



Project Back-up (4-29)

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Abstract

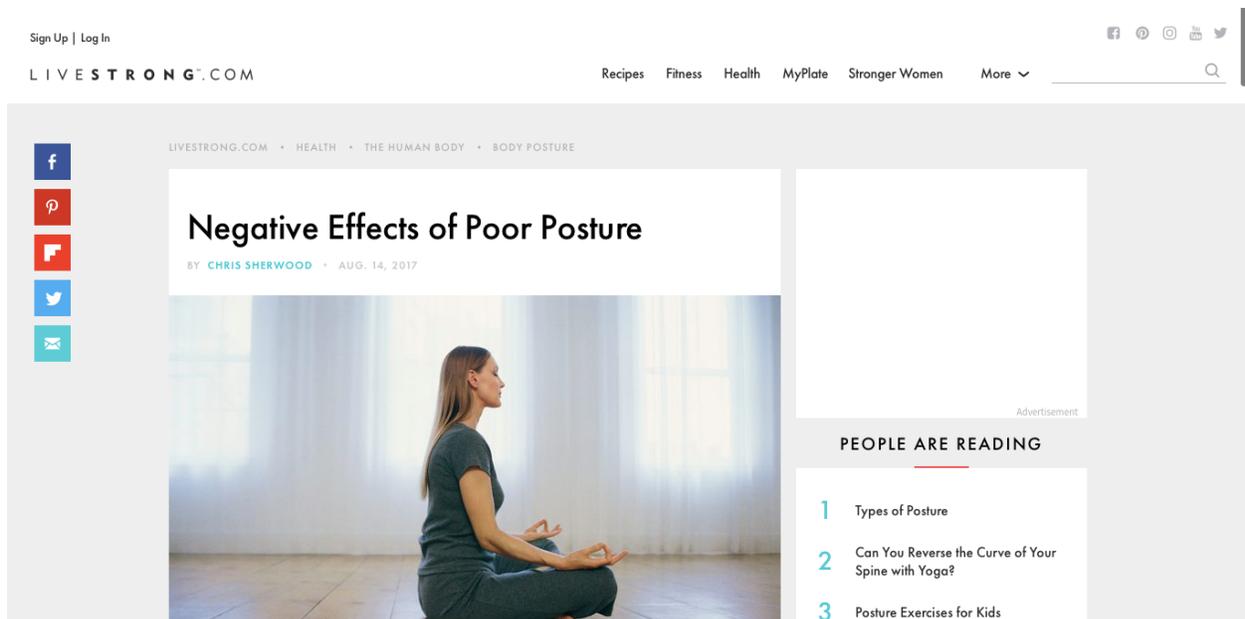
Our project is about spreading awareness of having a good posture. We want to let as many people to know about the benefits of having a good posture. We plan to use a website and Instagram to spread awareness of our project.

Introduction

The idea of spreading awareness of having a good posture came about after seeing an increasing number of back related problems in Singapore. Having a bad posture from young can affect one's entire lifetime as further medical complications such as constant fatigue, extreme pain and even high blood pressure. We also observed that there were an increasing number of students and teachers with bad posture. The objectives of our project are that we want to spread awareness of bad posture through our Instagram page and our website to teach people about the causes and effects of bad posture, also how to prevent bad posture and what is a good posture. The target audience are students aged between 13 to 18 + teachers.

