



# NICHE & THRUST AREAS

Social Advancement  
& Happiness  
Research Cluster

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Dean

Social Advancement & Happiness  
Research Cluster



# OBJECTIVES OF THE UM IIRG

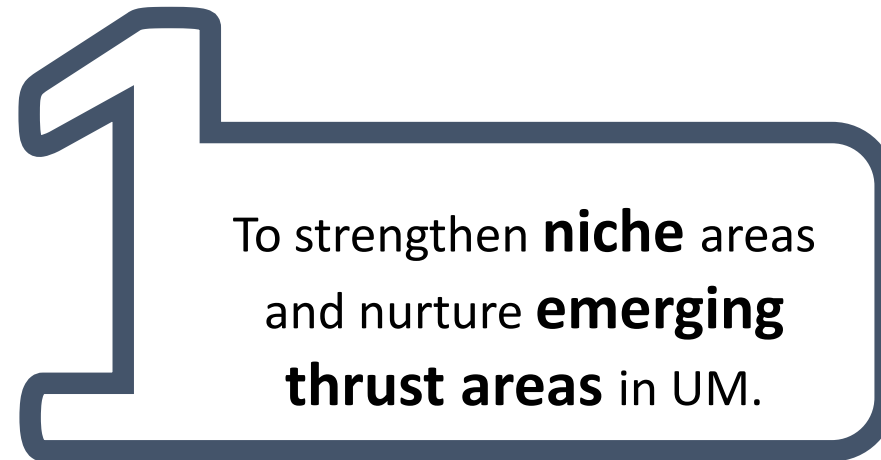
1 To strengthen **niche** areas and nurture **emerging thrust areas** in UM.

2 To encourage **interdisciplinary research** among UM researchers.

3 To drive **impact-oriented research** within UM.



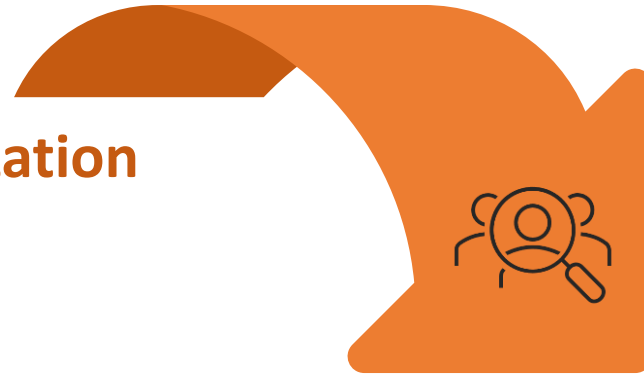
# OBJECTIVES OF THE UM IIRG



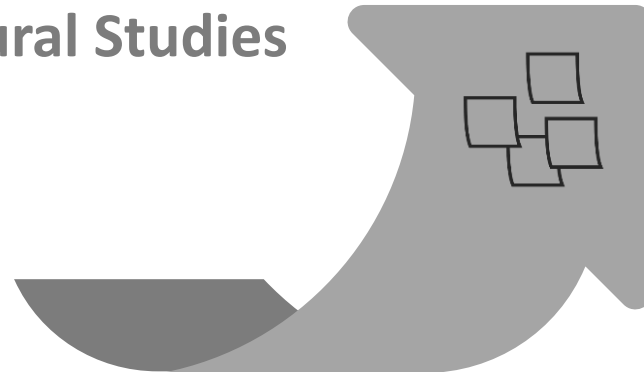
To strengthen **niche** areas  
and nurture **emerging  
thrust areas** in UM.

# NICHE

Culture,  
Heritage & Civilization



Behavioural Studies



# THRUST

Education  
for the Future



Smart Society



SOCIAL ADVANCEMENT & HAPPINESS RESEARCH CLUSTER

## Culture Heritage and Civilization



Expressing the ways of living developed by a community and passed on from generation to generation.

