Dr Antoon Gewijsde H De Rycker  
School of Communication  
Taylor’s University  
1 Jalan Taylor’s  
47500 Subang Jaya

Dear Dr De Rycker

30 November 2016

COLLABORATIVE RESEARCH AGREEMENT BETWEEN AIBD AND TAYLOR’S SCHOOL OF COMMUNICATION RESEARCH PROJECT TEAM

AIBD is represented by Mr Chang Jin, Director.

LIASION  
Ms Philomena Gnanapragasam, Senior Programme Manager  
philo@aibd.org.my  
019-663-8568

Taylor's School of Communication Research Project Team consists of Dr Antoon Gewijsde H De Rycker (Team Leader), Dr Ramachandran Ponnan, Dr Nicole Yang Lai Fong and Mohammad Abeer Syed. They are referred to below as the Research Project Team.

LIASION  
Dr Ramachandran Ponnan  
ramachandran.ponnan@taylors.edu.my  
012-398-7466

[1]

With this letter, AIBD commissions the Research Project Team to help AIBD with the design of a survey questionnaire aimed at answering the following two research questions:

1. What do AIBD members think about the role of the media in relation to (global) (sustainable) development?
2. What do AIBD members do in their coverage of development (issues/goals)?

The Research Project Team's involvement will also include the analysis of the survey data and the write-up of the findings and discussion in a report.
The outcomes of the research will be primarily descriptive:

- Collect opinions (knowledge) about definition(s) of development issue(s) – including facts, existing policies (“should”) and value judgments (e.g. relevance)
- Collect respondents’ past, present and future actions (behaviour) relating to the role of media in development
- Collect respondents’ opinions (knowledge) as to the reasons why some actions are (not/not yet) done [P \rightarrow Q]
- Cross-tabulate the above findings [opinions, actions] among themselves and with members’ attributes (e.g. public vs. private)

Where relevant, the research will also explain the more salient descriptive findings in light of what is known (current theories and/or empirical findings reported elsewhere).

[2]

The starting date is 1 August 2016 with completion of the research project on 30 April 2017. The milestones include

1. Ideas for research proposals, selection of research proposal in consultation with AIBD (August-October 2016)
2. Design and delivery of the questionnaire (1-17 November 2016)
3. Revisions of the questionnaire in light of discussions with AIBD (1-18 November 2016) and after the pilot testing stage (9 December 2016)

[3]

Taylor’s School of Communication Research Project Team will keep all information confidential and prevent the unauthorized use, dissemination or publication of the confidential information, without the express written permission of AIBD.

[4] AIBD has set aside RM12,000 (Twelve Thousand Ringgit Only) for expenses, salaries and fees that may be involved in the research project.

Please, confirm your acceptance of this offer by written reply within two weeks upon receipt of this letter.

Yours sincerely

Chang Jin
Director, AIBD
<changjin@aibd.org.my>

CHANG JIN
Director
Asia-Pacific Institute for Broadcasting Development