

Curriculum Vitae

AINI AZEQA MA'ROF, PhD

SOCIAL PSYCHOLOGIST

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CURRENT POSITION

Tutor in Social Psychology, Department of Social Sciences and Development, Faculty of Human Ecology, Universiti Putra Malaysia, December 2011 – present

FIELD OF EXPERTISE

- Intergroup relations in the perspective of prejudice and discrimination.
- Attitudes and values that promotes or reduces prosocial behaviour in relations to contact; group attachment, kindness, empathy, perceived similarity, intergroup anxiety, out-group trust etc.
- Adopting intergroup contact intervention and its alternative – imagined contact and extended contact.
- Self-regulation and behaviour change, specifically in how people achieve their goals and make changes to their behaviour.
- Empowerment of underserved populations – indigenous people.

EDUCATION

The University of Sheffield, Sheffield, UK

PhD., Social Psychology with concentration in Intergroup Relations and Prosocial Behaviour, 2014-2018.

Doctoral Dissertation: Imagined Intergroup Contact Effects on Prosocial Attitudes and Behaviour.

8 experiments, adopting imagined contact intervention in determining one's prosocial intentions and actual behaviour, framed by the intergroup contact theory (Allport, 1954) and attribution theory involving Malaysian and UK contexts from university students to colleague and secondary school students. The study sought to assess additional elements that could emphasize the imagined contact effects on intergroup helping through a series of mediational variables – intergroup anxiety, perceived similarity and out-group trust. The overall goal of the intervention was to promote prosocial behaviour and attitudes not just for the betterment of the society, but also in creating a civilised individual.

Universiti Putra Malaysia, Serdang, Malaysia

MSc., Social Psychology with concentration in Prosocial Behaviour and Attachments, 2011-2013

CGPA: 4.00

Thesis: Relationships between Group Attachment and Prosocial Value on Prosocial Behaviour Tendencies among Orang Asli Adolescents in Perak and Pahang, Malaysia.

A survey-based study to identify the relations between social attachments (parental, peer, school, and ethnic), prosocial values (kindness), and prosocial tendencies (altruistic and egoistic) on 402 Orang Asli adolescents. This study was also aimed to identify which social attachments provide significant role on behaving altruistically. The study also sought to establish kindness as a potential mediator between social attachments and prosocial behavior tendencies. Overall, this study was conducted in relation to seek answers for the indigenous prosocial behavior and what hinders or promote the behavior.

Universiti Putra Malaysia, Serdang, Malaysia

Bachelor of Education, Guidance and Counselling with minor in Moral Education, 2006-2010

CGPA: 3.88

Teacher practicum: SMK Dengkil, Dengkil (March 2010 – May 2010)

Kuala Pilah Matriculation College, Negeri Sembilan

Matriculation Certificate - Physical Science, 2005-2006

CGPA: 3.63

CURRENT RESEARCH INTERESTS

Intergroup contact; imagined and extended contact; prosocial behavior; self-regulation and behavioral change; youth well-being, diversity and creativity; prejudice and discrimination; social cognition; underserved, vulnerable, at-risk populations.

HONORS AND AWARDS

- Alumni Gold Medal Award, 2010
- B. Ed. Guidance and Counselling Best Student Award, 2010
- Student Excellence Award, Faculty of Educational Studies, 2010
- Vice Chancellor Award, 2006, 2008
- Permata UPM Student Excellence Award, 2007-2008
- Dean's List Award for 6 Semester
- 3-time recipient of the Al-Biruni Excellence Award

COMPLETED MANUSCRIPTS, PUBLICATIONS, AND PRESENTATIONS

Ma'rof, A. A., Crisp, R. J. (2018). Imagined Contact Effects on Prosocial Behavior: The Mediating Role of Intergroup Anxiety. *Journal of Applied Social Psychology* (submitted).

Ma'rof, A. A., Crisp, R. J. (2018). Intergroup Anxiety and Perceived Similarity Mediates the Effects of Imagined Contact and Prosocial Behavior. *Journal of Applied Social Psychology* (submitted).

Ma'rof, A. A. (2018). Peranan Perapatan Etnik keatas Tingkahlaku Prososial Dalam Kalangan Komuniti Remaja Orang Asli. Chapter in Book (submitted).