01



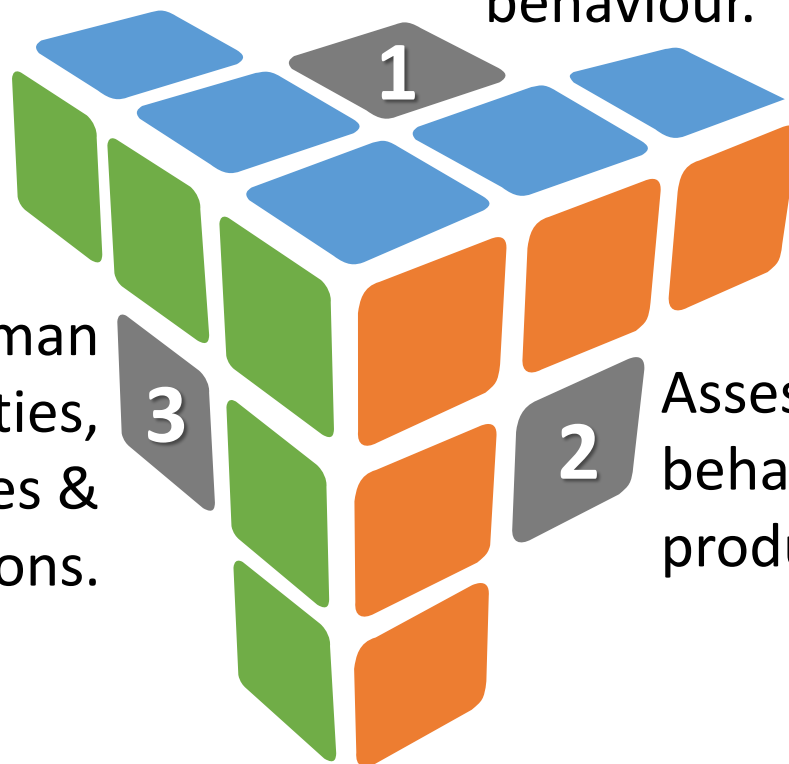
Preserving cultural heritage.

02

# NICHE

## Behavioural Studies

Exploring the activities & interactions among human beings to create policy that can bring about change through desirable behaviour.



Analyzing human motivations, activities, psychological processes & interactions.

Assessing impact of a particular behaviour on income, wealth, productivity & happiness.

# THRUST

## Education for the Future



01

Creating innovative content for teaching & learning



02



Developing new and innovative technology to deliver content



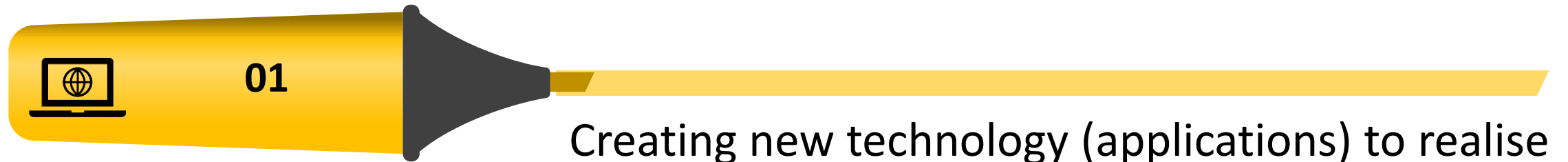
03



Creating applications to enhance teaching and learning.

# THRUST

## Smart Society



Creating new technology (applications) to realise the ideas of “smart thing” & “smart me”.



