are related to the worldview, history and value system inscribed into a particular language. Additionally, issues concerning the relation of language to thought, society, and the environment, which includes the relation of language to cross-cultural relations, represent an integral context in the areas of translation and interpretation. Where literature is concerned, cultural and epistemological studies explore either theoretical aspects of, or the application of theories to literary texts and contexts, such as literary phenomena, conventions, politics, and commercialism. The studies of these two aspects are inexorably linked to the philosophies, traditions, norms and cultural practices of a given nation and society. Of no less importance are literary genres themselves especially that of the narrative, which is a common form in many literary traditions; accordingly, the study of this genre will give rise to new theories of narratology. The findings garnered from this research programme will contribute to new knowledge in the fields of culture and epistemology.</p> <p><b>Keywords:</b> Culture, Epistemology, Language, Linguistics, Literature.</p>	<p>Assoc. Prof. Dr. Mohd. Zariat Abdul Rani (FBMK)</p> <p>zariat@upm.edu.my</p>	<ol style="list-style-type: none"> <li>1. Language, Culture and Thought in Malay Society - Prof. Dr. Hashim Musa (FBMK)</li> <li>2. Translation and Interpretation – Assoc. Prof. Dr. Muhammad Fauzi Jumingan (FBMK)</li> <li>3. Narratology in Literature – Assoc. Prof. Dr. Noritah Omar (FBMK)</li> </ol>
HNB09	Music and Cultural Sustainability	<p>Malaysia is clearly a country of diversity, rich in culture and traditions. Because of this, the areas into which music in Malaysia can be researched on are equally plentiful. The scope of research is wide, from learning about the musical culture of indigenous community to how music can influence our daily lives, the possibilities of research are endless. The aim of this research programme is to amalgamate our expertise to create a holistic approach towards music research. Present researches include audiovisual documentation of performances, music productions, music compositions, application of music in the realm of psychology and sports, music education in classrooms, and the adaptation of technology in music. It is the intention of this research group to establish linkages and collaborations with international and national music educators and researchers alike to further enhance research in this wide area of music.</p> <p><b>Keywords:</b> Ethnomusicology, Music Psychology, Performance Studies, Music Technology, Music Education, Music Therapy, Composition, AV Documentation and Archiving</p>	<p>Dr. Chan Cheong Jan (FEM)</p> <p><a href="mailto:chan@upm.edu.my">chan@upm.edu.my</a></p>	<ol style="list-style-type: none"> <li>1. Music Culture and Social Dynamics –Assoc. Prof. Dr. Made Mantle Hood (FEM)</li> <li>2. Soundscape as Cultural Environment – Prof. Dr. Gisa Jaehnichen (FEM)</li> <li>3. Nation Building through Creative Industries and Music Education - Dr Loo Fung Chiat (FEM)</li> </ol>

HNB10	Youth Development	<p>Youth encompass a majority of the world population. They are the assets of nation and the most valuable resources for nation building. Moreover, they are the vital players upon which the continuity of development and national progress depends. It is crucial for youth to acquire the competencies necessary for their own empowerment to allow them to become active and engaged participants in nation building and social development. Youth will not be able to build essential skills and competencies and be able to feel safe; cared for, valued, useful, and spiritually grounded unless those around them provide support and opportunities they need along the journey. Thus, youth development is the on-going process that involves the society around youth. The findings from this research program will contribute immensely on new knowledge regarding youth development from the perspectives of citizenship and leadership, well-being and social health as well as technology.</p> <p><b>Keyword:</b> Leadership, Citizenship, Well-being, Social Health, Technology, ICT, Youth Development, Youth</p>	<p>Assoc. Prof. Dr. Bahaman Abu Samah (IPSAS)</p> <p>bas@upm.edu.my</p>	<ol style="list-style-type: none"> <li>1. Youth Citizenship and Leadership - Dr. Nor Wahiza Abdul Wahat (IPSAS)</li> <li>2. Youth Well-Being and Social Health – Assoc. Prof. Dr. Haslinda Abdullah (IPSAS)</li> <li>3. Youth and Technology - Assoc. Prof. Dr. Siti Zobidah Omar (IPSAS)</li> </ol>
HNB11	Politics and Cross Cultural Studies	<p>Five decades after its formation, Malaysia had gone through various stages of development. Undoubtedly, this half a century journey as a nation-state had witness many achievements as well as setbacks. This certainly invites us to take up comprehensive assessment, critical thought and propose new strategies on how the nation-state could move further into the future as one united and progressive state where all its peoples could reap the benefits of economic growth, enjoy political stability and live in social harmony. In these aspects, there is a need to study what Malaysia has thus far achieved, and to assess what more she need to move further. The assessments would include understanding of and improvement in the political process such as political literacy, enhancement of good governance and values of collective and participative democracy, promotion of cross culture understanding as a mean to promoting better inter ethnic relations, more dialogues across ethnics, culture and religious divides toward promoting greater understanding between diverse elements within the nation-state.</p>	<p>Prof. Dr. Jayum Jawan (FEM)</p> <p>jayum@upm.edu.my</p>	<ol style="list-style-type: none"> <li>1. Civilization, Dialogue and Cross-Cultural Study – Assoc. Prof. Dr. Zaid Ahmad (FEM)</li> <li>2. Plurality, Ethnic Relations and Democracy - Prof. Dr. Jayum Jawan (FEM)</li> <li>3. National Unity and Social Integration – Assoc. Prof. Dr. Sarjit Singh Darshan Singh (FEM)</li> <li>4. Religion and Spirituality - Dr. Ahmad Tarmizi Talib (FEM)</li> </ol>

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