Ma'rof, A. A. (2018). Imagined Intergroup Contact Effects on Prosocial Attitudes and Behavior (PhD Dissertation). The University of Sheffield, UK.

Ma'rof, A. A., Crisp, R. J., Millings, A., Webb, T. L. (2017). Imagined Contact and Helping Behaviour Among Minority and Majority Status Groups. Malaysian Students Conference and Research Showcase 2017, University of Manchester.

Ma'rof, A. A., Crisp, R. J., Millings, A., Webb, T. L. (2017). Imagined Contact as a Preparatory Tools in Promoting Intergroup Helping. PGR Conference, Psychology Department, Sheffield University.

Ma'rof, A. A., Crisp, R. J., Millings, A., Webb, T. L. (2016). WRDTC Fourth Annual Conference 2016 – 'Data Methods: Innovations and Connections, University of Leeds, UK

Ma'rof, A. A., Crisp, R. J., Millings, A., Webb, T. L. (2016). Imagined Contact Gives Prodigious Effect in Promoting Prosocial Behaviour. PGR Conference, Psychology Department, Sheffield University.

Ma'rof, A. A., Crisp, R. J., Millings, A., Webb, T. L. (2016). Improving Intergroup Helping Through Imagined Contact, The Sheffield Hallam Psychology, Sociology, and Politics PhD Conference, 3rd Annual PhD Research Conference, Sheffield Hallam University.

Ma'rof, A. A., Crisp, R. J., Millings, A., Webb, T. L. (2015). Maximizing the Impact of Imagined Contact in Promoting Altruistic Behaviour: Intergroup Anxiety and Prosocial Behaviour Tendencies, WRDTC Fourth Annual Conference on Getting Published, University of York.

Ma'rof, A. A., Crisp, R. J., Millings, A., Webb, T. L. (2015). The Role of Visual Perspective in Maximizing the Impact of Imagined Contact Effects. PGR Conference, Psychology Department, Sheffield University.

Ma'rof, A. A.; Hanina, H. (2013). Attachment and Prosocial Behaviour amongst Malaysian Indigenous, International IJAS Conference for Academic Disciplines, Nevada, Las Vegas, US.

Ma'rof, A. M., Redzuan, M., Anderson, R. C., & **Ma'rof, A. A.** (2012). Improving Young Indigenous Malaysian Children's Incidental Vocabulary Acquisition and Oral Narrative Skills through Shared-book Reading. *Life Science Journal*, 9(4), 841-848.

Ma'rof, A. A. (2012). Group Attachment and Altruism among Orang Asli Adolescents, International Malaysian Studies Conference 2012 (MSC8), Universiti Kebangsaan Malaysia.

Ma'rof, A. A., Redzuan, M. (2012). Group Attachment and Prosocial Value in Influencing Prosocial Behaviour Tendencies among Malaysian Indigenous Adolescents, Paris International Congress of Humanities and Social Sciences Research, Paris.

Ma'rof, A. A., Redzuan, M. (2012). The Relation between School and Ethnic Group Attachments on Prosocial Tendencies among Malaysian Indigenous Adolescents: The Mediating Role of Kindness. *International Journal of Arts and Sciences*.

Ma'rof, M., Redzuan, M. (2012). Prosocial Behaviour Tendencies Predictor: A Study among Malaysian Indigenous Adolescents on Attachments and Prosocial Value. *Research on Humanities and Social Sciences Journal*.

Ma'rof, A. A. (2010). Relationships between Group Attachment and Prosocial Value on Prosocial Behavior Tendencies among Orang Asli Adolescents in Perak and Pahang, Malaysia (Master Thesis). Universiti Putra Malaysia.