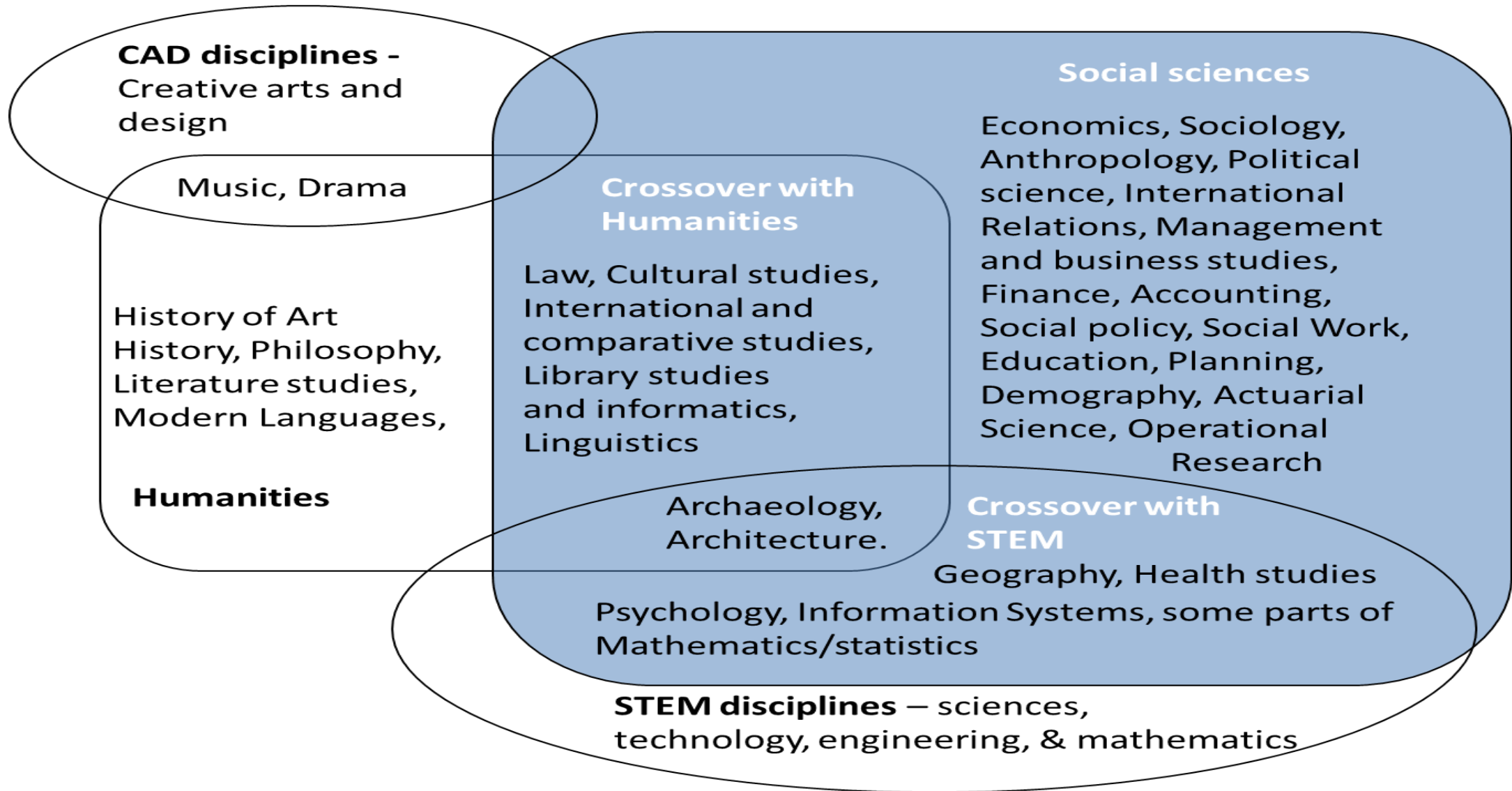
Providing solutions to manage societies using technology and human elements.



# OBJECTIVES OF THE UM IIRG



To encourage  
**interdisciplinary  
research** among UM  
researchers.





