



UNIVERSITI MALAYA

PARENT(S) CONSENT FORM

My name is Mohd Amir Bin Mat Omar (AHA090036), a candidate for the program of Doctor of Philosophy from the Department of Media Studies, Faculty of Arts and Social Science, University of Malaya under the supervision of Professor Md. Sidin Ahmad Ishak. This Focus Group Discussion is conducted as part of a study entitled *Characteristics, Audience Reception and Challenges in Malaysian Animation*. This research is aimed at understanding the characteristics of Malaysian animation, its audience reception and identifying where Malaysian animation is headed. The purpose of the Focus Group Discussion is to gauge audience reception on local animation titles. Your child, as an informant and should you give consent, will be contributing valuable information towards understanding audience reception on Malaysian animation. Your child is highly encouraged to provide his or her most honest opinion, be it positive or negative regarding local animation.

The entire discussion will be digitally audio-recorded. The audio file will be stored on the personal computer of the researcher and will not be made available to any other party than the sole purpose of completing this research. The information recorded is confidential, and no one else except individuals or parties involved with this study will be allowed to listen to the audio files. The audio files will be destroyed once the research is complete or within THREE (3) years after the Focus Group Discussion is conducted.

CONSENT

I have read the foregoing information, or it has been read to me. I have had the opportunity to ask questions about it and any questions that I have asked have been answered to my satisfaction. I, (Name) _____, hereby agree to allow my child, (Name) _____, to participate in this Focus Group Discussion as an informant.

(Signature of Parent)

Date:

(Signature of Researcher)

Date: