



MODERNIZATION FACTORS FOR CREATING CORRUPTION AWARENESS THROUGH SOCIAL MEDIA AND CULTURE



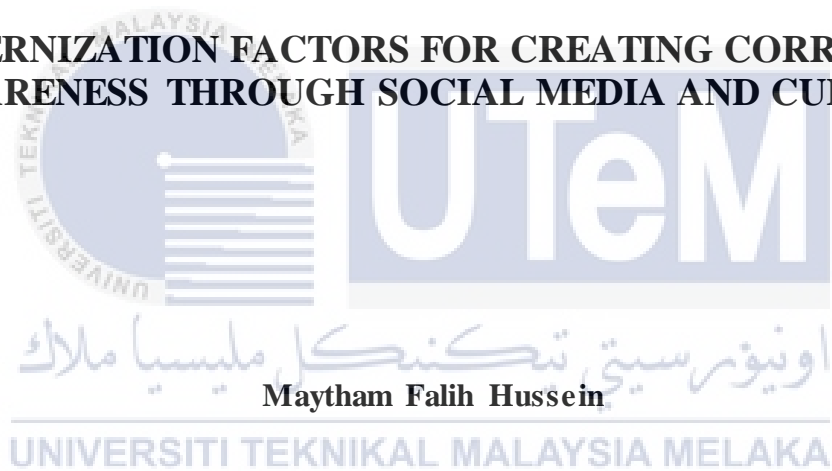
DOCTOR OF PHILOSOPHY

2021



Institute of Technology Management and Entrepreneurship

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AWARENESS THROUGH SOCIAL MEDIA AND CULTURE**



Maytham Falih Hussein

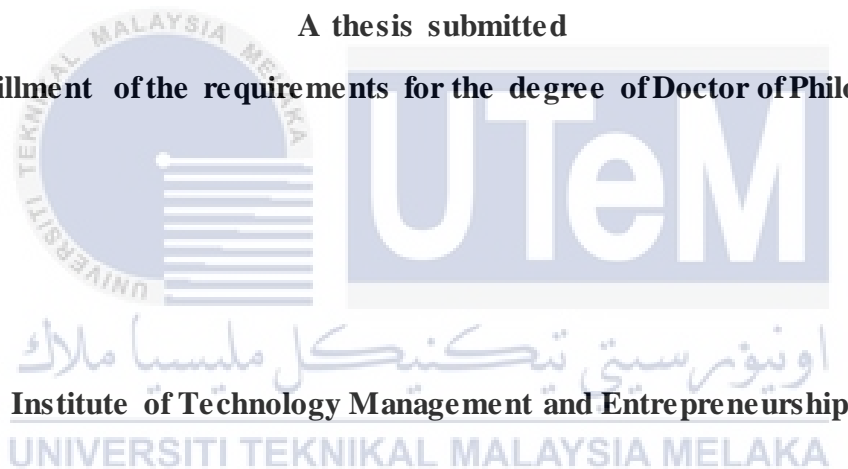
Doctor of Philosophy

2021

**MODERNIZATION FACTORS FOR CREATING CORRUPTION AWARENESS
THROUGH SOCIAL MEDIA AND CULTURE**

MAYTHAM FALIH HUSSEIN

A thesis submitted
in fulfillment of the requirements for the degree of Doctor of Philosophy



UNIVERSITI TEKNIKAL MALAYSIA MELAKA

2021

DECLARATION

I declare that this thesis entitled “Modernization Factors for Creating Corruption Awareness through Social Media and Culture” is the result of my own research except as cited in the references. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.



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APPROVAL

I hereby declare that I have read this thesis and in my opinion this thesis is sufficient in terms of scope and quality for the award of Doctor of Philosophy.

Signature :

Supervisor Name :

Date :



DEDICATION

I would like to dedicate this thesis to my beloved family and my parents, who have been the source of inspiration and gave me strength. There is no doubt that without their continual support, moral, spiritual, and financial support I would not have completed this piece of work.