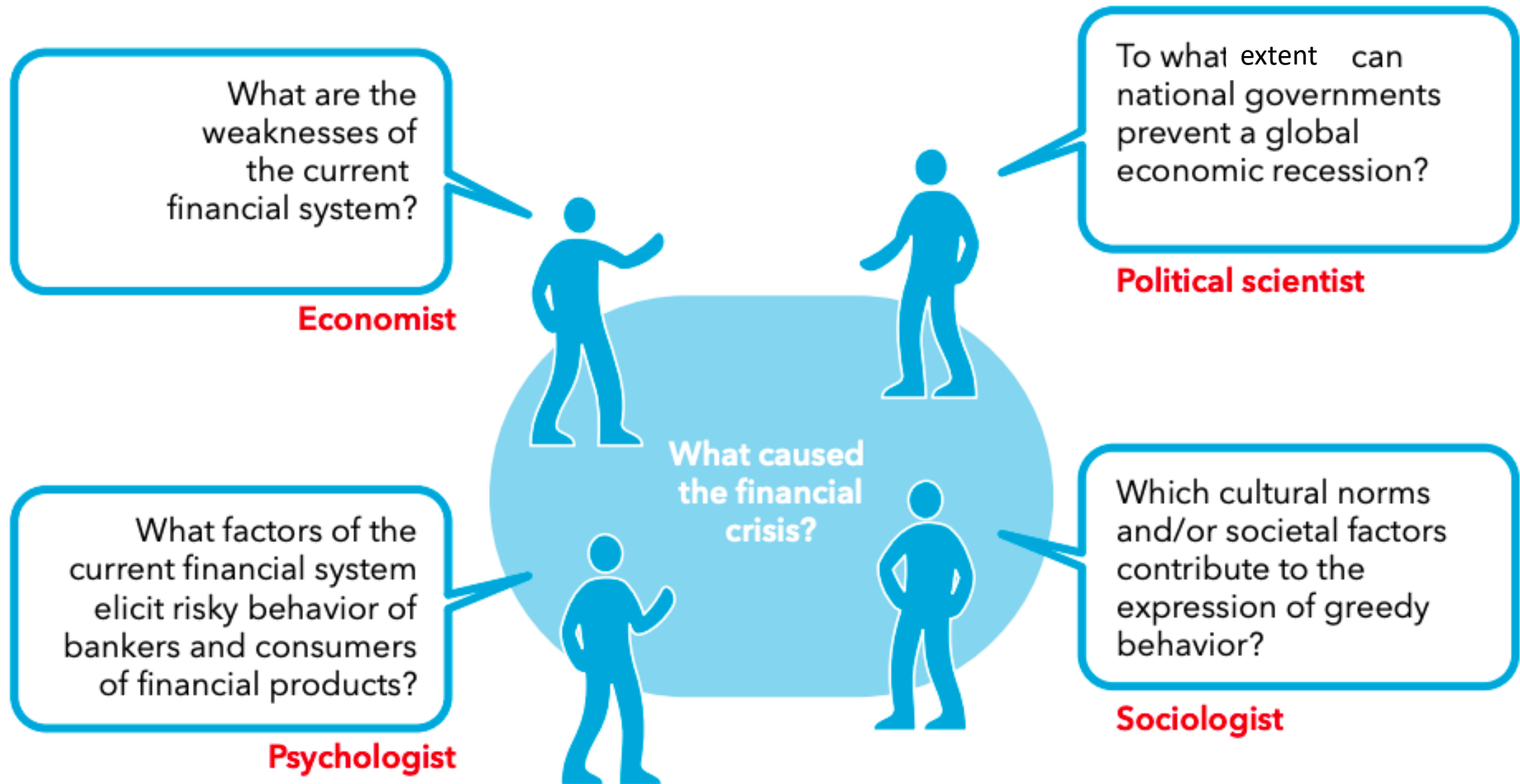
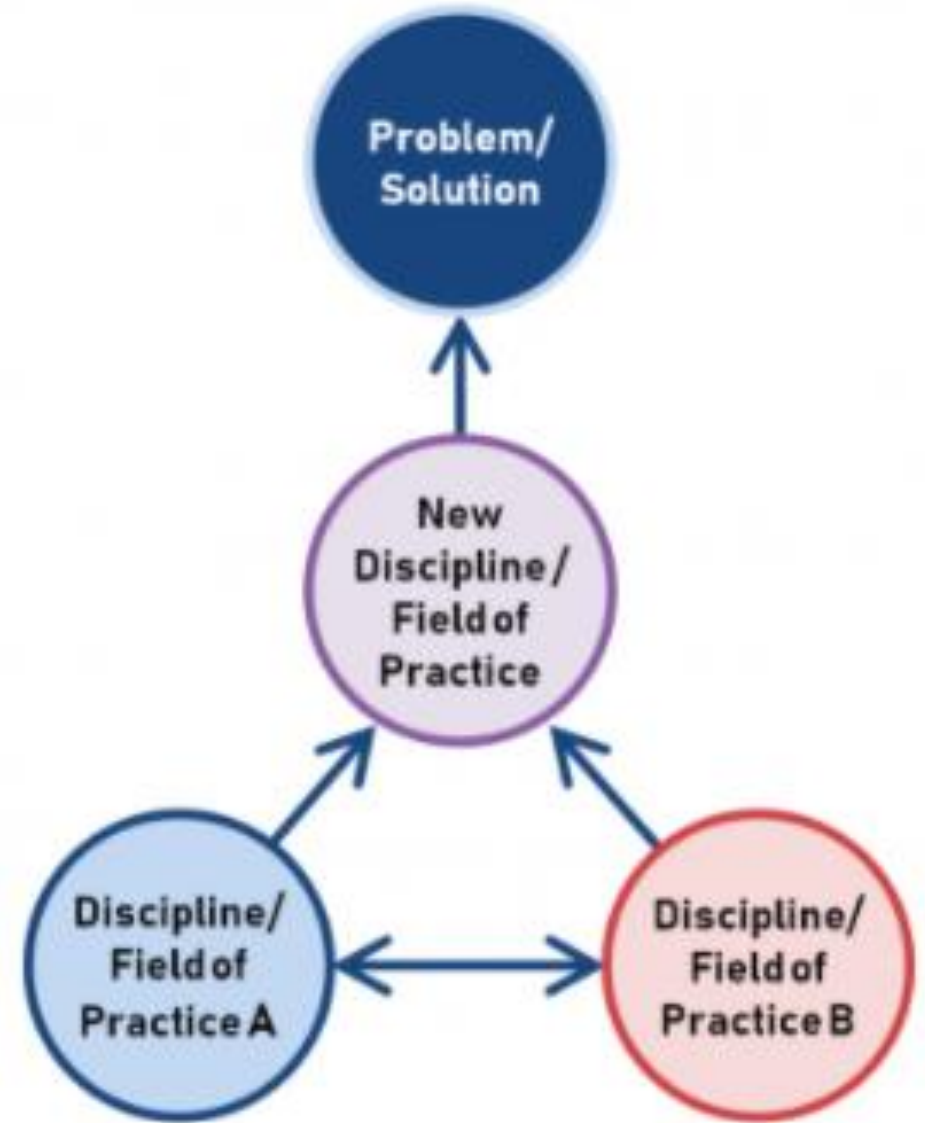
