

Audience Involvement in Malaysian Road Safety Campaigns Among Young Adults

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Abstract: Malaysia has the highest road fatality risk (per 100,000 population) among the ASEAN countries. Despite continuous nationwide road safety campaign with various different strategies and approaches taken to reduce the number accidents and fatalities among road users, it seems to have not decreased over years. Audience is observed as disregarding the effort taken by the government and eventually neglecting the main purpose of a road safety campaign which is to reduce road accidents and fatalities. This research attempt to explore the audience involvement in Malaysian road safety campaign among young adult. As the result, most the audience agree they noticed most of Malaysian road safety campaigns from billboards/posters, they concerned safety in general after they read the campaign, the campaign should be improve regarding the audience approach, they fully support campaign in, while in the other hand, they also stated the road safety campaign could encouraged them to drive safely.

Key Words: road accident, road fatalities, road safety, road safety campaign, audience

1. INTRODUCTION

The rapid growth of urbanization in developing countries has often been accompanied by increased of urban travel needs. The increasing economic activity levels coupled with the urban spatial spread beyond their traditional limits has led to an increase in the quantity of the trips made, often far longer in distance than ever before (Jamilah and Ibtishamiah, 2002). The increasing in economic growth and personal income has enabled many city residents to have their own motor vehicles, whether private cars or motorcycles, to increase their access to urban services (Roza et al 2013). As the increasing of the trip made, the road accidents also increased. Malaysia has the highest road fatality risk (per 100,000 population) among the ASEAN countries (Abdul Manan and Várhelyi, 2012). Malaysia has an impressive record of initiatives and efforts to defeat the increasing numbers by implying various intervention forces of which have strong emphasis on road safety and yet, road accidents are continuously increasing. Despite continuous nationwide road safety campaign with various different strategies and approaches taken by the government to reduce the number of road accidents

and fatalities among road users, it seems to have not decreased over years. While Malaysia is just few years ahead of achieving the realization of being a fully developed country, it is unfortunate to witness news after news of road accidents that involved fatalities or non-fatal injuries which evidently create challenges in the eco system of development process of a country.

Audience is observed as disregarding the effort taken by the government and eventually neglecting the main purpose of a road safety campaign which is to reduce road accidents and fatalities by transforming people's behavior and perception toward road safety. Clearly, road users are targeted audience of a road safety campaign and yet, the level of ignorance towards it is still very obvious which relatively contributing to the ever increasing number of road accidents and fatalities particularly during main festival celebrations in Malaysia.

However, many researchers and studies are still not able to interpret this problem especially from the study of audience involvement. However, many studies have centered the element of audience involvement to be among the focus of advertising and marketing. For example, Greenwald et al (1984) made emphasis on the effectiveness of advertising messages that is widely believed to be moderated by audience involvement. The study discussed on psychological theories of attention and levels of processing that are used to establish a framework that can accommodate the major consumer behaviour theories of audience involvement. Moreover, despite enormous potential of the element of audience involvement in road safety campaign, most of the research so far has focused on developing massive campaign, highly paid road accident intervention strategies, or highly costing TV advertisements whose effects, both positive and negative without willing to pay extra more attention or switching attention to another different component of a road safety campaign.

This research is aimed at investigating audience involvement in road safety campaign. The study attempts to answer these research questions:

- i) Does audience aware about road safety campaign?
- ii) Is there any audience identification and what is the level?
- iii) How does audience perceive road safety campaign?
- iv) Is there any participation by audience with road safety campaign?
- v) How does audience participate with road safety campaign?

The main objective of this research is to study audience involvement in road safety campaign produced by the Malaysian government and its related agencies. In order to further evaluate as well as identify the audience involvement in road safety campaign in detailed, this research is designed with three objectives which can be summarized as follows:

- i) To investigate the audience involvement in Malaysian road safety campaign.
- ii) To observe the awareness of audience towards Malaysian road safety campaign
- iii) To identify the existence of identification among audience and then evaluate it level.
- iv) To identify pattern of audience perception towards Malaysian road safety campaign.
- v) To investigate the existance of audience participation towards Malaysian road safety campaign.

2. SCOPE AND RATIONALE OF THE STUDY

This study focuses on investigating audience involvement in road safety campaign. The study area in this research is a selected group of audience among randomly chosen respondents.