ABSTRACT

Corruption is a global issue and an immense threat to all levels of society. The foundation of corruption is quite a nexus and several promises from the political parties to eliminate corruption is hard. The government of Iraq is also facing corruption on human rights, economic development, and governance due to lack of good governance which in turn elevates the corruption phenomenon. The government still struggles to create people's awareness about corruption. Therefore, there is a need to conduct a research that focuses on creating such awareness in people. As an initial step toward creating the corruption awareness, this study was geared towards investigating the modernization factors. Hence, Modernization Theory pillared the study in determining the factors deemed fit towards creating people's awareness about corruption through social media and culture. A conceptual model and seven hypotheses were constructed to guide this study. This research employed a quantitative research method. The data were obtained from a survey through questionnaires, conducted on 320 respondents among students at Baghdad University located in Iraq through online questionnaire. Subsequently, the data were analyzed using Structural Equation Modelling (SEM). The results indicated that modernization factors have a significant relationship towards people's awareness about corruption. It was because many people have heard about corruption issues, and they need awareness to prevent it. As for modernization factors, the social, economic, political and judiciary were significantly and positively related to people awareness about corruption. Meanwhile, this study also confirmed the mediating roles of culture and social media. The results verified that culture and social media mediated the relationship between modernization factors and people awareness about corruption. This thesis contributes to literature by confirming a conceptual model that is deemed able to explain the causal process of modernization factors towards people awareness about corruption through social media and culture. This study is beneficial for practitioners and policy makers to bring new insight into the relevance of creating people awareness about corruption.

FAKTOR-FAKTOR PEMODENAN DALAM MEWUJUDKAN KESEDARAN RASUAH MELALUI MEDIA SOSIAL DAN BUDAYA

ABSTRAK

Rasuah adalah isu global dan menjadi ancaman besar kepada semua lapisan masyarakat. Asas berlakunya rasuah amat banyak sehinggakan pelbagai janji parti-parti politik untuk menghapuskannya sukar dilaksanakan. Di Iraq, disebabkan pemerintahannya yang kurang cekap, negara itu turut menghadapi masalah rasuah membabitkan hak asasi manusia, pembangunan ekonomi dan pentadbiran. Kerajaan negara itu masih berusaha mewujudkan kesedaran orang ramai mengenai rasuah. Justeru, terdapat keperluan untuk menjalankan penyelidikan dengan tumpuan mewujudkan kesedaran terhadap rasuah. Sebagai langkah awal untuk mewujudkan kesedaran terhadap rasuah, kajian ditumpukan kepada penyelidikan terhadap faktor-faktor pemodenan. Untuk itu, Teori Modenisasi digunakan bagi menentukan faktor-faktor pemodenan yang dianggap sesuai mewujudkan kesedaran terhadap rasuah, khususnya melalui media sosial dan budaya. Satu model konseptual dan tujuh hipotesis turut dibangunkan sebagai fokus kajian. Penyelidikan ini menggunakan kaedah kuantitatif yang mana data diperolehi melalui soal selidik secara atastalian terhadap 320 pelajar di Universiti Baghdad, Iraq. Data kemudian dianalisis menggunakan Pemodelan Persamaan Struktur dan dapatan kajian menunjukkan faktor-faktor pemodenan mempunyai hubungan yang signifikan dengan kesedaran terhadap rasuah. Ini adalah kerana sebahagian besar masyarakat sudah maklum mengenai rasuah dan memerlukan kesedaran bagi mencegahnya. Bagi faktor-faktor pemodenan seperti sosial, ekonomi, politik dan kehakiman, hubungannya begitu signifikan dan positif dengan kesedaran masyarakat terhadap rasuah. Dapatan kajian juga mengesahkan bahawa media sosial dan budaya adalah perantara hubungan antara faktor pemodenan dan kesedaran orang ramai terhadap rasuah. Pada masa yang sama, tesis ini memberi sumbangan besar kepada kesusasteraan kerana model konseptual mampu menjelaskan proses penyebab faktor pemodenan mengenai kesedaran orang ramai terhadap rasuah melalui media sosial dan budaya. Selain itu, kajian ini juga begitu bermanfaat kepada pengamal dan pembuat dasar untuk memberi pandangan baru mengenai pembangunan kesedaran manusia terhadap rasuah.

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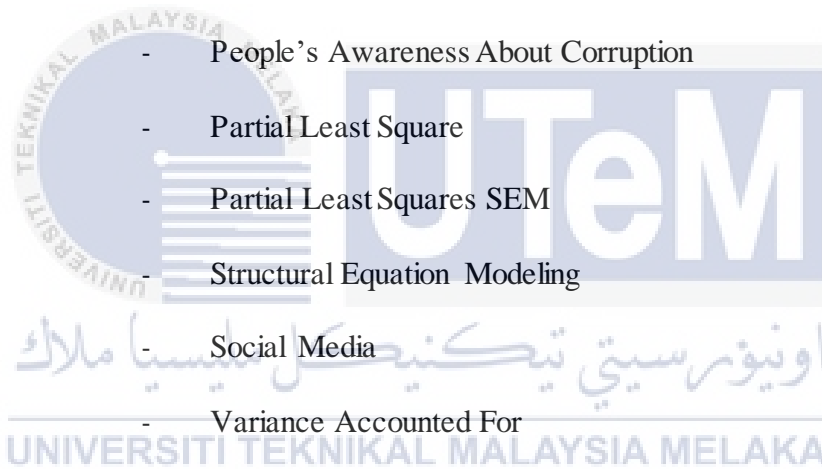
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LIST OF ABBREVIATIONS

