

Project Spreading Cultural Awareness 2018

Category 4 Project Work Written Report

Group 4-28

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Abstract

Project Spreading Cultural Awareness is a project which aims to spread cultural awareness of the different cultures in Singapore. The project's target audience is Secondary 1 and 2 Hwa Chong Students as they are mainly exposed to Chinese culture. The reason for the target audience is because there is a smaller age gap from the group and it would be easier for the group to share the knowledge and interact with them more effectively. The aim for the project is to cultivate a sense of cultural knowledge in students and teach them about the festivities and traditions of Singapore's diverse cultures, as they are the essential part of every culture. The group plans to do this through an Instagram account where infographics are posted periodically to inform the readers about the different cultures of the races in Singapore. An educational card game to impart knowledge on the festivities through a fun and interactive manner, and posters detailing the facts on traditions and festivities about Singapore's cultures.

1 Introduction

1.1 Rationale

Hwa Chong students are mainly exposed to Chinese culture as the students are predominantly Chinese. Therefore, they lack the knowledge and are not aware of the festivals and traditions of other cultures. This might cause Hwa Chong Students to become culturally insensitive. Many students also would not take the initiative to do their own research to learn about the different cultures in Singapore. Thus, the aim is to use resources to help spread this awareness. Also, students can often be more sensitive to information spread through social media and also more receptive to new ideas and knowledge from a card game.

1.2 Objectives

The project aims:

1. To spread awareness and cultivate knowledge on the different cultures of Singapore
2. To allow students to appreciate Singapore's diverse cultures even more

1.3 Target Audience

Secondary 1 and 2 Hwa Chong students.

Reasons for target audience :

- 1) Easier to impart knowledge to Secondary 1 and 2 students.
- 2) Hwa Chong students are mainly exposed to one type of culture which is Chinese culture.

1.4 Resources

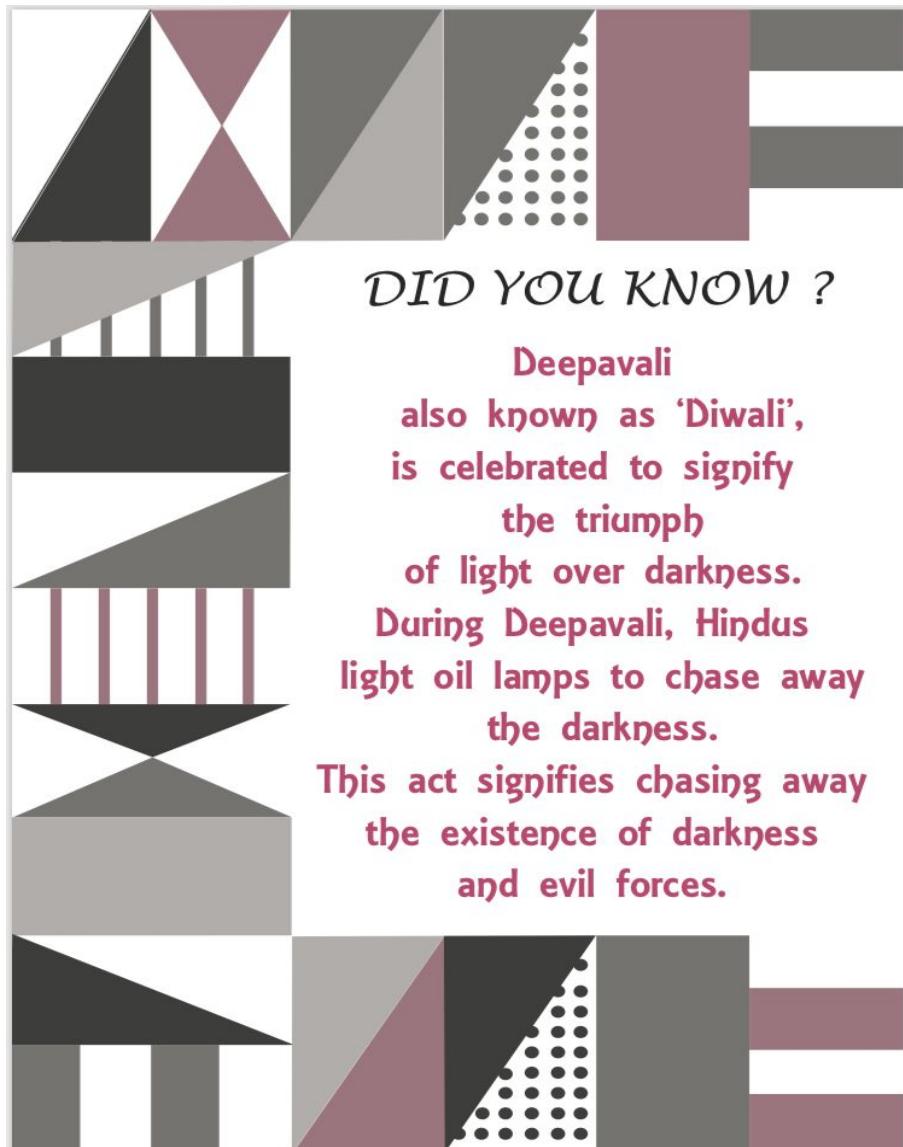
- Educational Card Game
 - Teach students about the different festivities celebrated by the different cultures to allow them to understand the cultures more in a fun way.
 - Allow students to understand the significance of the festivities in building an inclusive and united Singapore.



