

## **Safeguarding Malaysia Government Audiovisual Records: Issues in Collection Management Development**

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**Abstract.** The valuable audio-visual records created and produced by government agencies have the same high demand by researchers. This study was conducted to meet the objective of exploring the issues faced by government agencies in depositing valuable government Audio Visual (AV) records to the National Archives of Malaysia (NAM) as an information agency that is responsible for managing the reference sources. Five (5) selected government agencies purposely were inserted to obtain the data as a sample and population for the qualitative research design. Accordingly, the findings of the study have proposed six (6) strategies to be applied by government agencies to overcome the issues. The researcher opens this matter for future research.

**Keywords:** AV Recordkeeping, Collection Development, Audio Visual Records, AV Records, Collection Management, Government Records, Information Management

### **1 Introduction**

Records Management is a process of managing records from the creation of the records until the disposition of the records through the record's life cycle. The purpose of managing records in public office or government agencies is to ensure all the public records created, used, and maintained by public office, after a thorough appraisal process and it is obtained to have endurance and national value, then the records will be deposited to the national custodian – National Archives of Malaysia (NAM). This practice is not only applicable to paper records, but it is also applicable to audio-visual records. According to the National Archives of Malaysia Act 2003 (Act 426), “records” means materials in written or other form setting out facts or events or otherwise recording information and includes papers, documents, registers, printed materials,

books, maps, plans, drawings, photographs, microfilms, cinematograph films, sounds recordings, electronically produced records regardless of physical form or characteristics and any copy thereof.

NAM through the establishment of The National Audio-visual Documentation and Preservation Centre (NADPC) with the main objective of housing any type of AV materials about Malaysia, has been actively playing the role of managing audio-visual records. These audio-visual records were acquired from official sources and non-official sources which are specified by the Director General as being of permanent and enduring national or historical value or both (NAM Act, 2003). NAM needs help from every government agency to transfer their audio-visual records which shall be commenced as a must. According to (MP Khan, et.al, 2014), although NADPC provides an audio-visual source of national heritage value, however many government agencies did not transfer their valuable audio-visual records to NAM. This practice will lead to failure in filling in the gap in the acquisition of audio-visual records that have many demands from researchers.

Valuable AV records from government agencies are in high demand by researchers, unfortunately, gaps in collection occur. Therefore, to safeguard valuable AV government records, government agencies and archival institutions need to collaborate in managing the collection development of AV records, their expertise and records preservation. In the year 2018, 2020 and 2022, Malaysia experienced a government transition which led to the merging of ministries and de-functional ministries that needed to be decentralized. When this happens, chances of losing valuable records are very high if records are not managed properly and not transferred to archives to be managed and followed by permanent preservation. Probably, Malaysia will lose records that have been created for years by those public offices involved.

On that account, it is the responsibility of government agencies to manage and maintain AV records created by them that are valuable to the country so that they can be preserved for future reference. However, this responsibility becomes a constraint for government agencies. This might have happened because of a lack of awareness in depositing AV records and a lack of specified procedures, guidelines, and implementation policies (Rakemane & Mosweu, 2020). As the environment of public offices in Malaysia is not suitable for the long preservation of AV records, government agencies should act to deposit AV records to NAM. This is to ensure the quality of AV records will be maintained with facilities provided by NAM. This argument was seconded by (Khan et al., 2013), who stated that, in maintaining AV records, this implementation needs efficient collection development, a well-trained group of experts, financial allocation, and environmental conditions with equipment and technology.

Thus, this study should be conducted to identify issues faced by government agencies and to propose strategies to overcome the issues.

## **2 Literature Review**

Audio-visual records are not as popular as paper records (Mensah et al, 2017). Despite that, each government agency was producing audio-visual records in their daily operations. In conjunction with that matter, managing audio-visual records also involves not many in the know about the procedure, protocol, and priority of this

development. In addition, there are situations in which the public is unaware of this matter. Therefore, in this chapter, will discuss the literature review by exploring the overall main topic such as the importance of AV records and the AV collection development to ensure the availability of AV records to future generations.

## *2.2. Issues in depositing AV collection*

In analyzing the topic “Safeguarding Valuable Audio Visual (AV) Government Records in Malaysia Through Effective Collection Management Strategies”, there is a current issue that mostly discussed and has been chosen as a relevant theme to be narrowed down in this literature review which is the issues faced by government agencies in depositing AV records to NAM. Hence, the researcher was interested to know why this is happening among government agencies. Moreover, this issue is believed to have solutions that can be applied through effective AV records collection management strategies.

