Call for Audience

AIRO
APU Integrated Research Organization

RICE BALL SEMINAR

International Collaboration and Methodological Innovation in Cross-Cultural Research: Lessons from Southeast Asia

Seminar 1: Use of AI for FGC Intervention: Cultural, Linguistic and Religious Adaptations for VideoCreations (Prof. Abdul Rashid)

This proposed intervention explores the use of artificial intelligence (AI) to create animated videos for dissemination through TikTok to support the prevention of female genital cutting (FGC). The intervention aims to improve awareness, address misconceptions, and encourage informed discussions among young adults, parents, and communities. Short animations will combine accessible language, culturally sensitive storytelling, and engaging visuals to communicate messages about FGC and prevention. Content development will include consultation with health professionals and community stakeholders to ensure accuracy, relevance, and respectful representation of cultural and religious perspectives. Propose devaluation will examine audience reach, engagement, acceptability, and changes in knowledge, attitudes, and intentions regarding FGC. Attention will be given to misinformation, ethical use of AI, and safeguarding audience privacy. This approach may offer a scalable means of delivering public health education, while generating evidence on the feasibility and potential value of AI animations within social media interventions aimed at preventing FGC.

Seminar 2: Networking Challenges in Multicentre Female Genital Cutting Research Across Southeast Asia (Ms. Siti Nur Afiqah)

Research on female genital cutting (FGC) across Southeast Asia requires collaboration among centres serving populations with diverse ethnicities, languages, cultures, and geographical contexts. This presentation examines the challenges of establishing and maintaining these research networks. Differences in cultural understandings of FGC, terminology, and community sensitivities complicate the development of shared research approaches. Language barriers create challenges in communication, translation, and ensuring that research questions retain equivalent meanings across settings. Geographical distance, dispersed study locations, and varying institutional resources further affect coordination, recruitment, and implementation. Building trust among researchers and participating communities requires sensitivity to local perspectives while maintaining consistent ethical and methodological standards. Differences in institutional procedures and expectations can also influence collaboration. Addressing these challenges requires culturally responsive engagement, clearly defined responsibilities,regular communication, and locally adapted research tools. Strengthening equitable partnerships is central to sustaining multicentre FGC research and producing contextually meaningful evidence across this culturally diverse region.

Speakers



Abdul Rashid
RCSI & UCD Malaysia Campus
Dean, Professor



Siti Nur Afiqah
RCSI & UCD Malaysia Campus,
Universiti Sains Malaysia
PhD Candidate

Organizer



YUFU IGUCHI
APS
Professor

November 3, 2026
TUE

Building B, 5th Floor
SPR 7

5th period
16:10-17:50

ENGLISH

HYBRID

https://weareapu.zoom.us/j/99165739539