- Online Infographics on social media platform (i.e. Instagram)
 - Reach the target audience easier as youngsters nowadays are digital natives.



- Posters put up in class
 - Students are able to read the information during free time.



2 Literature Review

The Institute of Policy Studies and Channel NewsAsia had researched about the people who participate in inter-cultural activities, and results show that a fair number of its 2,020 respondents do not participate in the cultural practices of those from other races (Yuen, 2017). This reflects that more needs to be done to educate the people on the different cultures, as not many bother to join the cultural activities of other races.

This is a serious problem. Cultural awareness is important, especially in interactions with others, as misunderstandings may occur when one interprets one's culture based on their own culture (Stephanie & Giovanna, 2007). As the future generation of Singapore, the youths should learn to be cultural sensitive and avoid misunderstanding to occur for the betterment of the nation.

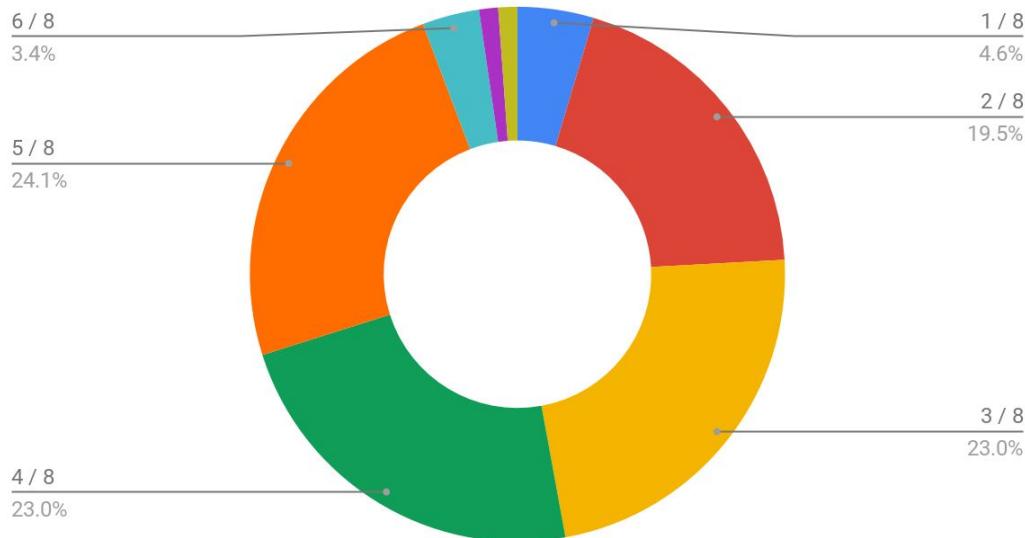
3 Methodology

3.1 Needs Analysis

A needs analysis was conducted to determine whether the objective of the project was relevant. Firstly, a quiz was created to evaluate the student's knowledge on the different cultures in Singapore. Afterwards, a survey was made to see if the project would be useful to students. The survey results show that students were not very familiar with the different cultures in Singapore.