Due to few limitations such as time and financial constraints, respondents are chosen among 200 young adults of the age between 20 – 40 years old in the University of Malaya (UM), Kuala Lumpur. The significance of classifying the respondents between 20 – 40 years old of age is to indicate young adults as stated by Tan Sri Lee Lam Thye (2012) as quoted by Mohd Razlan (2012); research has proven that more than 50% of road accidents are among the age of 18 – 40 years old. Additionally, because Road Transportation Act (APJ) (1987) enacted the age limit for license application is 18 years old and above. The Ministry of Youth and Sports also decided on the age range of young adults are between 15 – 40 years old but this study only focuses on respondents between the ages of 20 to 40 years old. This study is aiming at multi-ethnicity respondents instead of only one particular ethnicity in aiming to achieve a more diversified finding as difference in ethnicity may indicate different perception due to cultural background, family upbringing, circle of social network and educational level.

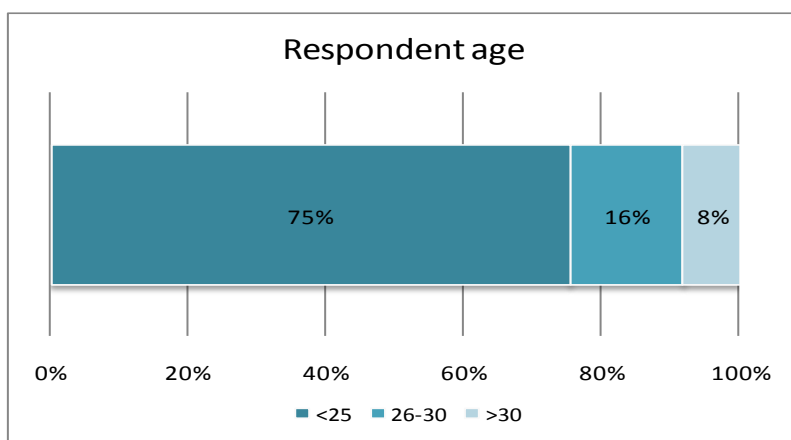


Figure 1. Respondents Age

In this study sample size is 208 respondents. Figure 1 shows the age of respondent, most of respondents are less than 25 years old. In this study the youngest of respondents age is 18 years old and the oldest is 40 years old. The respondents are slightly more females than males (51.5% compared to 48.5%). They live within and outside the campus (60.1 % and 39.9 %).

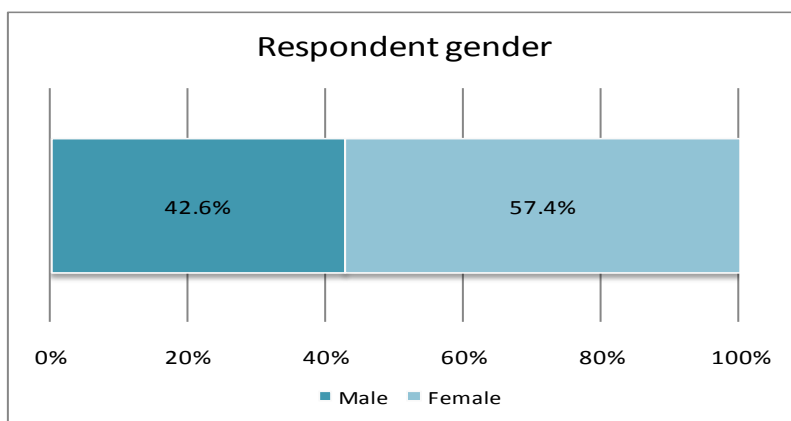


Figure 2. Respondents gender

As summarized in Figure 2, the respondents are slightly more females than males (57.4% compared to 42.65%).

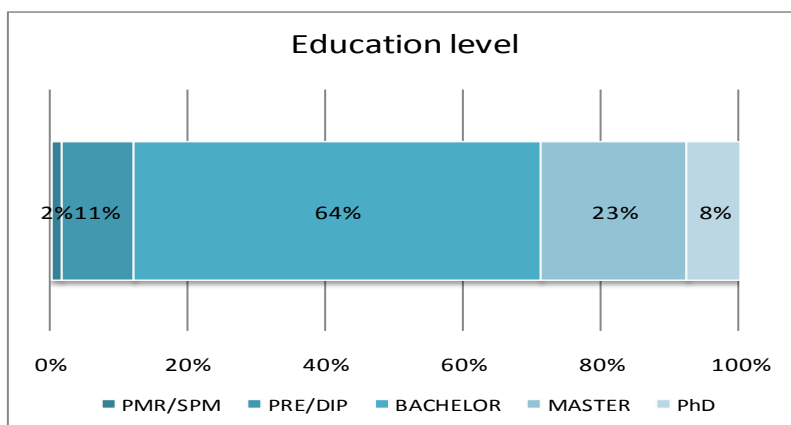


Figure 3. Level of education

As the education level the respondents were divided to five (5) categories, namely PMR/SPM, PRE/DIP, Bachelor, Master and PhD. Figure 3 are the summarised of the level of respondents education level. Most of the respondents used private car as the transportation mode for commuting (34.4%), followed by motorcycle (24,6 %), 21.3% used mass public transport (train and bus), taxi (3.3%) and others (10%).