To safeguard government records, there are issues that need to be taken care of such as the management of the records where recordkeeping needs to be supervised throughout the whole of the records life cycle. Collection management includes the collection development process and should be retained to ensure that all the valuable AV records are meaningful to societies and accessible to all public and researchers. the preservation aspect is one of the important criteria of keeping the recorded context in maintaining records potential to be referred to in the future. Beyond the complexity of AV materials and the pressing need for digitalization, it might be difficult to comprehend ideas about important technical aspects and how they affect digital AV files. The rise of cutting-edge video formats like Virtual Reality, Augmented Reality, and 360° video highlights these difficulties. Consequently, all four issues mentioned before need to be supervised by an Information professional as an expert in ensuring the accountability, reliability, compliance, comprehensive and systematic of records over time. Previous research has been reviewed and discussed in this literature review as follows.

### *2.2.1. Governance of AV Records*

Collection management includes collection development and an expanded suite of decisions (Johnson, 2018). Whilst Kasalu and Ojiambo (2012) describe collection development as the process of analysing users’ needs, establishing a collection development policy framework, selection, acquisition, collection evaluation and de-selection. According to (Nwosu and Udo-Anyanwu, 2015), the collection, composed of information resources, constitutes the basic instrument of service delivery in trusted information institutions such as libraries. Therefore, a policy statement of collection management and collection development is useful to be developed, which can be as a framework and set of parameters for managing AV records in government agencies.

#### *2.2.1.1. AV Recordkeeping Procedure*

(Ray, E., 2013). also did mention that no matter what paradigm, philosophy, or worldview other government institutions use to organise their work and make sense of the information they possess, each government agency is authorised in managing and developing the government's AV collections because they simultaneously act as

information, records, works of art, and artefacts. The fact that the ethics and standards founded on the nature of the audio-visual medium is crucial. The primary driving force behind this initiative is to preserve AV government records, many of which were carelessly or maliciously destroyed as paper documents.

Referring to (Touray, 2021) as the institution's operations depend on access to the information incorporated in records, proper recordkeeping practices result in effective management. The achievement of an institution's vision and goal, which may include teaching, research, consulting, innovation, and community service, depends on competent recordkeeping. Touray argument is seconded by (Klareld, A.S., 2021), who points out that it is believed that recordkeeping is a component of the archiving function. However, it is still challenging to establish excellent recordkeeping practises in organisations; and less tangible elements, such as information culture, have a significant impact on records administration. Substantially, agencies should meditate and determine that the records they create must act as records creators and should be handled for formal decision-making processes. Underpinning the previous opinion, (Goh, 2014) mentioned that multiple copies of a given piece of content can now be easily produced and distributed to the cloud environment. In an environment that is becoming more connected and distributed across jurisdictions, AV archivists and information specialists cannot assume that the current legislative provisions on copyright and archival acquisition and preservation, which were developed in an analogue world, would be sufficient to address issues relating to the trustworthiness of records.

#### *2.2.1.2. Collection Development of AV Procedure*

Collection development is considered an essential element of the information life cycle. It is the most significant process in the effective performance of any unit of information (Vignau & Meneses, 2005). Collection development includes all activities involved in assessing the users' needs, evaluating the present collection, determining the selection policy, coordinating the selection of items, re-evaluating and storing parts of the collection and planning for resource sharing, as written by (Okogwu & Ekere, 2018). Collection Development can be defined as the systematic intellectual activity of deciding what items will be acquired by trusted institutions of information regarding a well-defined mission or strategic programs.

The process includes the selection and deselection of current and retrospective materials, the planning of strategies for continuing acquisition, and the evaluation of collections to determine how well they serve user needs. Therefore, the Collection Development Procedure should be developed to ensure the collection management will be well organized. Four (4) important elements to be implemented in the Collection Development Procedure have been gathered from Ray,E. (2016): *Acquisition, Selection, Deselection and Disposal*.

To strengthen the important of having the procedure, the issue of rapid developments in ICT, had cause Malliari et al., (2022), discuss on the collection development with the aid of the Open Audio-Visual Archives (OAVA) project. AV providers including libraries, archives, museums, colleges, mass media companies, governmental and non-government organisations can manage their AV collections online and compile their reference of materials.

In addition to enormous changes cause by ICT, (Kumar, P.A., 2017), mentioned that there are challenges to be faced in managing digital collection development. As for

example, oral history as one of the types of AV records, also found being created in government agencies in Malaysia involving top official officers such as the Secretary General of ministry. Referring to (HD Kamaruddin, 2022), oral history was prioritised for collection because of its importance as evidence, which is a crucial factor in determining the worth of records. However, there is still a larger issue about the validity of oral history, its interpretation, and the requirement to record supporting evidence. In the context of oral history, input from witnesses to events is crucial in giving evidence and context.