3.2 Survey Results

Score Distribution for Quiz



The quiz results show that the target audience displays a poor understanding of the cultures of Singapore, with around 70% getting 4 and below (out of 8). This shows a need to educate students on the different cultures and the importance of being culturally aware.

3.3 Development of Resources

Research about the different festivals and traditions was done online, and included in the Instagram posts. Posters were also printed and put up on the notice board in the classrooms. To spread awareness of the posters, students were encouraged to follow the Instagram page and read the posters during their free time.

As for the card game, inspiration for the theme of a resource based card game was gained from the Singaporean card game *Guardians of the City* (*refer to picture below*).



Hours were spent brainstorming and coming up with an original and engaging gameplay method for the card game. A rulebook is also provided for the card game to provide players with an easier understanding of the gameplay.

3.4 Pilot Test

A quiz was administered before the creation of resources to evaluate the need for the project. Pilot tests among 15 Secondary 1 to 2 students were then conducted to test the rough prototype. The subjects gave feedback on the effectiveness of the project after they had played to see how the project could be improved.

After finalising the product, it was tested on the same number of students. Subjects were asked to evaluate how fun and educational the card game was, and state the takeaways they gained after playing the card game.

Below are some pictures and results of the pilot tests:

Pilot test 1 :

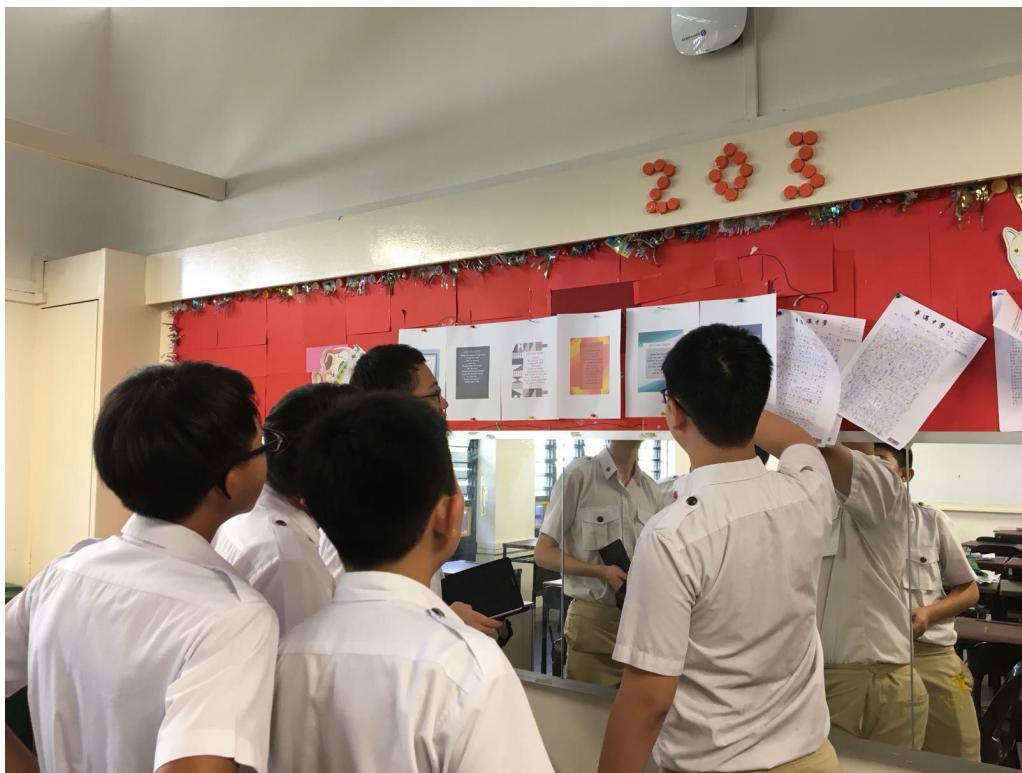


Secondary 1 and 2 students testing card game prototype

Pilot test 2 :



Secondary 1 students testing finalised card game



Group member Zenwei explaining details and facts to secondary 2 students

Feedback (Final Pilot Test) :

Below are some of the responses gathered from the pilot tests

- “I learnt about the different kinds of festivals and facts about different traditions.”
- “Cultural awareness is an important aspect to unite the people.”
- “In the past I did not know why Muslims had to fast, now I know why !”