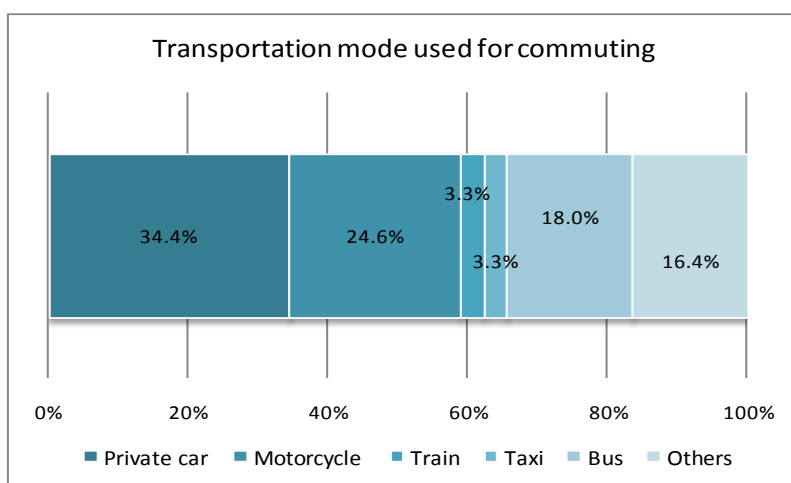


Figure 4. Mode share for commuting

3. SIGNIFICANCE OF THE STUDY

This part of the study discusses about the importance of understanding audience involvement in a road safety campaign. It is due to the fact that involvement has parted into many different areas of study in researchers. For instance, Krugman (1965) defined two main types of involvement in his study which are high involvement and low involvement. He suggested that, with high involvement, a communication should act most directly to modify beliefs (that is, verbalizable propositions). By contrast, with low involvement the impact should be more on perceptions (that is, sensory organizations, such as brand logos or package configurations) and should occur more gradually, being effective only with repeated exposures. With those being said, the study of involvement provides wide range of options to fully implement a highly effective road safety campaign. The variety of options for study shall be able to provide better understanding for analysis purposes upon planning a road safety campaign as it is important to avoid not only loss of cash but also loss of valuable life of people that a

country owns through fatal accidents. One has to make attempt to study audience involvement as one of the main parts towards achieving full effectiveness of a road safety campaign and eventually saving millions after millions of money that have been used to only witness no decrease in the number of accident rate in Malaysia.

4. ROAD SAFETY CAMPAIGN

Commonly, many perceive road safety campaign by the means of mass media is as effective to complement other methods of promoting road safety. Elliot (1993) shares that in Australia, they are likely to be carried out as a support for or be supported by other activities (eg. enforcement). Since the responsibility of road safety management typically lies on the function of a government, road safety campaign is likely to be his type of non-commercial related campaign can be literally less similar to other regular commercial advertisements or campaigns targeting at consumers and luring them with unlimited creativity of advertisements because despite multiple objectives (educational purposes, prevention purposes, motivational purposes and encouragement for good practise of road safety management) of road safety campaign but fundamental ideas of road safety campaigns are still placed within educational purposes.

Road safety campaigns can be defined as purposeful attempts to inform, persuade, and motivate a population (or sub-group of a population) to change its attitudes and/or behaviours to improve road safety, using organised communications involving specific media channels within a given time period (Delhomme et al., 2009). Such a type of campaign is generally aimed at attitude and behavioural change among road users who are indirectly or directly involved with road usage. Road safety campaigns are also used along with other preventive instrumentations related to road safety which basically for educational purposes. Hoekstra and Wegmann (2010) add as saying together with other 'behavioural' measures (e.g., law enforcement, education, training, and even infrastructure to some extent) road safety campaigns are used as a means of influencing the public to behave more safely in traffic.

Historically, in many countries road safety publicity campaigns have not been approached in a scientific manner. An individual would decide on the campaign message and how it would be approached using a combination of guesswork, intuition and experience (Smith, 2013).

In Malaysia, many have witnessed various continuous road safety campaign constantly through television, print media even through the engagement of new media. The variety in different channels for promoting such a campaign meant for educating the audience is justified to establish a prolonged set of changes in attitude and behavior of the people regardless of age level, society hierarchy, ethnic group, profession or educational background. This is to mean that changes are not expected to be temporary yet permanent aligning with endless initiatives related to road safety without quitting until the government is satisfied with a decrease of ever increasing number of accident rates.