### *2.2.2. Information Professionals*

#### *2.2.2.1. Awareness on important of AV records*

The level of awareness of AV records management is very low even though AV records are included in the types of public records. (Klareld, 2021) listed some urgent challenges that public agencies consider when managing geographic data. These problems include a lack of awareness of general coordination, reliable metadata, approaches for long-term preservation, guidelines for how long to keep information objects and storage systems around, appropriate information models, and formats that are appropriate for long-term information provision. The agency's functioning and the public's right to information may be hampered by these weaknesses. Efforts to raise awareness about the importance of AV records management among government agencies were apparently carried out by NAM through national programs such as the National Day Celebration and Malaysia Day (HKHM) which is celebrated every year. However, the presentation is not very effective due to a lack of understanding regarding the main philosophy related to public records management where AV records are included in the type of public records that need to be given due attention through its lifecycle. (Tsa-bedze, 2020) emphasized, an integrated records management program for the public service would raise awareness about records management, determine resource requirements, review the legal and regulatory framework, review records management standards and procedures, develop and maintain records centres, manage archives, implement an electronic records management system, and ensure the program's long-term viability through staff training and regular monitoring and evaluation.

#### *2.2.2.2. Understaffing*

According to (Katu,2022), the management of records created and preserved by institutions in the public and private sectors is the responsibility of the Archives and Records Management profession. Professionals are required to manage both analogue and digital era records, with all the new issues they present. In the face of complex legal challenges, technical advancements like cloud computing, artificial intelligence, blockchain, and intricate enterprise-wide systems, are the long-term maintenance of reliable records to be taken care of by Archivists and Records Managers. This opinion is supported by (Klareld,2021) who investigated the advantages of integrating a records manager within a group of university administrators to assist them in addressing their Information Management requirements. Organizations normally delegate tasks and look at team members who aren't Information Management experts and do not have overall control over Information Management related duties. This situation may cause

inefficient management control records, especially AV records which acquire fragile care and handling.

In addition, Filson, C.K. (2018) agrees that a vital component of Information Professionals is the establishment and management of collections. As a result, it is the duty of Information Professionals to equip themselves with skills that will enable them to carry out these tasks and meet their clients' informational demands. (Rakemane & Mosweu, 2020) concluded that one needs to possess the necessary abilities to manage archives and preserve AV content. The management by ill-equipped staff members who are not well versed in contributing to the management and preservation of AV as well as a lack of technological know-how could be the result of incorrect and mistaken advice.

In conclusion, valuable AV government records can be safeguarded at the agency's level by paying attention to the issues that occur at the government agencies: the agency's recordkeeping, awareness, and information professionals. Thus, to manage these issues, the AV records need to be organized by having a good organization of Collection Management also known as strategies of effective collection management. These management aspects include implementing effective record keeping and allocating knowledgeable staffing to manage the continuum life cycle of records.

### 3 Methodology

To investigate what issues faced by government agencies in depositing valuable government AV records to NAM, we conducted a semi-structured, face-to-face interview in which insights and experiences by informants are used as stimuli in the research interviews. In this regard, from the semi structured interview protocol, the qualitative research method was used for the current study. As explained by Creswell (2014), “an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants and conducted in a natural setting”, qualitative research approach which was found to be relevant as it enables the researchers to develop a deeper understanding of the participants and informants. The research design for this independent study has been simplified in the table below:

Table 1: Resarch Design.

Component of Research Design	Methodology
Research paradigm	Qualitative
Research setting	Case Study (Robert K. Yin, 2005)
Research population	Officer who deals with audio-visual in selected government agencies.
Unit of analysis	Individual (5 respondents)
Sample	Purposive (Selected Government Agencies): 5 Agencies
Data collection technique	Semi Structured Interview
Data Analysis	Thematic Analysis

### *3.1. Data collection*

The interview guide was developed collaboratively by the research team to address the issues faced by government agencies in depositing valuable government AV records to NAM. Further, the interview protocol contributed to recognize effective strategies based on the existing literature studies, existing issues that faced by the government agencies. Interview guide has been reviewed and we finalized the guide in line with the experts' recommendations. The protocol contained a core set of questions as (1) demographic information of informants; (2) the management of AV records, constitute of AV recordkeeping and AV collection development; and (3) the awareness towards AV records among government servants. We conducted five (5) interview session to determine the reason on what are the issues in depositing valuable government AV records. Then, we started the process of collecting data manually by recording the interview, taking notes and transcribing the interview. The interview session was conducted at the respective informant's office in Putrajaya. The time used to complete an interview is between 40 minutes to 1 hour. all the interview sessions went smoothly without any interruption either physically or technically. Then, we started the process of collecting data manually by recording the interview, taking notes and transcribing the interview. The interview session was conducted at the respective informant's office in Putrajaya. The time used to complete an interview is between 40 minutes to 1 hour. all the interview sessions went smoothly without any interruption either physically or technically. By implementing verbatim transcription, first, data familiarisation was achieved by transcription and translation of interviews. The audio recordings of five informants' interviews were listened to several times to ensure appropriate translation and transcription. We directly transcribed word by word all interviews into Bahasa Malaysia by verbatim transcription. The importance of interpreting the interviews transcription was to first understand the meaning rather than the language or linguistic aspects. Second, the pre-translated transcriptions aided me in communicating with my supervisors while seeking code and theme development suggestions. The majority of the translated transcriptions were completed immediately following the interview to allow for any clarification. This procedure was completed using Microsoft Word Office.

