

CAT 4 Resource Development

Group 4-23

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CONTENT

Our content is going to involve the following points

- Abstract of our project
- Introduction to our project
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- Outcome and Discussions
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- Acknowledgements

ABSTRACT

Project Take Care of Our Home is a project aiming to promote the prevention of vandalism and to inspire people to be more responsible with public facilities. Through our end products which are the website, animated video, flyer and poster, we hope secondary school students in Singapore to understand what are the dire consequences of vandalism. The problem we find out is that there is not enough sense of responsibility in the students now days. We ourselves see our classmates vandalising the school properties without the awareness of vandalism. Such daily acts include littering in classrooms, stepping on tables, chairs and pushing them around etc. It's so common and out of hand that we have to do a mass cleaning every week. With the students today being so IT-savvy today, most of them will thus be accessing information online, that's why we have uploaded our hard-copies onto our end-product website. Information regarding this topic is included in our website, which also features an animated infographic video, a poster and a flyer. According to The Straits Time, there was a total of 2800 reports of littering and 2500 in high rise buildings in 2015 and 2016 respectively. There are many impacts of this, including possible fatalities, injuries, and alot more trouble and time spent on cleaning the mess up. Just recently in June 2017, Cases of bike misuse or vandalism has been increasing, since bike sharing services provided by MoBike, ofo and oBike were launched in Singapore. These cases are actually so common that we almost see news on the misuse of them every week.

1. INTRODUCTION

1.1 What is vandalism?

Vandalism is the act without the written authority of an authorised officer or representative of the Government or of the government of any Commonwealth or foreign country or of any statutory body or authority or of any armed force lawfully present in Singapore in the case of public property, or without the written consent of the owner or occupier in the case of private property.

1.2 Our rationale

Many people vandalise, including teens and kids. Some acts of vandalism occur as a prank, and are not observed as a crime as the results are only minor. Young individuals consider vandalism a way to show their guts to their peers and gain attention. This possibility is also supported as many vandalism cases occur with 2 or more individuals involved. Also, the government has tried to do different campaigns to prevent vandalism, but all their efforts were in vain such as the Keep Singapore Clean Campaign, showcasing animations on educating the public not to litter, taking the National Day Parade as an example and aims to bring the cleanliness challenge to the forefront of the public's consciousness. Penalties and Corrective Work Orders have also been introduced and issued starting from 1992. However, despite all the effort the government has put into to stop vandalism in Singapore, the number of cases of vandalism is still increasing. After 1 year of the start of the campaign in 2014, the number of Corrective Work Orders issued was 688, more than double of 261 in 2013 . Thus, we could infer that the current government efforts are not enough.

1.3 Objectives

Our objectives for Take Care Of Our Home is:

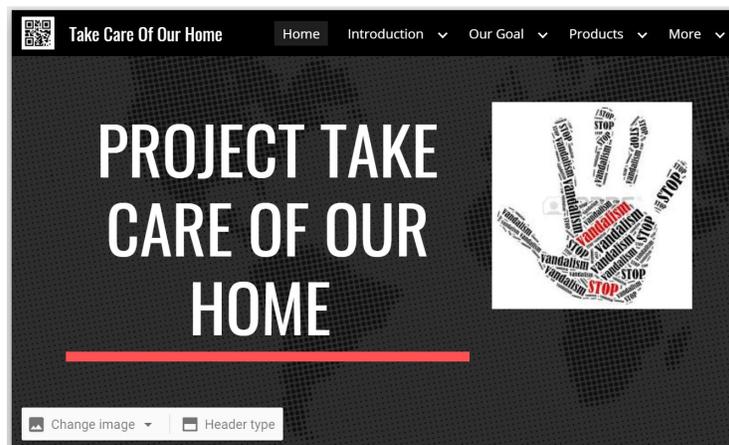
1. Educate lower secondary school students on the consequences of vandalism through our products.
2. Reduce the number of people vandalising.

Target audience

Our target audience is lower Secondary school students aged 13 and 14 in Singapore.