Previous studies relating to road safety campaign most placed their discussions on the deliberations of effectiveness level of road safety campaign but from different roots of study related to drink and driving campaign (Elder et al., 2004), physical threats road safety advertising (Lewis et al., 2006) even from the perspective of technological instrumentations discussed by Richard and Alex (2010) investigating the effectiveness of road safety messages on Variable Message Signs (VMS), and various psychological related discussions among them are cognitive approaches on changing drivers' attitude and behavior (Goldenbeld et al., 2000). Generally, the study of road safety campaign is so extensive that the literatures are

widely focused with various themes and ideas. Therefore the effort to deeper understand the whole concept of road safety campaign is particularly from the lens of audience involvement is significant to put additional discussion on the particular study.

Moreover, various studies attempted to introduce their if not identical, new methodologies for measuring effectiveness level of road safety campaign. Elder et al, (2004) mentions as theory suggests that, as with other preventive efforts, mass media campaigns are most likely to be effective if their messages are reinforced by other efforts. Reinforcing factors may include law enforcement efforts, grassroots activities, and other media messages related to safety campaign. And then Elder et al. (2004) further explain about several aspects of mass media campaigns that may influence their effectiveness. These can be categorized into variables related to message content and to message delivery. Comparatively, Lewis et al., (2006) introduce the method of investigating from the direction of participants or audience instead of the side of mass media role. They classify their participants based on drivers' license as part of their criterion for experiment. This method is particularly to perform reliable investigation in finding indication of physical threats possibly exist in road safety advertising.

Clearly, different methodologies are sufficient enough to sustain the need for more references particularly for current study. As far as audience involvement is concerned, current methodologies introduced by previous researchers are seemingly sufficient especially that those methodologies are directive and descriptive because audience involvement is already a large area of study encompasses of other diversified elements.

5. DEFINING AUDIENCE INVOLVEMENT

A literature review reveals that since 1960, the topic of involvement has been widely discussed (Spielmann and Richard, 2011). Furthermore, many studies have attempted to further define either a general definition or a specific description of audience involvement. Their definitions indicate audience involvement as a form of communication concept that has different dimensions of study area but with relatively strong interrelationships between an audience and its behavior. While behavioral study is placed within the psychological area, it is always significant to relate it to communication study such as audience involvement because of their interrelated effects. However, understanding about involvement can be explained in general as an engagement that involves emotional and mental circumstance of a human behavior when connecting with media content.

Apparently in most studies, researchers did define involvement in a more extensive definition such as involvement levels, consequences of involvement, processes of involvement, and conceptual analysis of involvement of which are thoroughly studied to provide future research with additional knowledge about involvement. These characteristics are explained by Greenwald and Leavitt (1984) to support their major aim in providing a bigger framework that is sufficiently broad to accommodate the diversity of views encompass in existing communication theory. Extensive discussions that were derived are fairly able to illustrate a bigger picture of involvement such as the experiment undertaken by (Tal-Or and Cohen. 2010) which aims to specify various modes of involvement by examining in depth two of the most important, and often confused, concepts used in recent years to describe and explain involvement in narrative texts: transportation and identification.

Despite all the multidimensional ideas, both audience and involvement have a significant relationship which perfectly complements each other in defining more solid conceptual explanations. Most of findings and discussions in communication studies proven to have not being able to separate the idea of involvement from psychological concept since

audience involvement can also be employed within the concept of psychology such as cognitive processes. According to Greenwald and Leavitt (1984), despite the widespread assumption that involvement is a variable that is critical to the understanding of communication, there is little agreement on what cognitive processes correspond to variations in involvement. Adding to that, Wirth (2006) as quoted by Tal-Or and Cohen (2010) define, involvement is a meta-concept that is used to describe any psychological process that mediates exposure and effects. Therefore, involvement can be judged as dynamic in concept as well as definition since variety of structural words can be represented to create deeper explanation which gradually creates bigger framework for the concept of involvement. It is fortunate that this supportive trend can be able to become a reference for future researchers in social science to enlarge their findings for audience involvement.

6. AUDIENCE INVOLVEMENT IN ADVERTISING

It is hypothesized that the degree to which the audience is involved with advertisement determines how the advertisement is processed because the functions that advertisement plays vary depending on the state of audience involvement (Zhang and Zinkhan, 2006). Advertising is observed as the most relevant area for analysis when relating to involvement due to the nature of its audience approach. By investigating the existence of involvement in advertisement, provides the ability to measure advertising in terms of its effectiveness due to certain level of responses that audience will portray which indicates its level of involvement.

Greenwald and Leavitt (1984) describe a story of no joke about two musicians who were driving along a highway listening to between selections of radio advertisements. The situation followed along with the couple's diverse responses toward different type of advertisements and the situation was attempted to represent the presence of involvement level. Their responses were meant to illustrate that their different responses were based on personal preferences and therefore; level of involvement can be measured particularly according to their variety of responses. However, the story is observed as less reliable to describe an entire example of involvement level, because the two persons may have not given attention to the other less preferable and non-music related advertisements most likely due to other external reasons such as the initial conversations that they had were more loud than the sound of the radio, or the ambience along the highway distracted their awareness about music related advertisements, or possibly due the sleepiness of the husband who fell asleep as they communicate and leaving the wife driving silently.

