

# Post Intelligent City Development and *Hyperrealism* of E-Community in Malaysia

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*Abstract:* - The explosion of ICT infrastructure has produced two main products which are the development of both intelligent city as well as the development of E-Community. The development of intelligent city is a micro concept to the development of a global city, global town or a city that world class. Development of E-Community on the other hand is a micro concept to the development of informative society or a global informative society. The development of E-Community is right now moving towards the era of post intelligent city from the usage of ICT and cyber-spaces making the factors of space, time, borders and time to shrink. This also evident during the era of post intelligent city where the question of digital divide has become inconsiderably less thought about because of the increase of ICT access among residents. What has happened is that the issue of digital opportunity has risen where man is considered as homo intelligence that is free to adapt, diffuse and innovate ICT based on their needs. The social effects happened due to the hyperreality phenomenon that is molded by culture due to cyberimperialism of the west especially to this side of the region. The phenomenon of digital opportunity exists due to the foundations of McLuhanism that is famous for the concept of global village and also the foundations of Gateism famous for the digital concept. From the thought point of view these phenomenon of digital opportunity has developed the thoughts of hyperrealism that varies among e-communities within intelligent cities. In relation to that, hyperrealism thoughts is divided into a few sections which includes hypercare, hypercommodity, hyperconsumption, hypermarket, hypersensibility, hypersexuality, hyperspace and hypercyberethics. All these hyperrealism thoughts can affect the community positively and negatively to the development of intelligent city and e-community. Therefore, this paper will look to discuss the positive and negative aspects of all the thoughts of hyperrealisms among the community after 10 years of development in Putrajaya using descriptive analysis.

*Keyword:* Post Intelligent City; Hyperrealism; E-Community in Malaysia

## 1 Introduction

The development of ICT technology has given birth to two main development products which are the intelligent city and the development of e-community. The development of intelligent city is a micro concept to the development of global town, world city, world class city and complete city. While the e-community is a micro-concept to the development of communities with information or global informative community(IGC) that is in line with the development of intelligent city. Both of the development of intelligent cities and e-community is moving towards heights that never before especially in the post-modern era [1]. Today in Malaysia, the development of intelligent city and e-community has already passed the development stage which is known as the

era of intelligent city development and post intelligent city.

What is intelligent city? Intelligent city refers to a city that has a complete information technology infrastructure, telecommunication system, electronic technology and mechanical technology. All these facilities is used in order to unify, promote and compile all mediums of information for the sake and benefit of man to man relations, man to environment relations and man to god relations. Intelligent city is also based on the topology of electronic network that prioritizes service to man for more complex usages such as socio-economy activities, socio-culture activities and everyday life [2]. Malaysia alone has an estimated 10 years of experience in developing intelligent cities especially in Putrajaya and Cyberjaya. For the reason, today it is considered as

the era of post intelligent city. Other examples of cities which has utilized the concept of intelligent city other than Malaysia includes Intelligent Islands in Singapore, San Jose city in Silicon Valley California, USA, Sunderland City in UK, Bangalore Software City in India, Ennis City in Ireland, Calgary City in Canada and Seoul City in South Korea [3].

## 2 Post Intelligent City and Hyperrealism

What is e-community? E-community is a micro concept to IGC which is a community that has mastered knowledge and the most advanced technologies. E-communities are also able to use and develop advanced technologies for their everyday living benefits. E-communities are also able to inculcate culture of universal development without ignoring local values, openness, societal civics and life quality as well as ethic values that are high. The development of e-community also refers to all aspects of development that can be the variables to the shaping of identities whether from an economical point of view or even social, cultural, political and thoughts [4]. However, identities of e-communities has unbounded values compared to racial identity which are defined by the government or authority and national development.

What is digital opportunity? Digital opportunity refers to the opportunity of ICT usage being maximized as much as possible specifically within e-communities without being bounded by race, space, living standards and etc [5]. Digital opportunity acknowledges orientation of users which is the right to choose anything for of ICT development. It revolves around humanism philosophies which mention that ICT was developed for man, therefore humans are free to use or to reject ICT based on their necessity as well as their needs. How is it then viewed as an "opportunity"? Opportunity means that one thing is opened and dynamic. This means that opportunities can come in a variety of atmospheres whether time opportunity or future opportunity. As we all know, ICT refers to technologies that opens opportunities for current times and the future. Everyone can use ICT even if they do not have nor own them. History has proven that ICT opens up a vast opportunity to man whether in helping in career dealings or in daily dealings. This is because they are sighted daily (everyday defined) that is free for adaptation, and innovation diffuse of digital

opportunities. Moreover the pattern of their thinking different thoughts, especially hyperrealism not bound by the opinion of the government (authority defined).

What does hyperreality and hyperrealism mean? Hyperreality means that ICT has taken over various realities of the human role who once communicated and gain information manually. Hyperreality covers the virtual and cyber world that translates human life to reality [6]. In communication aspects and media for example, through virtual reality of a screen of a television set, SVGA monitor, diskette and internet man is able to view and show everyday activities similar to what is happening in real life. While hyperrealism is the thought of humans (homo intelligence) that varies overlapping structural control, institution, cultural restrictions, everyday life norms, beliefs of descendants due to the phenomenon of digital opportunity from ICT usage. Hyperrealism is a thinking culture of post modern society that is based on the philosophies of hedonism that sole purpose is to achieve happiness for mankind [7][8].

In discussing the era of post development of intelligent cities, the world today is moving forward in line with competition specifically regarding to how far innovation in the approach can defy convention' [9]. In addition to that, the vast usage of ICT and cyber space has made the factors of time, space and borders and time has shrunk. Compared to the era of developing intelligent cities, the post development era touches on issues of digital opportunity more compared to the issue of digital divide. The question of digital divide has become less and less thought out due to the increase in ICT access among the communities of intelligent city and considering that that number is actually increasing. For that main reason, in the era of post intelligent city development, the question of digital opportunity has been considered as a priority. This is because that the people who are residents in intelligent cities are considered to be homo intelligence that is able to adapt, diffuse and innovate ICT based on their needs [10].

The social effects exist due to phenomenon of hyperreality that happened due to west cyberimperialism through the consumerism of ICT especially in this region. Thus, the hyperreality phenomenon from cyberimperialism contains within it a binary of pro and cons especially when discussing e-community development. In relation to that, in the era of post intelligent city development, the aspects of thinking among urban residents in

intelligent cities are a product of ICT consumerism referring off course to hyperrealism which needs to be discussed as an effect of the hyperreality phenomenon. In this discussion, the thoughts of hyperrealism that refers to looking at the train of thoughts of the everyday society (everyday defined) specifically in clarifying the pattern of thoughts of hyperrealism in the intelligent city Putrajaya.

### 3 Epistemology of Hyperrealism

In the era of modern thought of life depends a lot on the views of structure and societal institution because the era of industry in itself has a history of societal modernization that stresses the aspect of racial development. The strength of socio-economy, politic and influence of a nation depends to the national race as well as the ideologies that they hold. The cold war era for example showed how two main blocks that had conquered socio economy and the climate of world politics referring to the communist block headed by Russia and the capitalist block headed by the United States of America and other Western European nations. All had their own political strength of their own and a nation that conformed to the current system developed. This means that in the era of industry, people power was not so obvious because the human agency decided their development but rather it depended more on the ideology of a national scale, a national development.

Having said that, as the globalization era grew today and the the rise of ICT, the world currently is moving towards the era of post-modern. There are lots of proof which has shown that the era of post modern has begun and come into reality during the early 90's other than the rise and the development of ICT, movements began to surface and under-thoughts began to develop that has a certain fight for a particular ideology. Ideologies such as feminism, liberalism, pluralism and post-capitalism have grown to fill the voids between the developments in Post-Modern era. The ICT development that fills the spaces of post-modern era has shown foundations of McLuhanism famous for the global village concept [11]. Later it was continued by foundations of Gateism famous for the usage of digital technology to the extent of enlarging hyperreality and the thoughts of hyperrealism in human life especially in intelligent cities post-modern era [12]. Computer usage, internet and communication product taking a nano-tech shape that is large leap forward for the image of ICT industry thus growing the usage and

also ICT usage. Cosmopolitan styles are also changing without taking into consideration gender bias especially after the birth of ICT technology to fulfill various functions. The mobile phone for example has a two in one function which is the Short Messaging System (SMS) and telephone; three in one SMS, telephone and camera; and the latest technology referring to four in one functions which are SMS, telephone, internet and camera. The method in which McLuhanism and Gateism ideologies grow is rather special because it requires no political campaign, but depends more on the strength of development and the sophistication of ICT technology which are widely accepted by the public.

McLuhanism predicts that the fact is that ITV will be the continuation to the human body in dimensions of space, time, border and infinite time [13]. ICT in general is a continuation of mankind and the real world and reality at the rate being used. From a logical point of view the continuation is portrayed through the keyboard of a computer which is a continuation of the human hand, while the internet and the telephone works as a continuation of the human legs therefore rendering the need to travel obsolete in order to communicate. This means that from the McLuhanism foundation, virtual reality has shown reality through utilizing ICT for environmental relation whether in different times and different places, different places and same time and even same places and same times. This phenomenon is what is known as hyperreality. This means that the hyperreality phenomenon is a victory towards humanism in the era of post modern era in order to master time and space.

The foundations of hyperreality that is currently growing right now through the thoughts of Gateism. The foundations of Gateism are a continuation to the mediascape idea held by Baudrillard with the McLuhanism foundation [14][15]. During the expansion of McLuhanism foundation, it showed the continuation between man and media and the global village in the context of infinite development of the West World. However, during this time under the foundation of Gateism has changed into hyper real village due to the continuation of the thoughts brought upon by Baudrillard. Beginning from the Gateism foundations that ICT usage was related to everyday human life [16]. Development of micro processing technology, artificial intelligence technology and silicon technology has made that

materials of our imagination and illusion to become real through the development of hardware's and software's to enhance the living man. In relation to the systems were born to support the everyday life of man such as e-government, e-commerce, intelligent transportation and intelligent cards. Through the Gateism foundation, ICT technology has renewed life reality of everyday life before this, it develops a culture and thought in human life in current times. The Windows product on the Gateism foundation for example has opened doors and windows to human advancement in order to benefit from the advantages of ICT in their everyday dealings.

In relation to the hyperreality world has turned life situation into reality that is more real than reality itself, sometimes fake and explosive. Hyper realities such as mass media, Disneyland, television and internet for example seem more real than real life itself [17][18]. Advertising through electronic commerce system which are tele-marketing as an example has given an image of reality that as likely more real than the original reality. However, the hyperreality phenomenon has challenged the sanity of the human mind. Facts and information that is being portrayed in ICT can be both rational and irrational. This is because ICT has taken over various realities of human roles that once communicated and gain information manually. Based on the McLuhanism foundation, anyone who is left out from ICT is considered as being in the cycle of digital divide. But under the Gateism foundation, ICT can be used into technology that close to man and everyone can be able to use it. This means that the digital opportunity era has begun. This means that there a lot of pathways, opportunities and facilities that are prepared so that everyone can communicate in virtual reality through ICT whether at information kiosks, cyber cafes, e-community centers and etc.

#### 4 Component and Indicators

Due to the effect of the hyperreality foundation, until now, the thoughts of consumerism which varied were brought into the world. These thoughts were sometimes considered out of the thoughts of man before. The thoughts of hyperrealism exist due to the existence of digital opportunity. The hyperrealism thoughts is a thought that comes from intelligent men (homo intelligence) in the post modern era that varies where it transcends cultural norms, everyday life norms and societal beliefs through digital opportunity and ICT usage [19][20]. Hyperrealism thoughts that

vary can be divided based on the way of life of people today due to the growing and advancements of ICT such as hypercare, hypercommodity, hyperconsumption, hypermarket, hypersensibility, hypersexuality, hyperspace and hypercyberethics.

The first thinking is hyperspace. The hyperspace thoughts refers to the thought of cyber culture due to the shrinking of the meaning of 'space' as understood based on the geometrical principles of Euclid (two space and three dimensions) and Newton's Mechanical theory (acceleration is force divided by time) with the growth of fake space and electronic simulation. Cyber Cities for example has hyperspace which is the micro concept of intelligent city. The concept of a cyber city is that it can show that activities being offered by a city virtually and in reality. 3D images are used in order to be used as an example to portray almost the exact image of a known city. So too are the references available which can be taken of the internet no matter where and when. In relation to that, the plagiarism process of "cut and paste" happens rather easily in the aforementioned cyberspace. Batty views the hyperspace thoughts translated into cyber spaces as virtual geographical spaces which paints a picture of the experience of the real world and virtual world which also varies. He debates that cyber space's is based on an environmental approach where it is based on topology of space that happened due to ICT technology development. Batty believed that cyber space's can actually be translated into spatial forms of physical topology which can influence human life. Due to the growth of the cyber spaces, man has created a physical space and territory of its own that is open in nature [21].

Based on the diagram below, Batty breaks down cyber spaces into what can be seen as connections between places and spaces with nodes and with nets. This combination between place and nodes creates space/place for example a business premise in an intelligent city. The combination of nodes and space on the other hand creates cspace for example a computer that is a window to gain information. While the combination between net and place creates cyberplace sort of like a cyber cafés a premise that supplies internet service. The combination between net and space is known as cyberspace for example the internet which can be considered highway information. All the spaces created impacts the lives of an e-community because it becomes the window of communication whether in local, territorial and

global level. So too are the combination between virtual and real space where it becomes the catalyst the phenomenon of hyperreality of the post intelligent city era. It will later become the field of influence to the thoughts of e-community which then brings upon different kinds of hyperrealism thoughts. The shrinking of borders, space, time and place can clearly be seen through the connection of place, space, nodes and nets as can be seen in the diagram. In addition to that the space which were formed are provides the freedom and the chance to e-communities, and it is up to them to mold and shape the information and the knowledge s they please.

Diagram of Cyber Space’s Topology

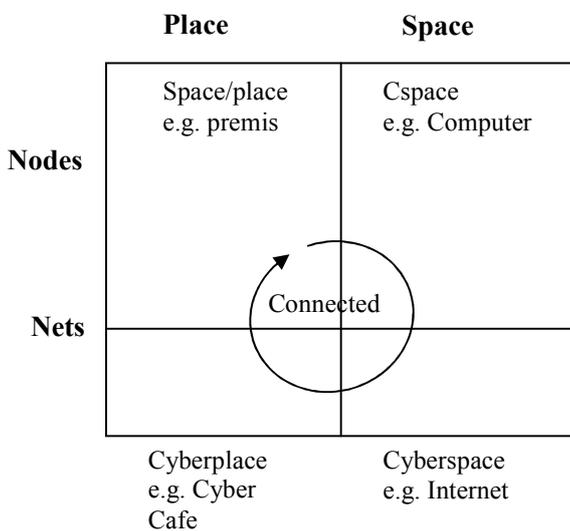


Fig.1Source: Batty (1997)

The second thought is Hypercare. The hypercare thought is a thought regarding all symptoms of perfecting your work, ability of treatment and physical appearance with the help of technological advancement in cosmetics and medicine [22]. When related to real everyday life the people in an intelligent city such as Putrajaya for example, it can be viewed as to how far the extent do these people perfect their work and self appearance. Through ICT facilities such as E-government system and tele-medicine system the work culture has changed. With that so has everyday health management changed. In this issue, it needs to be looked at the indicator for example how far the utilization of e-government system is being maximized by them in order to complete a days work, having a network with

compatriots and other professional friends. The same applies to how far the use of tele-medicine and tele-cosmetics has shaped the attitude of the communities in using medicines and vitamins derived from information taken off the net. Its purpose is to sustain health and self appearance so it suits the demands of their lifestyle. The same also goes for how far they seek counseling help and advice from specific websites in order to change the way they work, the way they communicate, acquire guidance regarding career, health and other self needs.

The third thought is hypercommodity. Hypercommodity thoughts are thoughts regarding the symptoms of spreading commodities to almost every aspect of life and it then turns into an agent to spread meanings and social connection reproduction [23]. The problem of *Halal & Harram* (Clean & Unclean), brand, style and etc has influenced everyday life of the people within an e-community. The effect of the importance of personal commodity in life provides two types of e-communities in an intelligent city. The first community is known as metro-cosmopolitan and the second known as uber-cosmopolitan [24]. Both of these types of communities exist more obviously when ICT is made as the main infrastructure for their daily dealings and activities. In the era of ICT advancements and important information, the macro natures of metro-cosmopolitan societies are more romantic in documenting their everyday life. While the Uber-Cosmopolitan are more functionalism based in describing and documenting their everyday life. For that main reason, the differences between the two types of different communities, caused by differing ways of using ICT, can be viewed from a variety of aspects.

From a philosophical point of view, the thoughts of an e-community especially the metro-Cosmopolitan is based on the values of romanticism that prioritizes the aspects of hedonism which are happiness and well-being as their life purpose. While the life purpose philosophy of the Uber-Cosmopolitan e-community is based on the values of functionalism that prioritizes to what extent do they gain benefit from the activities that they conduct. So to the metro-Cosmopolitan community that invest loads of money for beauty and self-appearance. Skin care, facial and body is given more attention. As a matter a fact they would spend most of their income on taking care of their appearance. While the uber-Cosmopolitan will invest their money for sake of profit. The budget for beauty is not considered a

priority. The Metro-Cosmopolitan community has a tendency to be emotional and react without first investigating. While the Uber-Cosmopolitan community has a tendency to be emotional during troubled times but they tend to have sense of masculinity that is strong. This will allow them to always be able to stop and judge based on rational and sane thinking. The Metro-Cosmopolitan e-community is obsessed with themselves especially regarding the clothes that they wear. When they want something they usually consider the act carefully and meticulously. They too ensure that the house that they are living in is comfortable and beautifully decorated. It has to look comfortable, proper and neat at all times. On the other hand the Uber-Cosmopolitan e-community pays little attention to what they are wearing. They prefer to be obsessed with profit from business, politics and everyday life issues other than self appearance.

From a different point of view, Metro-Cosmopolitan communities are sensitive regarding beauty products. They are experts at distinguishing freshner and facial cleanser or the latest fashion from other things. But Uber-Cosmopolitan e-communities are better at differentiating what is good and what is bad. They make the right decisions regarding what is being thought by the people around them. Metro-Cosmopolitan community works hard in researching and finding references especially in adding to reading materials that is related to self appearance and self styling. However, Uber-Cosmopolitan communities do not like referring to reading materials alone they would prefer to gain their idea and self image through travelling and observing. From there they gain precious knowledge, art and cultural knowledge through observation. Based on the popularity aspect Metro-Cosmopolitans prefer and adore attention and they crave to be the centre of attention of everyone around them especially highlighting their appearance which are superior to others. The Uber-Cosmopolitan on the other hand is more sensual and not so obsessed with themselves. Other need not tell or inform them whether or not that have attractive style, sexy or not. The Uber-Cosmopolitan community does not need to conform to the views of others.

Referring to the relation between man and man, the Metro-Cosmopolitan community has an attitude of habit that treats and respect women as equals. They do not have any prejudice and they consider women to be they're equal. Having said that, Uber-Cosmopolitan e-communities also consider women to

be their equal counterparts, however the relationship is closer to a positive competition compared to the Metro-Cosmopolitan community. From a beauty point of view, the Metro-Cosmopolitan community takes good care of their beauty and self in a very meticulous manner. Beauty care which is being mentioned as an example such as pimple problems, falling hair, teeth, nails and others. While the uber-Cosmopolitan community does not really think about these things and they concentrate more of their time in thinking about beneficial things such as how to enlarge business, career enhancements, financial resources and lots more. This means that a metro-Cosmopolitan community has a spirit and passion for taking care of one's self worth and appearance especially physical, health and environmental. Everything needs to be beautiful, neat and conceptual. While the Uber-Cosmopolitan community, they too take care of self-appearance but only for the larger more profitable benefits especially their careers.

From the explanation above, what is obviously shown is that in the era of digital opportunity, the power of information and knowledge play a very influencing role in the shaping and creating of the two e-communities.

The fourth thought is Hyperconsumption. The thoughts of hyperconsumption is a thought that looks at the activity of utilizing excessively that exceeds the usage value and the tendency to focus on personal and social meaning [25]. ICT for example is an offensive technology where the original usage culture and the change in technology happens rapidly. Through internet technology and patterns of nano-technology, the patterns of usage in human daily life changes very fast. The use of mobile phones for example has reached its third generation which are the first generation (1G), the second generation (2G) and third generation (3G). Generation 1G offers telephone and SMS packages; the second generation 2G offers telephone, SMS, and camera while the third generation 3G offer Telephone, SMS, Camera and internet. The cause for this rapid change in technology generations is none other than to fulfill the demands and the needs of the user. These hyper cultures were already predictable by companies that produce technologies in hand phones such as Nokia and Motorola. This means that the effects of hyperconsumption is that technology providers will always come up with solutions or options that is in

line with the ever changing needs and demands of the customer which is growing rapidly at the moment.

The fifth thought is hypermarket. Hypermarket thought refers to a form of supermarket that focuses and rationalizes time, traffic as well as social practicality that finally becomes a centre of social activity and new values references. The concept of 'preparing the demands of the user overcomes the current available demands' that shows that the item sales are no longer tied to boundaries of border, time, and place [26]. The sale of these items has crossed the borders previously mentioned. Until the central place theory by Walter Christaller showed that sales rely on factors of length, transportation, availability is no longer considered the main factors [27]. In the era of k-Economy, item sales has to be able to fulfill the demands as soon as possible and customer demands has become the main agenda to be fulfilled. The concept of providing a service to consumers adequately as the theories of demands and offer has already changed. It has changed to a situation where consumer demands need to be quickly fulfilled and the customer is always right must be obliged. This means that in the hypermarket thought, the minds of the manufacturers must be more proactive in order to fulfill the demand that is endless. Thus, the concept of supply has to overcome demands at all times. For that purpose, the commerce system nowadays is already utilizing management (Orgaware) sort of a network in order to sell and provide a service.

The sixth thought is hypersensibility. Hypersensibility thought refers to the occurrence of an increase or perfection excessively in order to fulfill the five senses needs for example through the use of ICT technology electronically in the music industry. It is also known as hypervision [28]. A technologist has created the music industry, filming and broadcasting by utilizing ICT technologies. This includes in order marketing entertainment packages in cyber space. The same applies software masters and games engineers who have created game software which highly influences the society in an e-community to the extent of using a computer up to hours at a time. Its main purpose is to play computer software, the newest or the latest. Tools such as Compact Discs and Players are sold at an affordable price such as MP3's. The effect, the culture of reading is now substituted with entertaining games as hypersensibility becomes more accepted widely. Entertainment slots such as the Fantasy Academy on television are not just tools for entertainment but also

in order encourage the culture of fantasizing in order to be famous and glamorous.

The seventh thought is the hypersexuality thought. This thought refers to the outcome of sexual stimulation and satisfaction that transcends nation or territory. For example, the not-normal sexual activity such as homosexuality for example has been widespread on the internet through a long distance. Through the use of ICT, self identification between sex partners that is adored for example no longer is limited to facial and body type alone but rather to the extent of the private parts being shown online [29]. The existence of blogging for example as well as network group based on homosexuality, lesbianism and gays has been widely spread over the internet and it is being exposed right before our very eyes. In blogging these people can discuss among themselves regarding the different techniques available to them especially the latest ones. There are ways to avoid children or teenagers below the age of 18 to be engulfed in these websites, but the question remains, these out-of-sorts sexual activities, which do not conform to the typical social norms can be the catalyst for social ill that can be widespread in a short time. The older generation, younger generation and even teenagers are strongly affected by these websites and the information they portray. Recently, the idea of free sex has been instilled in our teenagers and group such as Punk, Skinhead, black metal and Gothic are all associated with free sex ideals.

The eight thought is hypercyberethics. This thought is a thought that looks at the positive and negative morals that touches on the issue of ethics and conducting one's self over cyberspace. The thought of hypercyberethics gives judgement regarding the good and the bad effects of ICT usage to mankind [30]. This means that this thought is sensitive to the use of ICT that they consider can give a negative impact towards mankind for example computer crimes and cyber crimes. When touching the issue of hypercyberethics, it also includes the understanding on the philosophy of ethics in itself. The kinds of ethics that can measure to what extent is something good or bad and how ICT usage affects that variable. The usage of ICT in cyber space are as seen in the Table 1 [30]. Based on the diagram below it is found that the thoughts of hypercyberethics is divided into two big groups which are ethics which are mathematical in nature called axiomatic systems which is based on rules and laws. The second is science utilitarian in nature based on the humanism

concept. Through mathematic ethics, moral is either right or wrong or good or bad determined by law and rules set by the society based on a social contract. This differentiation of ethics includes Ethics intuitionism, Ethics based on Divine Command Theory, formalism ethics and contractarianism ethics. While ethics that are science in nature, moral is determined by purpose and objective or the achievements of those motives and objectives which are evidently to pursue happiness. The classification of this ethics for example ethics teleological which are egoism ethics and ethics utilitarianism. So too are deontological ethics where ethics are measure by moral responsibility, commitment, self must and self worth. This means that ethics measures moral not only through the outcome or the output but also looks meticulously at the process of achieving a goal or a purpose.

Event though, the most worrying matte ris when an e-community views hypercyberethics and ICT usage from a teleological point of view, where moral is determined by the end product. This means that in order for the people to move forward as a IGC they have to think of the end product without really considering the morality of the processand whether the outcome is good or bad. This ethics is more to justifying means by looking at the end in order to achieve progress.

Table 1: The types of Hypercyberethic

<b>Mathematical Ethics – axiomatic systems based on rules and laws</b>	<b>Ethis based on utilizing science based on humanism principles.</b>
Intuitionism –Moral values are determined objectively and universally known whether good or bad, right or wrong by every individual based on principles and the nature of the human existence.	Concept Teleological – Moral and ethics determined by self rational and prioritizes self and the final outcome, ambition, target, purpose, objective and results among them are:-
Divine Command theory – moral depends on the right and wrong structure around the available justice system.	<ul style="list-style-type: none"> <li>▪ Egoisme Ethics – Moral determination based on the happiness of an individual and prioritizes the rational of loving</li> </ul>

	<p>ones self.</p> <ul style="list-style-type: none"> <li>▪ Ethics Utilitarianism – determine the extent to which moral action is the maximum benefit can give happiness to the majority of people.</li> </ul>
Formalism – Moral defined based on the rules set by an individual and is the guideline for that individuals life.	Deontological concept – Ethics are based on responsibility of moral, commitment, self preservation and truth.
<i>Contractarianism</i> –Moral determined by the agreement of the society and the society systembased on the ties of a social contract.	The measure of the truth is not viewed from end product or result but rather the process of achieving it.

## 5 Methodology

As has been discussed, all of the hyperrealism thinking in this E-community can provide positive and negative effects to the living of citizen of the smart city era. The dimension of the bad effects or good of the hyperrealism thinking can be seen through the pattern and function of ICTs usage among the smart city e-community society. Therefore, three levels of degree can be used in order to measure the accomplishment all of the hyperrealism thinking which is high, moderate and low [28]. The highest accomplishment is determined based on the score of 70% or higher. The moderate accomplishment is determined on the score in between 31%-69%. Low accomplishment is determined based on the score of 30% or less. In connection with that, to measure the level of hyperrealism thinking, a research has been done at Putrajaya in 2003. This research has chosen 124 persons from the middle class citizen as respondent. The majority of respondents (95%) worked in the government sector and 5% more work in the private sector.

This amount of respondent is chose based on the amount of Putrajaya citizen which is 25,000 during the research is done. Taro Yamani scale method has been used to determined the amount of

respondent which is based on 90% confidence level and 10% on erratum [31]. This research is also a case study research, therefore the general conclusion of the research discovery does not represent the whole Putrajaya citizen but only represent the amount of respondent that has been studied [32]. The outcome of the research shows that how far the respondent has been realizing the *hyperrealism* thinking in their daily activity whether at home, outside or office. The level of achievement analysis outcome of the hyperrealism thinking is described as below. This hyperrealism study is based on quantitative analysis and case studies. This study using a questionnaire with closed questions. Questionnaires filled in by researchers to conduct interviews with respondents in their homes.

## 6 Digital opportunity and hyperrealism in Putrajaya

The outcome of the research shows that how far the respondent has been realizing the hyperrealism thinking in their daily activity whether at home, outside or office. The level of achievement analysis outcome of the hyperrealism thinking is described as below.

### 6.1 Hyperspace

If based on the pattern of internet usage among 124 respondent of Putrajaya citizen, 70.4% have been found often to use internet to obtain information and new knowledge, whereas 7.0% use internet occasionally and 22.6% does not use internet to obtain information and new knowledge. That means, from this aspect the level of hyperspace thinking of the respondent is in high level.

Based on the usage of e-mail among 124 respondent of Putrajaya citizen, 62.7% have been found to use e-mail to communicate, only 5.0% rarely use e-mail to communicate and 32.3% does not use e-mail to communicate. That means, from this aspect the level of hyperspace thinking of the respondent is in moderate level.

### 6.2 Hypercare

Based on the understanding of using government electronic system to improve work quality; 65% has been found 'understood', whereas 23.6% respondent has 'moderate' understanding and 11.4% does not understand at all. This means, from this aspect the hypercare thinking of Putrajaya citizen has reach the

moderate level. Based on the understanding of the usage of tele-medicine system to improve the self health among themselves and family; 74.6% has been found 'understood' that it helps in health care, whereas 23.7% has 'moderate' understanding and 1.7% respondent found it as 'understood'. This means, from this aspect the hypercare thinking among Putrajaya citizen has reach the high level.

### 6.3 Hypercommodity

The usage of information from ICTs to sway the clothing fashion; 14.4% of respondent has been found often to sway their clothing fashion when they obtain new information from ICTs. Whereas 50.8% respondent rarely sway their clothing fashion when they obtain the information and 34.8% respondent has never change their clothing fashion even though they obtain new clothing information from ICTs. From this aspect, it means that the level of hypercommodity thinking of respondent is still in low level. Which means that they have not reach the standard of metro-cosmopolitan society or even uber-cosmopolitan.