1.4 Resources

The resources created was an animated infographic, a flyer, and a poster. We also created a website, where all our end products are compiled into and also explains how vandalism affects others, yourself, and the consequences of doing so. We also releases our pilot tests results. The posters and flyers can attract people to look at them and learn something from it. We used bright colours to attract the audience. The video is an animated video which can attract teenagers to watch as it would be more appealing to them.



2. LITERATURE REVIEW

We all know that teenagers are vandalising public facilities these days. Take for example, the Toa Payoh Graffiti Case where 5 17 years old teens crude slogans against the People's Action Party

<http://www.asiaone.com/singapore/5-youths-arrested-toa-payoh-graffiti-case?nopaging=1>

2 teenagers were arrested for allegedly vandalising Sembawang Crescent Carpark

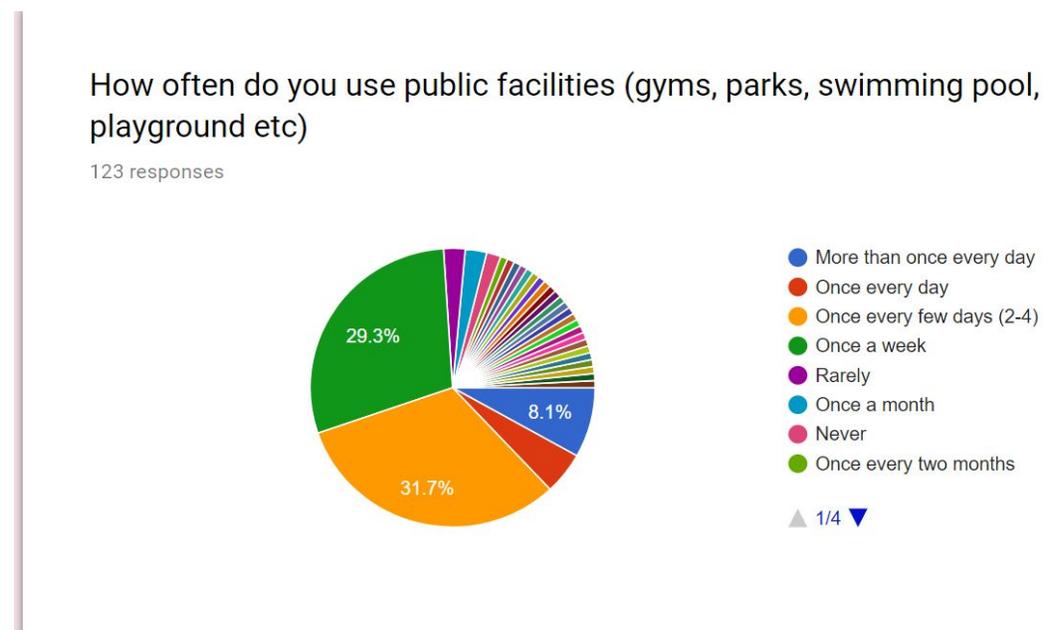


<https://www.straitstimes.com/singapore/2-teenagers-arrested-for-allegedly-vandalising-sembawang-crescent-carpark>

3. METHODOLOGY

3.1 Needs analysis

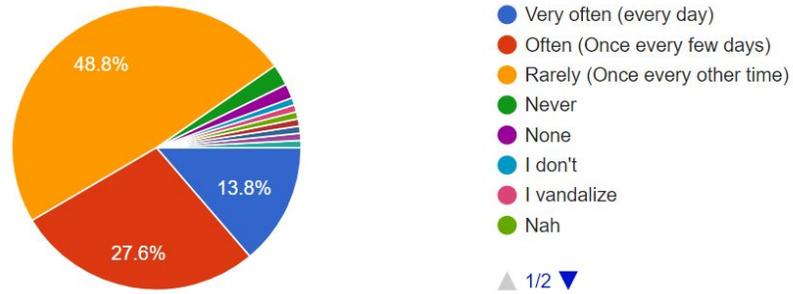
A needs analysis was conducted to ascertain the relevance of such a project. We asked how often they used public facilities and how often they saw people vandalise. A total of 123 responses were recorded. Below are the needs analysis results When asked how often they used public facilities:



When asked how often they saw people vandalise:

How often do you see vandalized/damaged public facilities

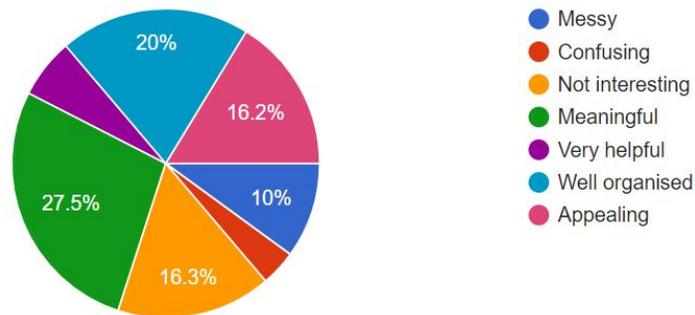
123 responses



When asked how our website fared:

Please visit our website www.bit.ly/hci23 and take a look at our website and our poster, flyer and video. What do you think about it?

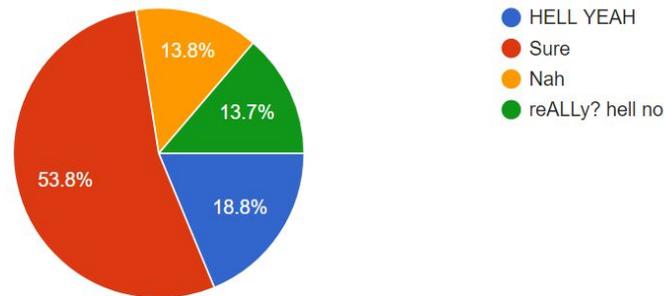
80 responses



When asked if they would recommend this website to others:

Would you recommend this website to your peers and friends?

80 responses



The replies of a few of the people who did the survey are as follows:

“I feel that it causes a lot of **frustration** for the users and it might dirty their clothing when they sit on it”

“I feel that vandalised public facilities can **spoil the scenery** of Singapore”

3.3 Development of resources

We made a survey made of different questions and also included our poster inside and we walked around the school to interview Secondary 1 and 2 students. The survey results were then collated.

4. Products and Results

After completing our end products, we created a survey which asked recipients what they felt about our website and products. Below are some of the responses and results.

The results are in the outcome and discussion.

5. OUTCOME AND DISCUSSION

A decision was made to improve our video. After receiving feedback, we have decided to switch to create another infographics, another great way to add finesse to our products and make it more appealing. The content of the videos will stay the same, with a new and improved look! To add on to that, we also decided to add more features to our website and apply finishing touches. Also, we have decided to change the posters and flyers according to the comments below:

There were comments in advising for less words and more pictures.

After these comments, we have improved our poster to be less messy and wordy and solve the problem of short attention spans of the viewers.

6. Difficulties and Feelings

Some difficulties we faced were that we had to make the website and video, and some of our project work mates were uncooperative and had a difficult time doing the project, which resulted in many arguments and disagreements. We also have balance our time well between school work too. Although these challenges and obstacles contributed to the tough and perilous journey, , we still persevered and did our best. In the end, we managed to complete our project work.

7. CONCLUSION

Project Take Care Of Our Home has been a challenging project to undertake as it was difficult for people to work with us and collate information as well as making the video. The whole project journey had enabled the group to develop many skills. Creativity and a keen sense of observation were crucial during the initial stages of the project. Perseverance and patience were the final elements that enabled the completion of the project as these motivated the project group to believe that they had made the correct choice.

8. ACKNOWLEDGEMENTS

We would also like to thank and extend our gratitude to all the pupils who willingly took time to do our survey. We would also like to express our gratitude to Mdm Chan, our guiding mentor who guided us throughout the project work and giving us advices in our most times of need.

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References for our proposal evaluation, mid-term evaluation and final evaluation slides are in the slides itself, present on our website:

<https://sites.google.com/student.hci.edu.sg/care4ourhom>