PRESENTED IN ACADEMIC CONFERENCES

1. PGR Conference, May 2017
Organizer: Psychology PGR Society
Venue: LT07, Hicks Building, Sheffield University
2. Malaysian Students Conference and Research Showcase, May 2017
Organizer: Ministry of Education Malaysia
Venue: Manchester University, UK
3. PGR Conference, May 2016
Organizer: Psychology PGR Society
Venue: Octagon Centre, Sheffield University, UK
4. PhD Research Conference, May 2016
Organizer: Psychology, Sociology, and Politics Department
Venue: Sheffield Hallam University, UK
5. 4th International Conference on Research in Humanities, Sociology, and Corporate Social Responsibility, August 2015
Organizer: International Centre of Economics, Humanities, and Management
Venue: Penang, Malaysia
6. PGR Conference, May 2015
Organizer: Psychology PGR Society
Venue: Psychology Department, Sheffield University, UK
7. WRDTC 5th Annual Conference, May 2015
Organizer: White Rose Doctoral Training Centre
Venue: University of Leeds, UK
8. WRDTC 4th Annual Conference, May 2015
Organizer: White Rose Doctoral Training Centre
Venue: University of York, UK
9. International IJAS Conference for Academic Disciplines, March 2013
Organizer: International Journal of Arts and Sciences
Venue: University of Nevada Las Vegas, US
10. The 4th Paris International Conference on Economy, Education, & Society, July 2012
Organizer: Analytrics
Venue: Paris, France
11. International Malaysian Studies Conference (MSC8), August 2012
Organizer: Faculty of Social Sciences and Humanities
Venue: Universiti Kebangsaan Malaysia, Malaysia

RESEARCH EXPERIENCES

Researcher, Imagined Contact Effects on Prosocial Attitudes and Behaviours.

8 experiments adopting imagined contact intervention, framed by the intergroup contact and attribution theories involving university students to secondary school students from the UK and Malaysia. The study initially sought to assess in which elements could maximize the imagined contact effects in both prosocial intention and in a real life case scenario. The overall goal of the intervention was to promote prosocial behaviour by the mechanism of reducing intergroup anxiety and increasing perceived similarity and out-group trust towards the out-groups.

Research Assistant, Think, talk, read and write better English: Improving L2 literacy skills of Malaysia schoolchildren through Collaborative Reasoning.

2-month long quasi-experiment, classroom intervention research using mixed methods design, framed by the sociocultural theory involving 430 secondary school students from 12 classrooms from three different public schools. The study sought to assess the impact of the intervention on the development of L2 literacy, critical thinking and decision-making skills of 14 year old Malaysian school children. The overall goal of the intervention was to promote students' oral and written argumentation and reasoning skills in English. Major data analyses include thematic analyses and multilevel modelling (hierarchical linear and nonlinear models).

Research Assistant, Home literacy practices, L2 communicative competence, L2 learning motivation, and L2 proficiency: Social and psychological factors that influence Indigenous students' academic performance.

A survey-based study employing structural equation modelling to establish the significant role home literacy practices have particularly in the development of Orang Asli children's second language (Bahasa Malaysia) and their overall academic achievement.

Research Assistant, Addressing the language and literacy needs of Indigenous children through shared-book reading.

A 6-week long quasi-experiment, classroom-based intervention research which investigated whether and how the shared-book approach would impact Orang Asli children's cognitive development learning Malays as a second language.

Research Assistant, Improving L2 literacy skills of Indigenous children through Collaborative Reasoning.

A 2-month long quasi-experiment, classroom intervention study that reports on the improvement in oral and written skills of Orang Asli children who typically struggle in literacy attainment and have very limited opportunities for extended talk in the national language, Bahasa Malaysia.

Researcher, The relationship between Social Attachment and Prosocial Value on Prosocial Behavior Tendencies among Orang Asli Adolescents in Perak and Pahang.

Research Assistant, Homestay programme in empowering the villagers' economy, Rungkup Territorial Division, Hilir Perak, Perak.

Research Assistant, Fishermen Community Economic Empowerment in Selangor and Johor.

ACTIVITIES and LEADERSHIP EXPERIENCES

Speaker, basic SPSS workshop for FEM4999A course, semester 1 (2018/2019).

Observer, "Masih Ada Harapan" amongst high risks secondary school students, SMK Taman Seraya, Ampang (2018).

Advisor, Faculty of Human Ecology final year students (FEM4999B), semester 2 (2013/2014).

Vice President, AL-Biruni Club Chapter Faculty of Educational Studies (2009-2010).

Secretariat, 14th National Counseling Convention, Malaysian Counselling Association (PERKAMA, 2009).