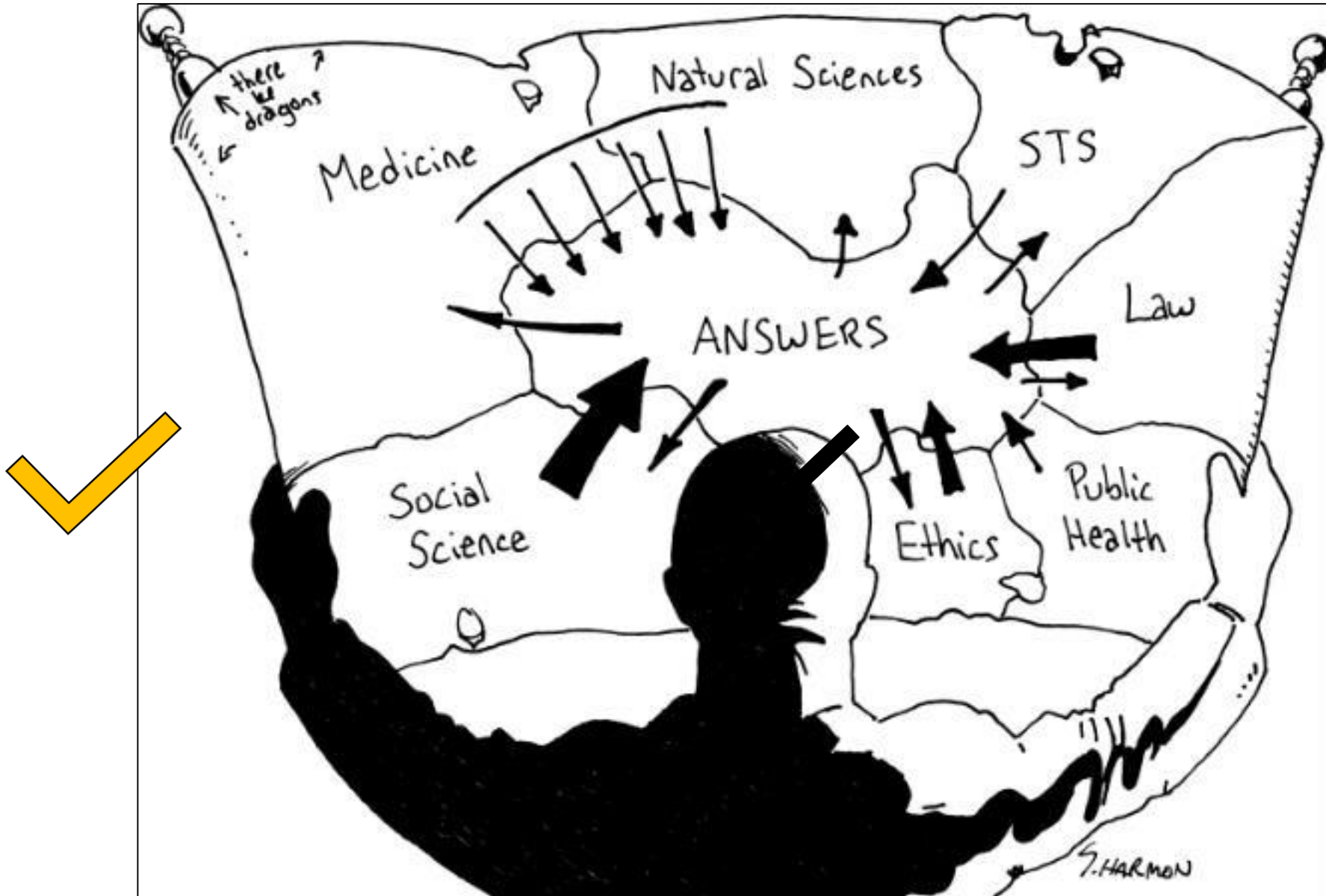