4 Outcome and Discussion

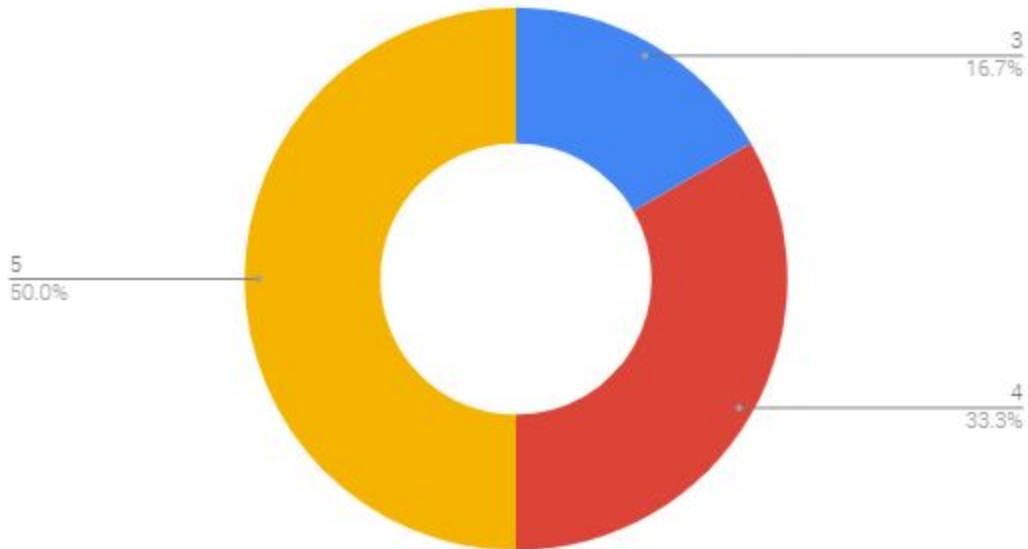
In the surveys conducted after the initial pilot tests, the response proved to be positive. However, it was only lukewarm reception. Improvements were made regarding the negative feedback towards the card game as it was stated to be not aesthetic and player-friendly, which was the case for the first prototype. From there, the cards were designed with proper software and a rulebook for the card game was made.

After conducting the final pilot tests with the card game and posters, positive responses were recorded. Students who participated in the final pilot tests stated that they had managed to learn and gain knowledge on the different festivities and traditions after they were exposed to the resources.

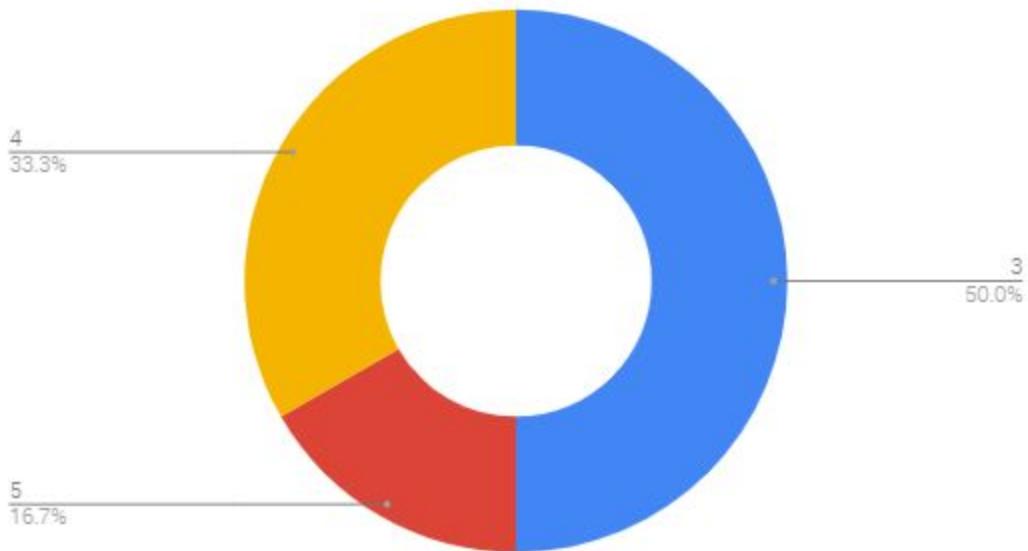
4.1 Pilot test / survey results

Pilot test 1 :