### *3.2. Ethics*

At the start of each interview, the participants were informed about the purpose of the study. We also promised them that their information would only be utilised for academic purposes and that it would not be shared with anyone else. Furthermore, we emphasised privacy, anonymity, and confidentiality, and we employed pseudonyms for each participant to maintain anonymity. All participants provided both verbal and written consent. There were no participants who discontinued from the study. Furthermore, no gifts were given to participants in this study.

### *3.3. Sample and Population*

As this research focused on the difficulties of depositing AV records among government agencies nonprobability sampling specifically purposive sampling has been adopted. The purposive sampling interpreted by Etikan (2016), as also called judgment sampling, is the deliberate choice of a participant due to the qualities the participant

possesses. It is a non-random technique that does not need underlying theories or a set number of participants. Simply put, we decided what needs to be known and sets out to find people who can and are willing to provide the information by virtue of knowledge or experience. Hence, five (5) officers who deal with AV records from selected government agencies purposely were inserted to obtain the data as a sample. All informants should at least have five (5) years of experience in managing AV records. The criteria needed as 5 years of experiences is quite an ample time to be knowledgeable and can provide insights on the related topic of this study. The unit of analysis will be an individual informant who deals directly or indirectly with managing AV records in the selected government agencies as the sample selection. In this regard, interviews were conducted between 8 June 2023 and 22 June 2023 right after ethics approval received on 6 June 2023. Additionally, all the interview sessions had been conducted at their own offices. conducted five (5) interview session to determine the reason on what are the issues in depositing valuable government AV records.

Table 2: Demographic sample of Informants.

Position and Ministry	Years of Managing AV Records
Records Manager/Archivist M1	6
Records Manager/Archivist M2	5
Records Manager/Archivist M3	7
Records Manager/Archivist M4	7
Records Manager/Archivist M5	7

### 3.4. Data analysis

The technique of drawing conclusions from gathered data through the integration of fresh facts into theories had been applied. Referring to (Bengtsson, 2016), by using inductive research, researchers will be conducting an objective analysis of the text to find relevant themes that address the study question. Therefore, based on (R. K. Yin, 2014), we had been carried out the analysis process in stages according to the phase of data collection to ensure that systematic and effective data management being analyzed systematically. Inductive research has been conducted where content analysis has been used in data analysing for this independent study. The context is derived from the visible and literal meaning of the words which can be taken at face value. Applying content analysis helped in guiding us in analysing data using codes.

First, the we transcribed the interviews, and transcripts were reread to become acquainted with the data. In the following phase of analysis, codes were created. Transcriptions of interviews, in particular, were examined line by line and codes extracted. Iterative process-oriented and analytic approaches were applied between transcriptions and coding in the coding process until we had a firm grasp on the emerging theoretical links. We created a codebook and then met several times to debate the statements,



meanings, and codes in order to acquire more in-depth and interpretive insights. The process of transcribing is a very important part of the data analysis process because it helps the researcher get closer and understand the data obtained. This stage can also guide the researcher to mentally categorize the data findings before entering them in the data analysis matrix. The units of meaning identified will be grouped into themes. From the selected theme, we developed the main themes into categories and followed by multiple codes (Kleinheksel et al., 2019). This coding helped us to identify important data in each descriptive category of the study, even able to facilitate the work of analyzing the data that is related to it. We studied the existing literature iteratively and collaboratively in order to comprehend organisational nostalgia and identify the codes associated with organisational nostalgia. This approach was repeated until we reached an agreement on the codes. After all data had been coded, these codes were classified as the primary overarching themes and sub-themes with related ideas, subjects, or relationships. The topics were examined to see if they formed a logical pattern. Following that, we created a thematic map of the analysis and used the Gioia approach to visualise the themes.

Finally, we had concluded, among the identified codes and categories based on research themes are as follows; (A) AV Recordkeeping: A1: Inadequate Procedure, A2: Enforcement of the Procedures and A3: NAM best practice. (B) Collection Development of AV Records Procedure: B1: Devoid Procedure, B2: Procedure Development and B3: NAM best practice. (C) Awareness: C1: Training, C2: Outreach Program and C3: NAM activities. (D) Information Professionals: D1: Lack of staffing and D2: Incompetent staff.