The usage of information from ICTs to change their appearance and attractiveness; 21.2% respondent has been found 'often' to change appearance and attractiveness of themselves when new information is obtain from the ICTs. Whereas 38.1% respondent seldom to change their appearance and attractiveness and 40.7% respondent has never change their appearance and attractiveness even though they obtain new information from ICTs. From this aspect, it means that the level of hypercommodity thinking of respondent is still in low level. Which means that they have not reach the standard of metro-cosmopolitan society or even uber-cosmopolitan.

### 6.4 Hyperconsumption

Based on the ownership of a latest mobile phone among the respondent family; 24.2% respondent admit to have 3 or more family that has latest mobile phone. Whereas 65.4% respondent admit that one or two of the family has latest mobile phone and 1.6% respondent admit that there is nobody in their family has the latest mobile phone. From this aspect, it means that the level of hyperconsumption in between respondent's family is still in low level. Which means that they have not reach the metro-cosmopolitan society standard.

### 6.5 Hypermarket

The usage of electronic trading system among respondent; 13.8% respondent used to use the electronic trading system whereas 86.2% respondent has never use the electronic trading system. From this aspect, it means the level of hypermarket thinking in MGB era among respondent is still low.

Similarly the usage of tele-shopping among the respondent; 8.2% respondent have been found often to use the tele-shopping facility whereas 36.1% respondent rarely use the tele-shopping facility and 55.7% respondent has never been using the facility. From this aspect, it means the level of hypermarket thinking in MGB era among respondent is still low.

### 6.6 Hypersensitivity

Adding computer game software among respondent; 33.1% have been found often in adding latest computer game software for their children whereas 32.2% respondent sometimes may add the latest computer game software and 34.7% have never been adding computer game software for their children toys. From this aspect, it means the level of hypersensitivity thinking among respondent is still moderate.

Based on the rental of television programme among respondent such as ASTRO; 53.7% respondent do rent ASTRO television programme and 46.3% respondent does not rent the ASTRO programme. From this aspect, it means the level of hypersensitivity thinking among respondent is still moderate.

### 6.7 Hypersexuality

There is no level indication on this hypersexuality thinking because the information is not obtainable and it is so secluded to be exposed. Majority of the respondent does not answer this question because it is believed to be 'taboo'. Thus, it is beyond the power of researcher to pry off because it depends on respondent's discretion.

### 6.8 Hypercyberethics

Referring to the confessions of respondents regarding ICT usage that needs to be ethical and moral; it was found that 69.4% agreed that ICT usage needs to be ethical and Moral. While 27.3 % Agreed a little that ICT usage needs to be ethical and moral and 3.3% of the respondents did not agree that ICT usage needs to be ethical and moral. This means that from this aspect the level of hypercyberethic

thoughts of the respondents are still moderate and intermediate.

Research findings such as the above does not baffle no ris it considered weird because the ethics of ICT usage of respondents in Putrajaya is closely related to the ethics of teleological (the goal is more important and it allows for any means necessary). This is because a majority of the respondents from Putrajaya has bought pirated CD's and VCD's before. For example 66.7% of the respondents confesse to buying pirated VCD's and only 33.3% has never bought Pirated VCD's. This means that from a hypercyberethics point of view, the thoughts of the respondents are still moderate. However if this is not deal with, it will reach the highest point of teleological ethics where the means justifies the end, buying the VCD (pirated or not) in order to entertain.

## 7 Conclusion

In conclusion, the thoughts of hyperrealism from the hyperreality phenomenon of post modern era and post development of intelligent city is a daunting task for the development Informative Community under the Act of Vision development (2000-2010). Even though in Malaysia, the stressing of digital opportunity has been given a priority in order to achieve the goal of closing the digital divide, but the negative repercussions and the positive impacts as well as the actions of e-communities depends on the intelligence of using ICT technologies. The approaches of adapting, diffusing and innovating ICT that are outside human control especially in utilizing cyberspaces are no longer bounded by knowledge, thinking, belief and even culture. Even manual communication has proven through times can be hard to control despite the ever vigilant laws passed. This is because it is due to the nature of man, to not want to be bounded law of man. I believe that e-communities in intelligent cities will always have to face these phenomenons of hyperrealism which will in the end, become the most daunting of task for the community. The main challenge feared is the negative effect that hyperrealism might have on the lifestyle of an individual and also a whole family. Even so, in the end it all depends on self ability and the e-community to act collectively in controlling hyperrealism. Even more true when we consider that the best course of action to take in dealing with this phenomenon of digital opportunity of ICT Post Intelligent City development.

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