Secretary, Faculty of Educational Studies Students Association (PMFPP) (2008/2009).

Member cum Participant, International Conference on Educational Research and Practice (ICERP) 2009.

Director cum Facilitator, Academic and Towering Personality Camp, Counselling and Guidance Club, Faculty of Educational Studies (2008).

Secretary cum Facilitator, Berilmu Berbakti Program, Universiti Putra Malaysia (2008).

Secretary, Working Paper and Secretary Workshop, Faculty of Educational Studies (2008).

Facilitators, Academic Towering Camp, Faculty of Educational Studies (2008).

Head Committee of Special Task, AL-Biruni Chapter FPP, Faculty of Educational Studies (2007/08)

Secretariat, Majlis Perjumpaan Alumni – “Sirih Pulang ke Gagang”, Faculty of Educational Studies, UPM (2007).

Deputy Director, Academic Excellence Award Ceremony, Faculty of Educational Studies (2007/08)

OUTREACH and EXTRACURRICULAR ACTIVITIES

Evaluation Panel, Ice-Breaking information for rapport session, Guidance and Counselling Innovation for IKMara Kuching, Sarawak (2018).

Evaluation Panel, Snake and Ladder Mat Games for Career Counselling, Counselling Innovation and Creative competition (2017).

Translator, translation to Malay version of Career Counselling Games Information for Guidance and Counselling Innovation and Creative competition (2017).

Representative, PGR International Representatives for South East Asia Students, Psychology Department, Sheffield University (2014-2018).

Mentor, Mentoring Scheme for new PGR Students, Psychology Department, Sheffield University (2014-2018).

Secretariat cum Exhibitor, Revival of Humanity: Palestine, Pakistan Muslim Centre, Sheffield, UK, (2017).

Secretariat cum Presenter, “This is Our History” organised by IKRAM UK and Wales, 2017, Quba’ Mosque, Sheffield, UK (2016).

Secretary, Malaysian Student Society Community, Sheffield, UK (2014/2015).

Member, Malaysian Student Society Community, Sheffield, UK (2014-2018).

WORKING EXPERIENCE

Teacher Trainee, SMK Dengkil, 43800, Dengkil

March 2010 – May 2010

Performed individual and group counselling sessions, gave motivation talks, covered relief classes with counselling activities, Emceed school assembly, and taught Moral Education subject to three Form 4 class for 12 weeks in partial fulfilment of the requirements for the B.Ed. Counselling and Guidance program. Also responsible in numerous co-curriculum activities within and beyond school e.g. in charge for organizing motivational and awareness talk for high-risks students, involved in counselling meeting at district level, trained peer facilitator, and advisor for drug preventions program.

VOLUNTEER WORK

Coach

June, 2009

Coached course on strengthen the basic skills amongst peer guidance counsellors.

Program Director and Facilitator

May, 2008

Program on strengthening the academic skills at Kluang High School.

Facilitator

June, 2008

Facilitated programs on 'Berilmu Berbakti' organised by the 6th Colleague, Universiti Putra Malaysia

Volunteer cum Counselling Service

November, 2008

Provided group counselling sessions with individuals infected with AIDS and HIV at Pusat Serenti Darul Falah, Kelantan.

Volunteer cum Counselling Service

September, 2008

Provided individuals infected with AIDS and HIV some motivational advice at Pengasih Training Centre, Malaysia

Counsellor trainee

Mac, 2008

Provided 8 counselling sessions with a client infected with AIDS at Dengkil Rehabilitation Centre, Selangor

Volunteer

May, 2008

Social worker at Elderly Care Home Seri Menanti, Negeri Sembilan

CURRENT PROFESSIONAL MEMBERSHIP

Member of British Psychological Society

Member of Malaysia Counselling Association (PERKAMA)

Member of Mindfulness and Well-being Lab, Psychology Department, Sheffield University

Member of Malaysian Psychology Association

REFEREES

Professor Richard J. Crisp
Head of Department,
Psychology Department,
Durham University, United Kingdom
richard.j.crisp@durham.ac.uk

Associate Professor Haslinda Abdullah
Deputy Dean (Research and Innovation),
Faculty of Human Ecology,
Universiti Putra Malaysia.
lynn@upm.edu.my