#### **4 Findings and Discussions.**

The next subsections explain the research findings obtained from the data collection that show the results of the study that affect the issues faced by government agencies for the depositing of valuable AV records to NAM. The most impactful issue is the lack of specific procedures for AV material either in terms of recordkeeping or collection development. This issue has been agreed upon by all informants, as the main issue that needs to be acted upon accordingly. Without strong procedures, the awareness and placement of officers will not help the smoothness and success of Governance of AV records in government agencies.

The second issue that has a big impact is the lack of staff. All informants have faced this issue which has affected the management of AV records in their agencies until the AV records have to be set aside temporarily as though AV records are not considered priority public records. Hence, the allocation and placement of staff with exact numbers that balanced to the needs of the task, are strongly encouraged to ensure the management of AV materials can be done effectively. In addition, sufficient staff with deep focus and interest in AV record management, are bonuses that will help to overcome the problem of not depositing valuable AV records to NAM.

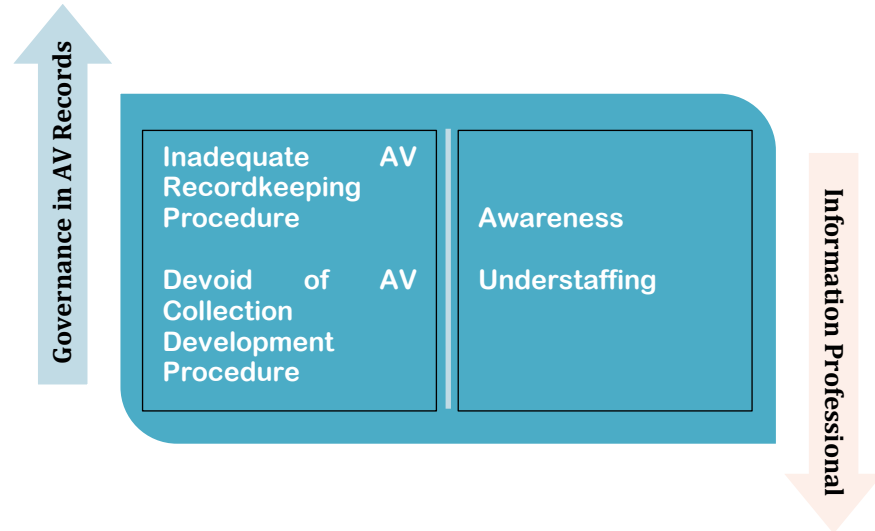


Figure 1: Issues in Depositing Government AV Records

Table 3: Interview Finding on Issues in Depositing AV Government Records to NAM.

Theme	Sub-Theme	Interview Findings
Governance in AV Records	Inadequate AV Recordkeeping Procedure	"... the risk when there is an exchange of photographer, if there is no kind of guideline...err...in a long period of time...it will, maybe those AV records will disappear. Because there is no specific storage and there is no description of the records. No one knows what happened at that time". [M1/PK01]  "if it's related to AV, we will contact UKK directly. Same to all the ministries. So, to me, that command should come from ANM". [M2/PK02].  "Yes... there should be a specific policy. Which can be used by all ministries, all public offices". [M3/PK03]  "We will refer to JPR. But, when I check the JPR, we don't even cover AV records. Don't have. So, that thing is the for the future. We can put it in, we already have that plan". [M4/Pk04]  The procedure that was created, it is not specific. But more to each of own task". [M5/PK05]
	Devoid of AV Collection Development Procedure	So far...The only issue is, AV record in years ahead... there is no clear method". [M1/PK-1]  "Yes. That's right! He is like an instruction or procedure that has a basis. We want to hold that as a source of power". [M2/PK02]  "Yes. That's right. No specific policy has been issued. This is a solid collaboration of two small units at the direction of top management with reference to best practices". [M3/PK03]