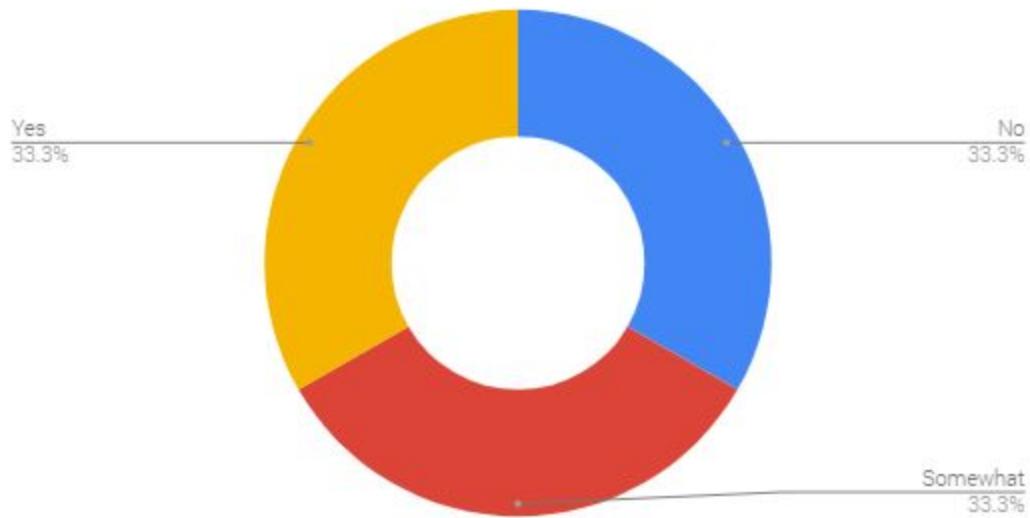
From a scale of 1 to 5, how enjoyable was our card game?



From a scale of 1 to 5, how player-friendly was the card game?



Count of Has playing the card game taught you something new about the festivities of the different cultures of Singapore?

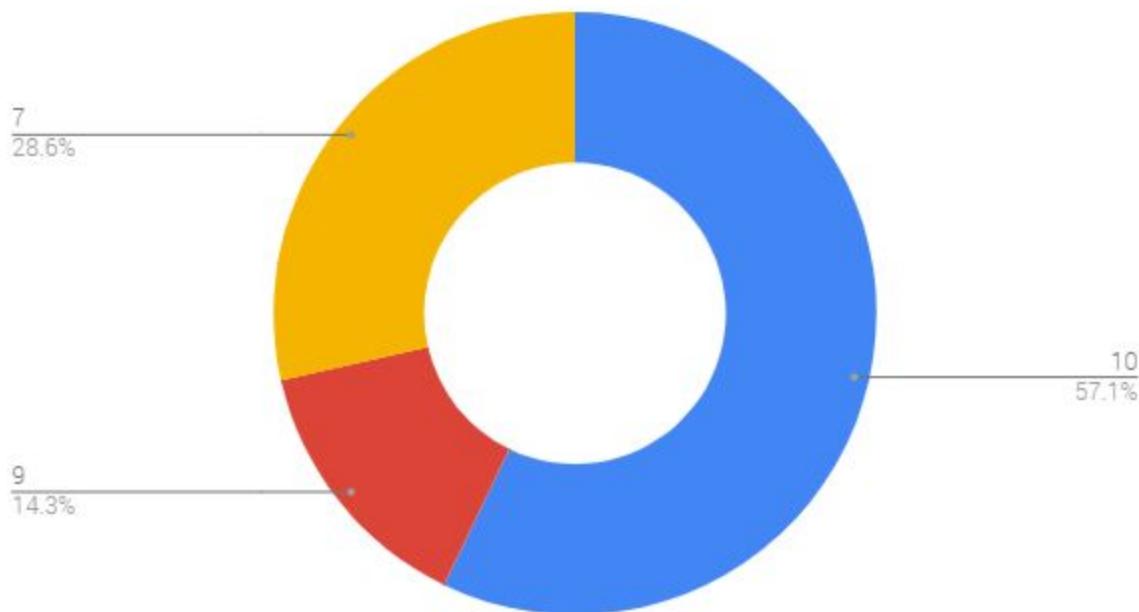


Final Pilot test :