AVE	-	Average Variance Extracted
CA	-	Cronbach Alpha
CR	-	Composite Reliability
CT	-	Culture
IV	-	Independent Variable
MD	-	Modernization Factors
PAAC	-	People's Awareness About Corruption
PLS	-	Partial Least Square
PLS-SEM	-	Partial Least Squares SEM
SEM	-	Structural Equation Modeling
SM	-	Social Media
VAF	-	Variance Accounted For
VIF	-	Variance of Inflation Factors



LIST OF PUBLICATIONS

Scopus Indexed journal

Hussein, M.F., Jano, Z., and Hashim, R., 2019. Curbing Corruption Through Media Role in Iraq. *Opcion*, 35(89), pp.2899–2921.

Hussein, M.F., Jano, Z., and Hashim, R., 2019. The Role Of Modernization Factor On Public Awareness About Corruption In Iraq. The Mediating Effects Of Social Networking And Culture. *Opcion*, 35(19), pp.2899–2921.



CHAPTER 1

INTRODUCTION

1.1 Introduction

A broad vision of the study was to develop a framework of modernization factors toward creating the public awareness about corruption through social media and culture in Iraq. Corruption can be explained from various perspectives namely definitions, causes, effects, implications, and scenarios. Researchers' views vary on corruption. Corruption is a strain of behaviour, which diverges from the given dilemma, imposing a psychological impact on power, self-control and personal gain to act corruptly (Shashkova, 2018). Furthermore, it is an individual behaviour linked to motivation, specifically to gain profit from a corrupt act (Rose et al., 2018). A typical inception about corruption is a common ethical behaviour that obtains an advantage through soliciting or accepting bribes for an action which is illegal (Deane, 2016a). Corruption can also be described as bribery-in exchange of money or gifts for the benefits that are legally costless and wilfulness-based, exaction request of bribe that is favoured by officers for not doing their job by breaking the law, trading of favours where one breaks the rule for another, and public service bribes that hinder illegal permission (Friedrich, 2017; Wu and Lan, 2018; Hauser, 2019). Besides, it is an unethical act done by someone in power in the form of bribery (Gardiner, 2017).

Corruption occurs for various causes. According to Friedrich (2017) the causes of corruption are power, money or any other materialistic means, political party, poverty, democracy level, and educational level. The dilemma of uncontrollable act of corruption is due to many factors. It occurs due to huge oil resources, where Iraq has the highest level of corruption in gaining the resources (Sassoon, 2016). Besides, to gain toxic products and their

production in India and China, officials must be bribed (Jiménez and Alon, 2018). Even in a developed country such as America, corruption occurs in their business needs (Rose, 2016). Therefore, corruption occurs in different forms for different reasons (Gardiner, 2017). The promises given by the political parties in Iraq to eradicate corruption are difficult to realize because various causes are involved (Sassoon, 2016). Causes of corruption in Iraq can be specially attributed mainly to employees as they are paid a minimal salary, subject to inappropriate rigid and rapid punishments with a conviction without any query (Abdullah, 2017).

Due to these unhealthy competitions, a convict who has a strong political support will win (Paasche, 2016). However, the causes behind corruption are really complicated to be eliminated because of private gains of political people or people in power (Mungiu and Dadašov, 2016). In short, corruption has a bad impact on people, where in gaining a good service, they need to bribe the officials and well-qualified individuals need to bribe to get a job (Wu and Lan, 2018). Furthermore, corruption also gives an impact on the country's growth where works completed in a month instead of days lead to a delay in investments (Esoimeme, 2019). In short, most studies have focused on the organization impacts of corruption that damage the organization reputation and financial loss. Therefore, creating people awareness about corruption through modernization factors will be the fundamental approach need to be filled.

Yet, a proper approach is needed to control corruption. One of the approaches is by creating people's awareness about the dilemma (Iyer and Samociuk, 2016). Prevention strategies do not focus solely on corruption (Prabowo and Suhercita, 2018). Most studies fail to root out the dilemma for they only focus on preventing corruption instead of creating awareness to the community (Hauser, 2019). Therefore, the social media plays a major role toward creating awareness for people by controlling corruption within society (Enikolopov

et al., 2018). It does not only increase the understanding of how corruption occurs but also triggers the impact on society and studies or report regarding corruption in the world (Starke et al., 2016). Moreover, the lack of public awareness about corruption leads to corruption phenomena that impacts the economic and society. Therefore, this study targeted on designing a conceptual model derived from modernization theory mediated by social media and culture toward creating the public awareness about corruption.