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Theme	Sub-Theme	Interview Findings
		<p>“Specific... as I said earlier. There is no specific procedure for AV Collection Development. But for public records, it is. Maybe the Department have an existing SOP”. [M4/PK04]</p> <p>“There is a need. So aaa... we have thought and discussed several times in several meetings about the need for AV records management at the ministry level”. [MK5/PK05]</p>
Information Professional	Awareness	<p>“But for me, if in this ministry, this agency, I think they don't see this AV record as an officially created record. That thing is just an ad hoc need” “It's true that awareness like I said is below 40%”. [M1/PK01]</p> <p>“if from top management to staffs... I think the ministry doesn't have much awareness. I think it just because there is a Records Management Unit here”. [M2/PK02]</p> <p>“I am aware of this. Because of my experience in the old place, in the old office. We really focus on AV. The procedure comes first, right? If there is no procedure, how do we want to build another, right?”. [M4/PK04]</p> <p>“We are also aware that there is a lack of awareness about the importance of AV records, at the ministry level as well as the people of the ministry”. [M5/PK05]</p> <p>“Yes. That's right. No specific policy has been issued. This is a solid collaboration of 2 small units at the direction of top management with reference to best practices”. [M3/PK03]</p>
	Understaffing	<p>“...I need a capable officer so that the officer can make, what...selection, make a description and can take care of AV records and make a transfer to the National Archives, effectively”.</p> <p>“Of course, it is! And for me, maybe with a background in photography, graphics, and so on. To encourage that what we each save is of good quality”.</p> <p>“Because, in terms of storage, disposal, in terms of when we want to make policy or make SOP regarding the preservation of AV materials, we need an expert”.</p> <p>“Yes! We need that capable officer, he's like that, I think he's a little subjective...if he has knowledge...if he has knowledge, that's very good. But if he doesn't have knowledge about the management of AV materials, but if he has awareness, it's ok”. [M2/PK02/</p> <p>“Competent officer? It must be there... if it's not like that you collect pictures, make captions without any... that's the only interest, right... without any... animating what you do”. [M4/Pk04]</p>

#### 4.1 Governance of AV Record

##### 4.1.1 Inadequate AV Recordkeeping Procedure.

Recordkeeping has been implemented in Government Offices for more than a decade. Since the National Archives of Malaysia Act 2003 was established and Pekeliling Perkhidmatan Bil 5/2007 was endorsed, all government offices need to manage their records accordingly. However, the lack of procedure and managing recordkeeping is still troublesome. This has not only happened to the paper records, the concern of safeguarding AV records that have been created by government offices however has not

been managed properly. This led to the loss of track of AV records. In the interview with all informants, the results received are as follows:

Although the emergence of ICT and the implementation of a Digital Document Management System (DDMS) has been approached using recordkeeping electronically in Malaysia, there is still no proper guideline for AV recordkeeping. The scenario can be determined as there is a Standard of Procedure on recordkeeping developed by NAM, however, it is not well covered on AV records. Here, NAM could take the advice to enforce the AV recordkeeping procedure as a paper records recordkeeping procedure to be used by all government agencies. As referred to (Klareld, 2021), different actors and positions involved in infrastructure projects may value documentation in different ways.

#### *4.1.2 Devoid of Collection Development of AV Records Procedure.*

Literally, based on the findings of the data analysis, all informants stated the fact that there is no procedure related to the development of AV material collection established in public offices. This procedure seems to be taken lightly because there is no awareness of the importance of AV records created by the public office.

Devoid of Collection Development of AV Records Procedure needs to be taken care of by looking at the needs of the government agencies. It is related to recordkeeping procedures where, government agencies have to strengthen the recordkeeping procedure for instance by inserting AV records in their Disposal Schedule only, the Collection Development of AV records can be implemented. Here, NAM has been advised to formally implement and circulate the Collection Development of AV Records procedure to be standardized and used by government agencies.

### *4.2 Information Professional*

#### *4.2.1 Awareness*

Awareness among public officials to take care of and preserve AV records like other public records is very low. Early awareness should be applied regarding the understanding that the AV records they create are part of the government's official records and should be given due attention. However, there are informants who state that the agency gets cooperation from the superiors for the management of AV materials. However, it is more about the awareness and initiative of the 2 units that need to act to ensure this is successful. The views of the study respondents are as follows:

NAM could make better engagement by increasing the variety of outreach program and other activities that relates to AV records. This can be done for example invigorating World Day of Audio-Visual Heritage on 27<sup>th</sup> October every year together with government agencies. These activities will enhance awareness of the importance of AV records among government agencies which they have to realize that AV Records need to be taken care of as public records that carry value to Malaysia.

#### *4.2.2 Understaffing*

The lack of staff to manage AV records that cover recordkeeping and collection development makes it very difficult to deliver services to related matters. When valuable AV records are required, and there is a lack of staff to provide it, AV records cannot be accessed and retrieved at the right place and at the right time. This leads to the problem

of depositing valuable AV records to NAM. Therefore, specific staff with specialization tasks are placed in specific units is needed.

In discussing the findings under the element of understaffing, the needs of capable staff also need to be discussed. The need for competent staff is seen to have a good impact on managing AV records. However, there is also the view of the study respondents who do not see the knowledge in managing Av records as the crucial element for a staff to have. They think that an officer must have an interest and desire to learn in explore their respective fields of work.

Competent officers in managing AV records in government agencies are very important. However, the ability if not accompanied by the inclined interest will also be a problem in the management of AV records. Therefore, the placement of officers should be controlled by establishing procedures and enforcement. According to (Klareld. 2021), other jobs beyond archivists and registrars can perform appraisals with the assistance of embedded records management.