Figure 2 *Different perspectives on the causes of the financial crisis*

"**Interdisciplinary research** is a mode of research by teams or individuals that **integrates** information, data, techniques, tools, perspectives, concepts, and/or theories from **two or more disciplines** or bodies of specialized knowledge to **advance fundamental understanding** or to **solve problems** whose solutions are beyond the scope of a single discipline or area of research practice."





**3** Sub-programmes

Min **2** different disciplines

Min **2** different faculties

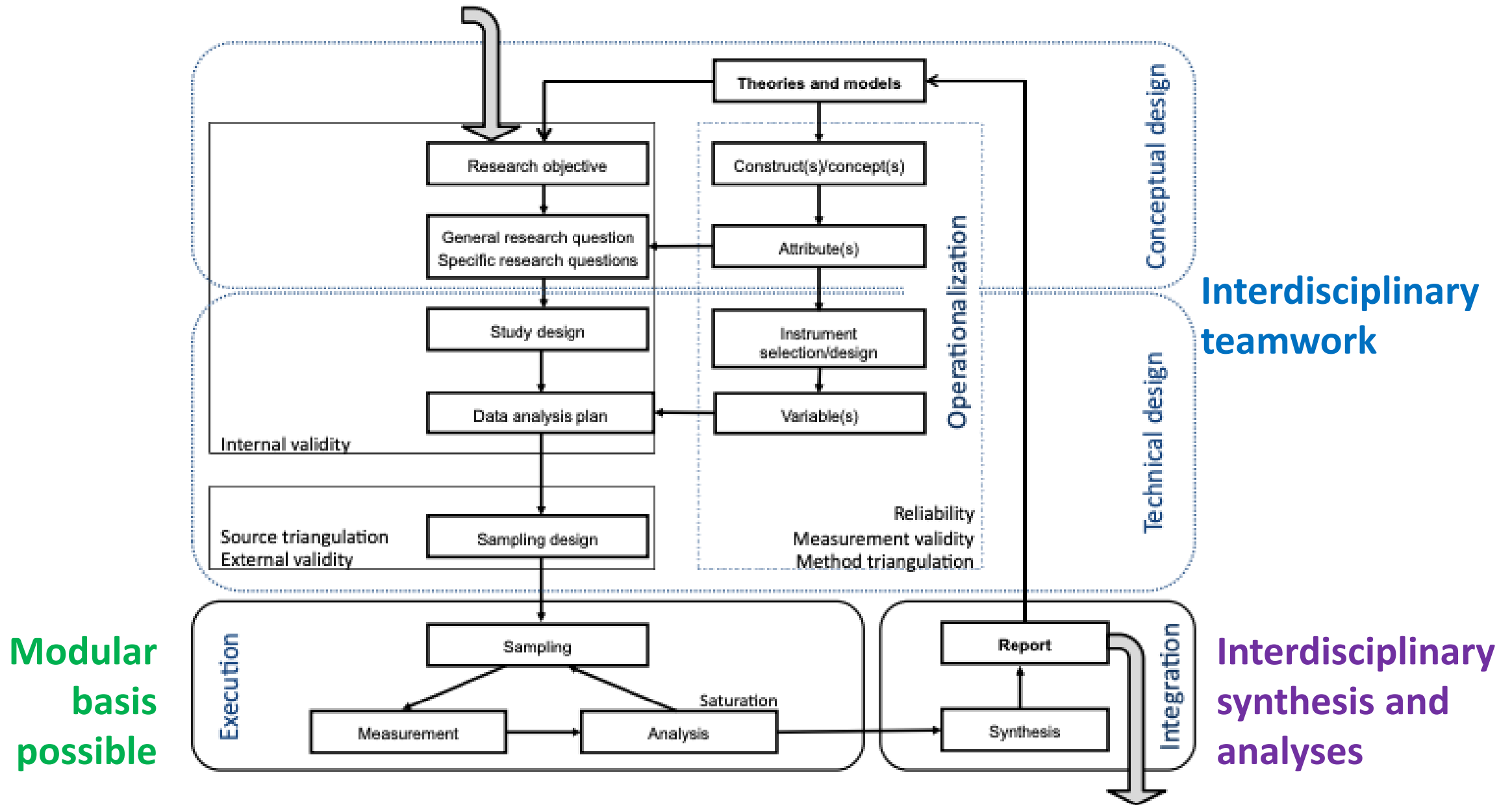


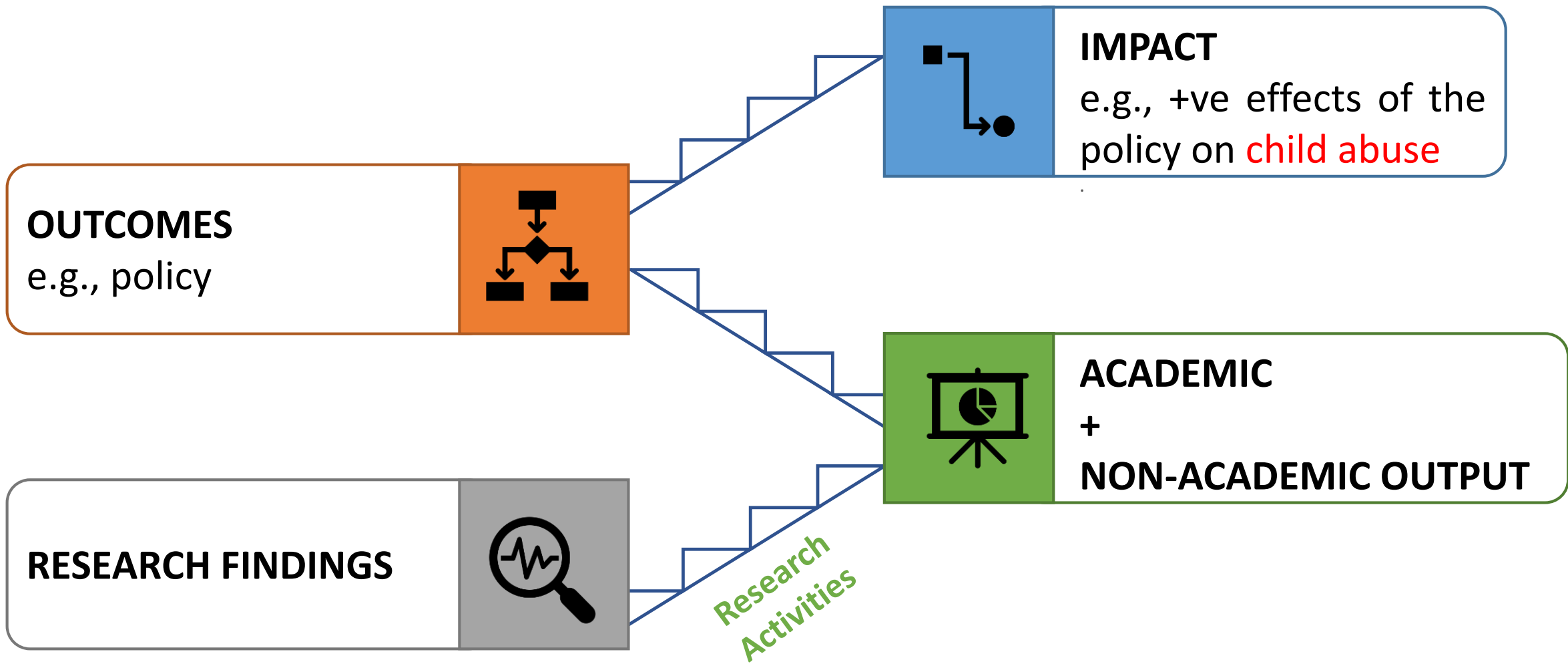
Fig. 1 The Methodology of Interdisciplinary Research framework