However, certain less effective definitions of involvement in advertising can be further explained with many more discussions from various literatures focusing the particular subject. Specified definitions with deeper description can be found through findings of studies such as intensely described by Spielmann and Richard (2011) by providing three types of involvement which are regrouped into one second-order construct with three correlated dimensions. Additionally, they presented the idea which contributed to the literature on involvement in advertising by confirming that overall involvement in advertising is both situational and enduring. Furthermore, they added from a managerial perspective, they proposed a measure better suited to understanding overall involvement in advertising.

The terminology on advertising involvement is varied. Making distinctions among involvement, absorption and engagement can be difficult, as the words are often used interchangeably, even within the same manuscript (Spielmann and Richard, 2011). As quoted by Spielmann and Richard (2011), for Laczniak and Muehling (1993), consumers who are highly involved attend to advertisement claims that they find relevant. As for Tal-Or and

Cohen (2010) which placed their discussions by emphasising that some advertisements make us forget our surroundings and feel closer to characters than others, suggesting a greater degree of absorption and engagement. Spielmann and Richard (2011) quoted that for Wang (2006), engagement results from contextual relevance. Thus, Spielmann and Richard (2011) concluded that the differences of terminology used are depending on the scope (i.e., academic or professional).

7. SOCIAL JUDGMENT THEORY AND ROAD SAFETY CAMPAIGN

Social judgment theory is observed as one of the well-known persuasion theories which are quite useful to address regular situation human faces in everyday life. This theory explains justifications for the reason why people choose to make one decision over another and the reason how their decision is being placed in their process flow of making judgment. Mallard (2010) perceived the theory as attempt to explain the degree of likeliness of a person to change their opinion, direction of that change and their tolerance toward the opinions of others. Persuasion process can be disheartening if the receiver puts larger space for rejection in his cognitive frame as compared to his space for acceptance when weighing his judgment.

As far as road safety campaign is concerned, there is a high degree of significance in associating the discussion of this study through the lens of Social Judgment Theory. This is particularly due to the dimension of persuasion that the theory has of which relevantly capable to create justification behind a person's argument. Morris (2010) describes that the theory mainly has to do with creating arguments that will convince people to do something, and that they will respond most positively to and since the way a person chooses to digest received information depends on various factors therefore, this theory is most best to interpret its relationship with the inspiration that lies within road safety campaign concept. The notion of this theory shall assist to create the knowledge about which category of latitude that receivers' judgment will fall into among the three categories and then the knowledge will be visible in predicting their decision pattern which eventually opening more space for persuasion with easier approach. The concept of road safety campaign which aims to create awareness and strengthen the possibility of attitude and behavior change basically requires highly effective strategy for when delivering the message to audience. With a large number of targeted audiences, it is crucially important to place an extensive emphasis on persuasion concept because the approach of reaching the audience requires not only comprehensive but also participatory elements of message content. As Elder et al. (2004) expansive discussion stated that one important aspect of message content involves the themes used to motivate the desired behaviour change. Motivation is therefore particularly incorporates persuasion technique and with highly persuasive message content indicates high possibility of audience to categorize road safety campaign into latitude of acceptance. Furthermore, message delivery from the campaign can be measured based on Social Judgment Theory by gauging amount of different latitude among the three that audience have placed into.

Social Judgment Theory has received legitimate focus for study from previous researchers either as a result of psychological discussion or communication in media studies. To name few, Mallard (2010) shares an experimental activity they did for her study incorporating Social Judgment Theory that engages a group of students to perform their judgment on certain particular general issues, which then their arguments were evaluated based on the three categories of latitude. As an addition, Bitektine (2011) focuses the theory within organizations by establishing strong emphasis on the case of legitimacy, reputation and status. Despite the wide coverage of previous researchers on Social.

8. RESULTS AND DISCUSSION

In this research, kind of audience involment for road safety campaign are devided to 4 stages of involment, namely audience awareness, audience identification, audience, perception and audience participation for road safety campaign in Malaysia. In each of audience involvement there are the item of involvement. The measurement of involvement are defined by the scoring. The scoring is from one to five (from lowest to highest).

Kind of the audience awareness in this research were defined as the respondents awareness the existing of road safety campaign in such multi media in Malaysia. As the result in Table 1, most of respondents agree that they noticed most of Malaysian road safety campaigns from billboards/posters (Mean =3.53).