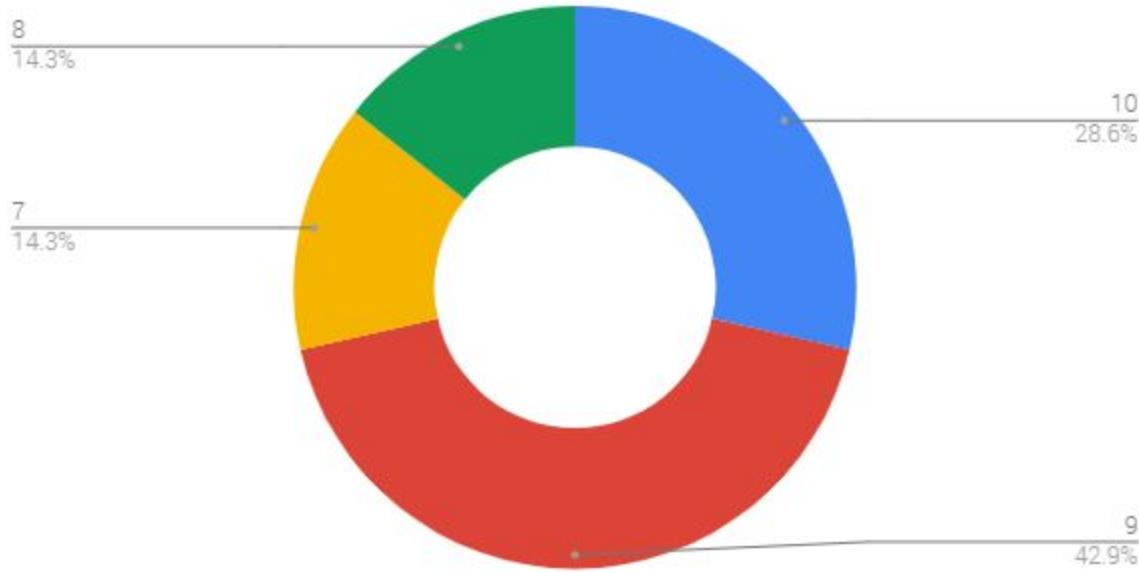
For the final pilot tests, respondents gave positive remarks, with everyone giving a high rating of the card game in terms of fun and educational benefit. When asked to describe their takeaways from the game, besides learning more about festivals and traditions, some even reflected that they understood the importance of such festivities in the shaping of a inclusive society, which was ultimately the goal for the project.

Below are some statistics for the results:

How fun was our card game?



How educational was our card game (was it able to teach you something new, did it allow you to understand a new concept o...



4.2 Suggestions for improvement

Time and dedication towards the project could have been utilised better as group members were not really effective in meeting deadlines. The quality and standard of work could also be better and improved. Lastly, the group could have been more cooperative and supportive during discussions.

5 Conclusion

Throughout the journey and creation of the project, the group has learnt about many different cultures and their festivals and traditions. They also learnt how to be more sensitive towards people of other races, in order to prevent misunderstandings.

Creativity was a crucial part of the project as new ideas had to be thought of in order to avoid plagiarism and copyright issues. Original designs and ideas were also required to maintain the instagram page.

Besides that, contextual knowledge played a big part of the project as fact-checking had to be done regularly to prove the reliability of facts, in order to prevent offensive remarks or incorrect understandings towards other races.

Acknowledgements

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- Project mentor for the guidance and mentorship throughout the whole journey
- Friends and classmates who have given suggestions on ways to improve resources
- Secondary 1 and 2 schoolmates who helped with pilot tests and provided feedback to improve the project

References

1. Quappe, Stephanie, Cantatore, Giovanna (2 November 2007). What is Cultural Awareness, anyway? How do I build it? Retrieved from <http://www.culturocity.com/articles/whatisculturalawareness.htm>
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