# OBJECTIVES OF THE UM IIRG

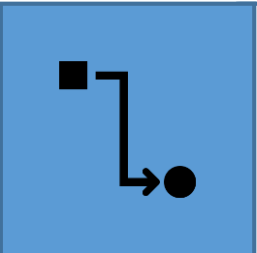
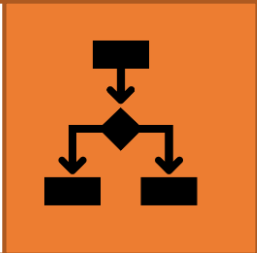


To drive **impact-oriented research** within UM.





**OUTCOMES**  
e.g., policy



**IMPACT**  
e.g., +ve effects of the  
policy on **child abuse**

**RESEARCH FINDINGS**



*Research  
Activities*



**ACADEMIC  
+  
NON-ACADEMIC OUTPUT**



Fig. 1 Impact beyond academia.

**Impact** is defined as an **effect on**, or **change** or **benefit** to the **economy**, **society**, **culture**, **public policy** or **services**, **health**, the **environment** or **quality of life**, **beyond academia** (REF2014).

*E.g., Impacts on creativity, culture and society*



**AREA OF IMPACT**

*New forms of artistic expression resulting in enhancement of the quality of life.*

**TYPE OF IMPACT**

# MALAY GAMELAN (IRG004-2020SAH)

## Archival, Fieldwork and Bibliography



Collect, compile and produce digital copies of published materials on the Malay gamelan.

## Historical Performance



Demonstrate the significance of historical research to the broadening musical imagination and interpretive possibilities.

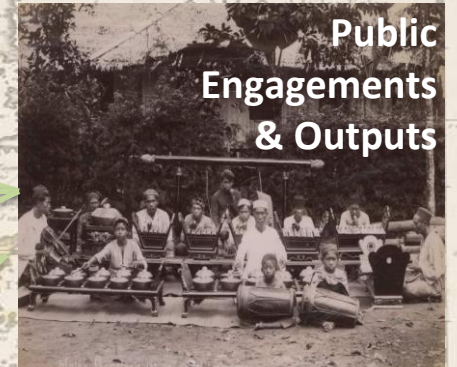
## Digital Archive, Website/blog



Build a website and digital repository in collaboration with Malaysia Design Archive to share Malay Gamelan history more broadly with the public.

We want to make the past interesting again and accessible by committing ourselves to doing public history and engage with historical knowledge in a creative form, while responding to larger conversations in the digital humanities about the collective work of building intellectual commons.

## Public Engagements & Outputs



- Digital repository and website
- Workshop/Public Symposium Online
- Historical Performance of the Gamelan repertoire
- Future FRGS Application
- Journal Publications

## Collaborators

Rhythm-in-Bronze Gamelan Ensemble  
Malaysia Design Archive

# Thank you & Visit Us



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Level 7, Research Management & Innovation  
Complex, Universiti Malaya