Table 1. Audience awareness for road safety campaign

Audience involvement	Mean	Standard Error	Mode	Standard Deviation	Kurtosis	Skewness
• I noticed most of Malaysian road safety campaigns from billboards/posters	3.53	0.09	4.00	0.70	-0.03	-0.58
• I watched most of Malaysian road safety campaigns from local television channels	3.28	0.12	4.00	0.90	0.06	-1.03
• I noticed there was statitiscal information in few of Malaysian road safety campaigns	3.28	0.09	4.00	0.72	-0.91	-0.48
• I read most of Malaysian road safety campaigns from local newspaper/magazines	3.00	0.12	3.00	0.90	-0.78	-0.14
• I saw most of Malaysian road safety campaigns from websites/online	3.00	0.11	3.00	0.82	-1.04	-0.19

Table 1 aslo shows that the respondents suggested that the Malaysian road safety campaign were noticed raely in from local newspaper/magazines and websites/online (Mean = 3.00).

In advertising, identification is a mechanism through which audience members experience reception and interpretation of the text fromt he inside, as if the events were happening to them . Identification is tied to the social effects of media in general (e.g., Basil, 1996;Maccoby&Wilson, 1957). Regarding the audience involvement for road safety campaign in Malaysia, the result of this study are summarised in Table 2. As the result most of respondents stated that they concerned safety in general after they hear/read the road safety campaign.

Table 2. Audience identification in road safety campaign

Audience involvement	Mean	Standard Error	Mode	Standard Deviation	Kurtosis	Skewness
• I am concerned with road safety in general	4.17	0.08	4.00	0.59	-0.18	-0.04
• I may feel sympathy towards road accident cases reported in road safety campaigns	4.15	0.08	4.00	0.63	-0.49	-0.13
• I usually agree about messages and contents delivered in road safety campaigns	4.03	0.07	4.00	0.55	0.47	0.02
• I believe messages and contents delivered in road safety campaigns are true	4.00	0.07	4.00	0.52	0.92	0.00
• I often interpret contents and messages in road safety campaign positively	3.77	0.09	4.00	0.70	0.64	-0.57
• I deeply care about road safety after seeing/reading road safety campaigns	3.70	0.09	4.00	0.70	2.63	-0.76
• I gain knowledge about road safety through campaigns	3.67	0.11	4.00	0.86	1.94	-1.13
• I can influence others to be concerned about road safety	3.62	0.10	4.00	0.78	-0.19	-0.29
• I often imagine the benefits of road safety when I saw/read road safety campaigns	3.53	0.11	4.00	0.83	-0.39	-0.56
• I feel what the characters in road safety campaigns are portraying	3.47	0.10	4.00	0.75	1.06	-0.77
• I tend to forget contents and messages of road safety campaigns when I am not exposed to them	3.33	0.12	4.00	0.93	-0.59	-0.34
• I can recall the contents and messages in previous road safety campaigns	3.25	0.12	4.00	0.89	-0.69	-0.38
• I feel close to characters portrayed in road safety campaigns	3.20	0.11	3.00	0.86	0.36	-0.24

The lowest score of the audience identification in this research is the respondents feel close to characters portrayed in road safety campaigns (Mean =3.20)

Road safety campaign has long been among educational efforts taken by the government aligning with the inspiration to keep people restraint from road accident. The distinctive meaning of road safety campaign as compared to commercial advertising keeps the motivation behind it to play the role of an educational campaign due to its characteristics to educate and influence people's behaviour and attitude on the road. An important difference

between public education and commercial advertising is that public education often seeks to influence attitudes and behaviors' away from those currently held by the audience towards those that may not be perceived as desirable by them (Harrison and Senserrick, 2000). They further discussed to define while commercial advertising seeks to make use of currently existing attitudes and motivations; public education content may be quite inconsistent with these. The difference that they make is vital in supporting the development of an effective road safety campaign strategy. Harrison and Senserrick (2000) even emphasized on methods and instruments used to advertise and market a commercial product, when applied to road safety, may result in good recall of the material, but it is somewhat less certain that they will result in actual changes in behavior.