#### *4.3. Strategies.*

After thorough analysis of the data collection, a discussion on the strategies to overcome the findings will be explained. There are six (6) strategies that can be applied through efficient collective management to overcome those issues in depositing valuable AV government records to NAM.

##### *4.3.1. Enforcement of AV Recordkeeping.*

Data gathered from interviews, normally mentioned that when people begin to engage in large and complex reciprocal interactions, formal recordkeeping evolves to augment the imperfect human memory, which cannot precisely monitor the past behaviour of many partners at once. This statement emphasised by (Santos et.al.,2021) that recordkeeping allows data regarding transactions to be easily kept and recovered, providing as a roadmap for future reciprocal behaviours. This situation might have affected decision-making, and it happened because of a lack of specified recordkeeping procedures, guidelines, and implementation policies (Rakemane & Mosweu, 2020).

Therefore, the importance of having AV recordkeeping is crucial to ensure valuable Government AV records will be kept safely for future references. A standard of procedure for all government agencies is needed to be enforced to ensure agencies make a good decision making and the successfulness of the AV recordkeeping management.

##### *4.3.2. Development of Collection Development of AV Records Procedure*

Responses from informants, it is a high time to develop the Collection Development AV Records Procedure as one of the important strategies in safeguarding Government AV Records. Therefore, A collection development policy is an extremely useful instrument for collection development planning. A policy that provides clear but basic rules for material selection would undoubtedly be beneficial for agencies to implement. Referring to (Rakemane & Mosweu, 2020) The word "collection development" refers to the process of deliberately establishing library or archive collections to meet the needs of library users for study, teaching, research, pleasure, and other purposes. The process comprises the selection and deselection of current and retroactive resources, the planning of acquisition strategies for the future, and the evaluation of collections to determine how well they meet user needs. The collection development policy outlines

how the library or archives picks and manages its collection of information resources. The collection development of AV records procedure needs to be developed to ensure government agencies aware and as a tool to enforce the collection development of AV records to ensure there is no more excuses from government agencies to deposit their AV records to NAM for future generations.

This action seconded by (Khan et al., 2013), mentioned that in maintaining AV records, this implementation needs efficient collection development, well trained group of expertise, financial allocation, environmental conditions together with equipment and technology. (Shilpa, S. & Kalikadevi, G., 2018) also mentioned that collection development is a never-ending process, a well-thought-out long-term policy which is required to complete the task of collection development systematically. Moreover, as (Rakemane & Mosweu, 2020) stressed out in their article that collection development is an advocacy tool that ensures that collections have a coherent and well-defined focus. It is therefore not doubtful that a collection development policy is an important aspect for the preservation of archives.

#### *4.3.3. Specific Unit for managing AV Records*

A specific unit to manage AV Records is important in government agencies to control from procedure to enforcement. There is indeed a need to strengthen the development of AV material collection as it should not be taken for granted, it should not be taken lightly, because they are materials that have a high historical value and have a high reference value. As (Holm & Kantor, 2021), mentioned that generic reference skills are important to help library personnel, where their own competency and experience with the tools was an integral part of their reference work. According to (Klareld, 2021), mentioned that cross-organizational information-sharing extends to complexity, as documentation from external actors must also be managed amongst departments within the agency with different purposes and responsibilities.

#### *4.3.4. Specific staff with specialization Tasks.*

The need for specific staff with specialization tasks in managing AV records is crucial from the interviews with all the informants. (Rakemane & Mosweu, 2020) in their article, concluded that one needs to possess the necessary abilities to manage archives and preserve AV content. The management by ill-equipped staff members who are not well versed in contributing to the management and preservation of AV as well as a lack of technological know-how could be the result of incorrect and mistaken advice. According to (Katuu,2022), the management of records created and preserved by institutions in the public and private sectors is the responsibility of the Archives and Records Management profession.

#### *4.3.5. Training.*

It is believed that training enhances the knowledge to both archivists or records managers and government servants in managing AV records. The professionals who nominal in understanding electronic records and automated techniques were advised for training to fill in the knowledge gap. (Alex and Ashley, 2022). In this section, training has been chosen as a tool to increase knowledge and give awareness of the importance of AV records. As referring to (Rakemane & Mosweu, 2020), education and

training are essential for acquiring lifelong skills and competence. These allow employees to learn new skills, increase knowledge, and improve confidence in their workplace.

4.3.6. Outreach programs.

Outreach program should involve Records Manager in agencies who play as middle man between ANM & agencies. Outreach program such as Developing outreach program community partnership is important to help archivist better in conducting metadata (Alex and Ashley, 2022). Apart from holding training and briefings, outreach programs such as the involvement of government agencies in the celebration of National Day and Malaysia Day (HKHM) which are celebrated every year can foster confidence in the importance of AV records by using the agency's AV records that match the theme.