1.2 Statement of Problem

Corruption has become a major issue among the developed countries in the world as well as developing countries, i.e. Iraq (Sapsford et al., 2017). According to Clark (2017) the Transparency International Corruption Perceptions Index for 2017 showed that Iraq ranked at the 169th place out of 180 countries in the world for high level of corruption. Moreover, Iraq scored 56.9% on worldwide corruption levels (Batrancea et al., 2018). Corruption raises complex, social dilemmas for Iraq (Burhan, 2017). It has major impacts on a wide variety of public parties such as schools (Sapsford et al., 2017), medical institutions (Mahdy, 2016) and private organizations (Rose and Palifka, 2016). In Iraq, political people and public servants make up the high degree of corruption (Coyne, 2019).

Controlling corruption is not an easy task. In the late 90s, through encountering corruption until the early 20s in Iraq, new information, goals, and tasks had been developed to stop corruption (Abdullah, 2017). Yet, due to lack of funds, technicians, and efficiency, the Iraq government is still struggling to control corruption (Mahmood et al., 2017). Iraq's Prime Minister, Adil Abdul Mahdi, stated that limited counter corruption measures have been executed in Iraq and the Iraqi government sacked 61 top officials from the ministries and different public institutions. The Prime Minister intends to establish a special and independent criminal court because there is no solution in combating corruption except

through a specialized court that does not belong to any party. Therefore, through time, corruption becomes an interesting topic in research realms (Wu and Lan, 2018).

Corruption is a global issue and an immense threat to all levels of society (Gardiner, 2017), creating people's awareness about corruption have become an important agenda for many countries in the world that are affected by this dilemma. Corruption occurs due to low pay scales where most of the workers are suffering from low salaries and it is a common occurrence within developed and also developing countries such as Iraq (Paasche, 2016). According to Clark (2017), the Transparency International Corruption Perceptions Index for 2017 have reported that Iraq employment corruption was 39 percent and procurement corruption, 22 percent. It was also reported that 16 percent corruption occurred through misappropriation of resources. In this case, the foundation of corruption is quite a nexus and the prevention to eliminate corruption is not an easy task.

Specifically, giving gifts and bribery to get things done are widespread practices in Iraq, despite of being illegal (Coyne, 2019). From the late 90s until the early 20s, lack of strict and speedy punishments toward convicts who have been caught red handed for corruption expose a threat to the society in Iraq (Hauser, 2019). Further, Esoime (2019) highlighted that social media can expose corruption and initiate legal, political and penalty against it, where Iraqi journalists publish evidence of alleged political corruptions which is deemed essential toward creating awareness among its citizens. Yet, due to the lack of unhealthy competitions, where organizations possess political connection to have the massive liability of gaining through corruption, Iraq is facing high level of corruption scenarios (Abdullah, 2017) and the government of Iraq still struggles to create people's awareness about corruption (Hauser, 2019). Therefore, there is a need to conduct a research that focuses on creating people's awareness about corruption, specifically in Iraq.

The effects of corruption has become a major concern in a developing country, such as Iraq. Abdullah (2017) asserted that social media platform is important toward creating people's awareness. Recognizing that the most appropriate target group to create awareness about corruption are the youths, who are considered as both the current and future leaders. However, creating awareness about corruption among the youths in terms of culture is still lacking (Clark, 2017). Further, considering that the youths are known as the digital natives who are growing up with online media, they are the most appropriate group for creating awareness about corruption. However, limited studies investigate how cultural factors facilitate the relationship between modernization factors and creating people awareness about corruption (Seo and Mehedi, 2016; Starke et al., 2016; Sulistyono and Azmawati, 2016; Jha and Sarangi, 2017).

Modernization plays a major role in showing evidence of creating people's awareness about corruption towards the world and society shaped by social media influence as a trendsetter. According to Abdullah (2017), modernization factors and its impact are significant for creating people's awareness about corruption. Modernization is presently the most discussed issue in corruption scenarios that is constantly arising and unstoppable (Mungiu and Dadašov, 2016). Considering that social media are also modernization in nature, many studies (Seo and Mehedi, 2016; Starke et al., 2016; Sulistyono and Azmawati, 2016; Jha and Sarangi, 2017) have investigated the relationship between modernization and social media. However, studies that investigate how modernization factors influence the people's awareness about corruption is still limited. Further, based on the assertion by Sarfati (2017) that Modernization theory is the best modernization factors that influence key results for creating people's awareness on corruption, this study investigated the modernization factors framed within the social media and cultural theory that contribute toward creating people's awareness on corruption. Furthermore, investigating the modernization factors