Table 3. Audience perception for road safety campaign

Audience involvement	Mean	Standard Error	Mode	Standard Deviation	Kurtosis	Skewness
• I think most of road safety campaigns in Malaysia are easy to read	3.87	0.08	4.00	0.65	2.18	-1.01
• I think most of road safety campaigns in Malaysia are straightforward	3.82	0.07	4.00	0.54	1.86	-0.83
• I think most of road safety campaigns in Malaysia are understandable	3.70	0.09	4.00	0.70	0.71	-0.76
• I think most of road safety campaigns in Malaysia have meaningful messages	3.48	0.09	4.00	0.68	-0.16	-0.28
• I think most of road safety campaigns in Malaysia can change audience behavior about road safety	3.30	0.53	3.00	4.11	55.50	7.31
• I think most of road safety campaigns in Malaysia are motivational	3.15	0.11	3.00	0.84	0.55	-0.65
• I think most of road safety campaigns in Malaysia can change audience perception about road safety	3.00	0.10	3.00	0.76	-0.56	-0.24
• I think most of road safety campaigns in Malaysia are creative	2.98	0.10	3.00	0.79	-0.25	0.03
• I think most of road safety campaigns in Malaysia are effective	2.92	0.11	3.00	0.83	-0.74	-0.21
• I think most of road safety campaigns in Malaysia are attractive	2.87	0.10	3.00	0.79	-0.93	0.03

Moreover, the methods to evaluate the effectiveness of a road safety campaign can be similarly equal to the methods used for commercial advertising. This is due to the fact that the essential part of a road safety campaign does involve audience and require high level of impact as much as a commercial advertising does on audience. Despite it being an educational

campaign, the characteristic of audience perception is further studied in various literatures (e.g Harrison and Senserrick, 2000; Aaker and Stayman, 1990; Hall, 2009; McStay, 2010) especially relating to audience which creates the idea that public communication campaign too has pertinent consequences to put emphasis on as far as audience is concerned because after all, the effectiveness level of a campaign is deemed to be acceptable. Therefore, the effort to understand audience perception in regards to road safety campaign shall assist the government to obtain relevant knowledge about its audience when investing in road safety campaign in order to put a certain amount of capital that is worth a rapid decrease of number of road accidents. There may be various notions of audience perception among existing literatures due to their field of study; however it is identified that the fundamental notion of audience perception is present for further discussion.

Perception is a form of different understanding that an individual possesses about different events as compared to other different individuals. Generally, the differences obtained are influenced by different external and internal factors which are relevant to represent one's preference, educational background, personal experience, attitude or behaviour. This can be relevantly associated with what Schiffman and Kanuk (2004) defined as. They defined perception as the process by which one individual selects, organizes, and interprets stimuli into meaningful and coherent picture of the world. Likewise, perception is comparable to involvement because the feature of psychological characteristic discussed in involvement can be found in perception study. Despite the broad discussion about perception, one fundamental idea of perception is associated with the outcome of audience judgement about an event or what they view that gradually interprets in their attitude and behaviour.

Table 3 is summarised based on findings about audience perception for road safety campaign in Malaysia. Most of the respondents agreed that Malaysian road safety campaign is easy to read (Mean = 3.87). More over, the perception of the Malaysian road safety campaign is attractive have the lowest score (Mean = 2.87). And based on Figure 4 can be seen that the respondents suggested the road safety campaign in Malysian should be improved regarding the audience approach (Mean = 4.13). They also suggested that the road safety campaign must be improved in terms of media channel selections and contents & messages (Mean = 4.08 and 4.07)

Table 4. The improvement needed based on audience perception for road safety campaign

Audience involvement	Mean	Standard Error	Mode	Standard Deviation	Kurtosis	Skewness
• I think they need improvement in terms of audience approach	4.13	0.09	4.00	0.70	0.28	-0.50
• I think they need improvement	4.08	0.09	4.00	0.70	0.24	-0.43
• I think they need improvement in terms of contents & messages	4.07	0.09	4.00	0.71	0.04	-0.39

Franquet et al. (2011) visualised the concept of participation is articulated from the perspective of studies that understand it as new feedback opportunities. As similarly as other constructs of this study, participation is another corresponding idea complementing the concept of audience involvement in road safety campaign. The concept of audience participation is an effective measurement tool to recognize audience involvement level which is recognizable either through physical response or emotional response. While prior discussions were known for having constant association with psychological feature however,

participation is observed physically through attitude and behaviour. One has to feel invited, committed and/or empowered to enter into a participatory process (Carpentier and Dahlgren, 2011). Participatory process of which entails a certain level of emotional and mental engagement that can be observed through portrayal of attitude and behaviour.

This study entails within a different idea of audience participation as compared to the conventional and literal definition of audience participation in regular advertising campaign for commercial or TV content. It is understood that this basic idea of audience participation is to allow advertisers to understand audience preference. Franquet et al. (2011) gave an example of television broadcasters that react toward the moment of transformation of media as a result of ongoing processes of digitalization and convergence, they are increasingly betting on tools that allow the public to assume a more active role in the production of contents. Their whole discussion encompasses the discussion about current trend of interactive audience who can be extremely active and this gives advertisers favourable advantages in planning advertising strategy. It is exactly what the trend is known for recently as participatory culture that creates low barriers to expression and content sharing of course with the support of Internet that plays the role of communal and collaborative medium.