In the process of mapping the verification statement by Informants, Table 4 has summarised the verification result for developing findings. Based on this table, all informants representing their government agencies agreed that the six (6) elements are factors in the successful implementation of AV records management as evaluated.

Table 4: Verification Result for developing findings.

Elements	Informant 1	Informant 2	Informant 3	Informant 4	Informant 5	Elements Verified
1) Enforcement of AV Recordkeeping	√	√	√	√	√	√
2) Development of Collection Development Management of AV Records Procedure	√	√	√	√	√	√
3) Specific Unit for managing AV Records	√	√	√	√	√	√
4) Specific staff with specialization Tasks.	√	√	√	√	√	√
5) Awareness	√	√	√	√	√	√
6) Training	√	√	√	√	√	√

## 5 Conclusions and Suggestions.

Challenges in records management in Malaysia have been talked about for a long time. The issue has been successfully resolved with the development of Public Records Management procedures, General and Functional Affairs Records Disposal Schedule

and Service Circular No. 5/2007 which is subject to the NAM Act, 2003. However, issues in the management of AV records in Malaysia are still in the awareness phase. In this study, one of the central goals was to indicate how the Governance of AV Records in government agencies plays a big role in managing AV records.

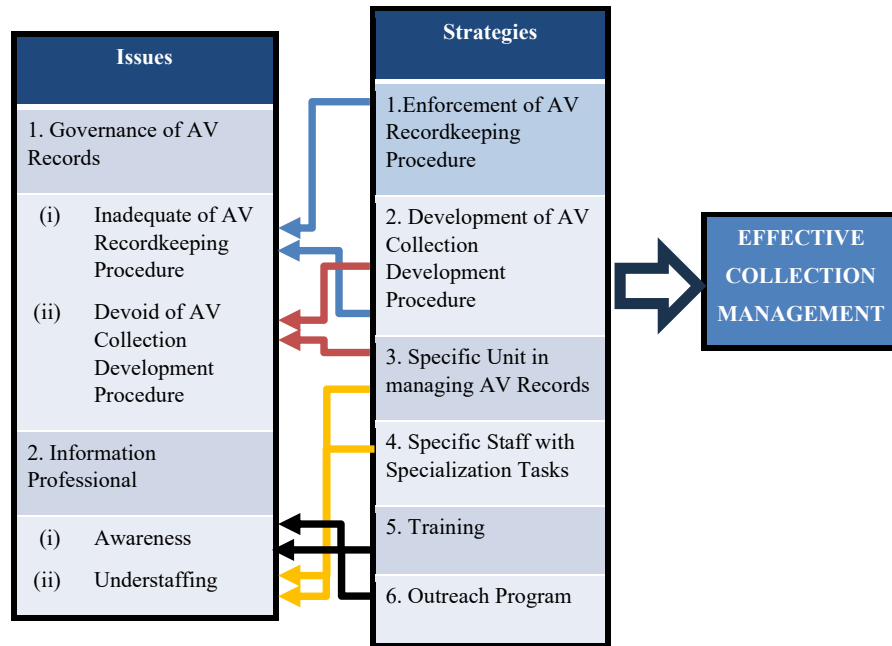


Figure 2: Conceptual Model: Safeguarding Valuable Government AV Records in Malaysia Through Effective Collection Management Strategies

According to (Uwandu, L. & Okere, C., 2022), the significance of written collection development policy is that it relieves pressure from powerful members of society. It also gives information that aids in the proper budgetary allocation of the agency's financial resources. (Rakemane & Mosweu, 2020), implies that as a function inside an archive, it develops policies and methods for selecting resources for acquisition by the repository, often determining the scope of the acquisition. creators, subjects, forms, and other distinguishing features. Influence the selection procedure. Initially, the phrase collection was used. This study proposes a model of effective collection management strategies to overcome issues in depositing AV records to NAM. Those strategies that can be applied to ensure the practice of depositing AV records to NAM can be implemented effectively to safeguard the valuable AV Government Records for our national corporate memory. In this paper, only the current application of strategies is presented and discussed.

Therefore, for future research, through this study, other researchers can explore the extent to which strategies and insights can be synthesized to become a part of the array of conceptual methods and tools supporting the governance of AV records and their



information professionals. This will require an intellectual commitment beyond the scope of this paper however, it can be beneficial to the profession. This case study also implies that there is a need for similar research at other public agencies to increase understanding of the responsibilities of documentation of procedures and information professionals in managing AV records in Malaysia as a whole. In accordance with that, the researcher presents a proposed conceptual model for Safeguarding Valuable Government AV Records in Malaysia Through Effective Collection Management Strategies as shown in the diagram:

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