However, as far as audience involvement in road safety campaign is concerned, the concept of audience participation is unlikely similar to the regular consumer participation with physical involvement and direct interaction with a particular brand or a service. This is basically to explain in terms of the instrument to measure existence and level of audience participation in such public communication campaign, there shall not be a physical instrument as well. Instead, the existence and level of audience participation in road safety campaign is measured and evaluated through the study of understanding overall changes in audience attitude and behaviour out of road safety campaign. Based on a general sense, consumer perception can be observed through direct response that can be obtained through questions to consumer such as “Do you like the brand?”, “Have you ever seen the product anywhere?”, “Have you ever used the product/service?”, “Have you noticed the product from its advertisement?” However audience participation in public communication campaign requires extensive and descriptive efforts for attitude and behavioural analysis to be taken. Straightforward observation to measure audience participation may likely be less reliable due to the characteristic of a campaign such as road safety which entails audience who does not necessarily have direct involvement or visible participation. For instance, Avilés and Hernández (2012) discussed similar concept to study audience participation in multiplatform television, by using methodology of exploratory analysis. Though their study still focused on a similar method, yet they utilized a more straightforward method of measuring audience participation that was through a wide number of direct participative initiatives through cross-media activities so that the public might engage, by sharing, commenting, promoting or criticizing programs, as well as elaborating their own material or getting involved in the design, production or distribution of content via the television network website. The wide discussion of direct audience participation continues by relating to the broad functionality of technology to support television broadcasters and advertisers to take advantage from. As Avilés and Hernández (2012) opened up about the synergies between televisions and the Internet that have brought about innovative ways of considering the role of audiences and magnifying the reception of program, as interactive technologies transforming the way television communicates with the audience.

Table 5. Audience participation in road safety campaign

Audience involvement	Mean	Standard Error	Mode	Standard Deviation	Kurtosis	Skewness
• I fully support road safety campaign	4.27	0.08	4.00	0.61	-0.52	-0.20
• I believe road safety campaign is useful to prevent road accidents & fatalities	4.20	0.09	4.00	0.66	-0.68	-0.24
• I care with what road safety campaign is promoting	3.78	0.09	4.00	0.67	1.21	-0.79
• I fully understand messages and contents in road safety campaigns	3.77	0.08	4.00	0.59	2.53	-1.41
• I can relate to contents and messages in road safety campaign mentally	3.68	0.07	4.00	0.54	0.32	-0.79
• I feel frightened when I read/saw road accident statistics in road safety campaign	3.63	0.11	4.00	0.86	-0.32	-0.51
• I read messages and contents in road safety campaign carefully	3.55	0.09	4.00	0.72	0.03	-0.74
• I can relate to contents and messages in road safety campaign emotionally	3.52	0.08	4.00	0.65	-0.08	-0.64
• I feel encouraged to drive safely when I read/saw road safety campaign	3.52	0.12	4.00	0.93	-0.79	-0.18

Apparently, there is limited literature with discussion about audience participation particularly in public communication campaign such as road safety campaign neither theoretical nor conceptual. Most of them extensively argued and deliberately conceptualized participation idea for example among online media content, television program, and journalism. While the concept of audience participation is not merely directive towards immediate response by audience, limited resources for reference on audience participation relating to campaign resulting in complexity to accommodate the work to investigate determinants of audience participation. Then the question of whether there is an existence of conflicts of classification between audience participation in public communication campaign and audience participation in commercial advertising of which are still quite disregarded.

Regarding the audience participation for road safety, as summarised in Table 5, Most of respondents suggested that they fully support road safety campaign in Malaysia (Mean = 4.27). While in the other hand, they also stated that the road safety campaign could encouraged them to drive safely when they read/saw road safety campaign have the lost average score (3.52).

9. CONCLUSION

Generally, it is easy to identify each distinctive difference between a public communication campaign and a commercial advertising campaign. Especially when the existance of all relatively relevant elements of audience involvement are identified in a public communication campaign in terms of its audience approach. This article is clear in providing emphasized

discussion about elements of audience involvement which are narrowed into audience awareness, audience perception, audience identification and audience participation. These elements are investigated among respondents to further measure a whollistic dimension in aiming to establish a pattern of descriptive results relating to audience involvement in Malaysian road safety campaigns. The elements are resourceful as tools or fundamental reference for a comprehensive road safety campaign management in the future of which anticipated to be not only effective on the public but also the government as a whole in decreasing number of road accident rates in Malaysia. Insights from respondents are fairly sufficient to provide evidence and describe previous, and current road safety campaign in Malaysia as incompetent to beat the number of recorded road accidents. Evidently, as far as audience involvement is concerned when associating to road safety campaign, consequence intervention attempts are highly needed to have more emphasis on following other measurements of defensive strategies.

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