Review

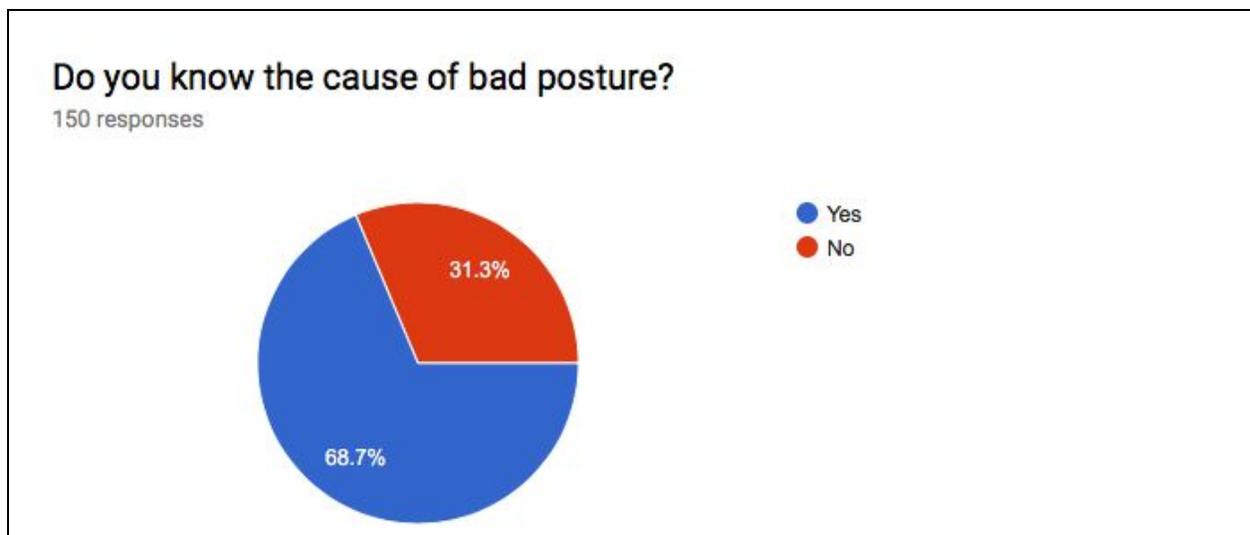
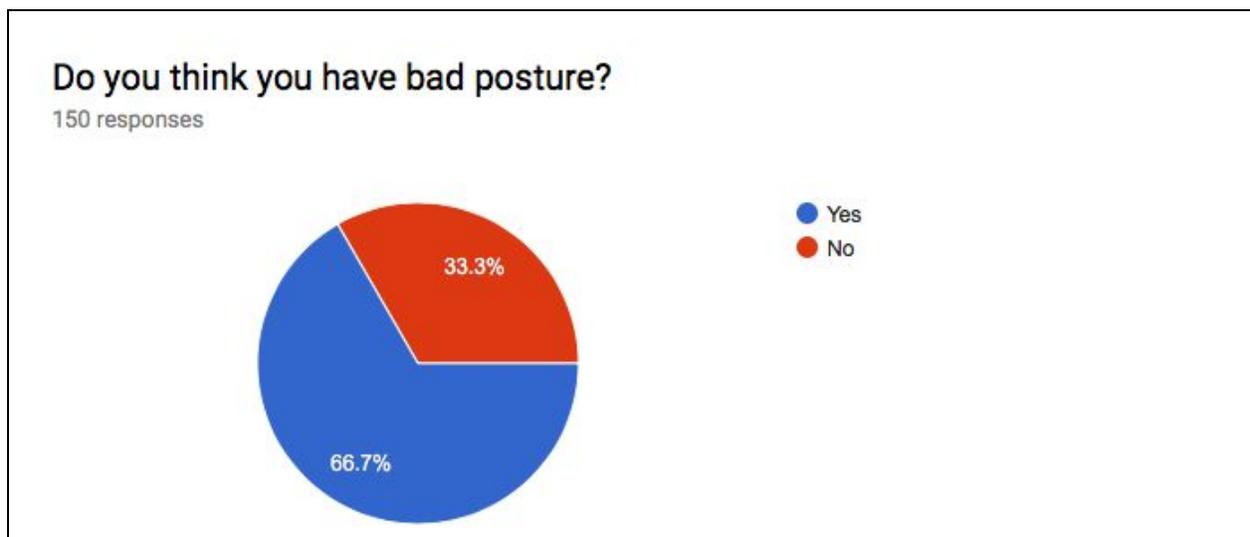
We went to many different websites to find information relevant to our topic. At first, it was difficult as we did not know which websites to choose. However, we found a chain of reliable and trusted websites which gave us some good information about back posture. One of the better websites we found is Livestrong.com. It provided us a lot of information for us to compile together in our website and our literature review.



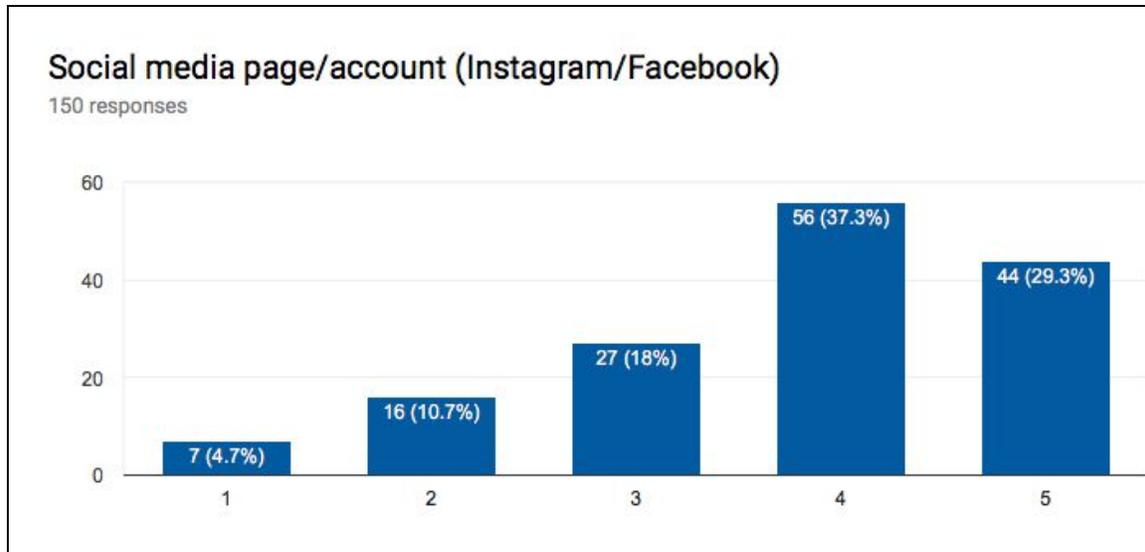
The screenshot shows the Livestrong.com website interface. At the top, there are navigation links for 'Sign Up | Log In', 'LIVESTRONG.COM', and various categories like 'Recipes', 'Fitness', 'Health', 'MyPlate', 'Stronger Women', and 'More'. Social media icons for Facebook, Pinterest, Instagram, YouTube, and Twitter are visible in the top right. The main content area features the article title 'Negative Effects of Poor Posture' by Chris Sherwood, dated August 14, 2017. Below the title is a large image of a woman sitting in a yoga pose. To the right of the image is an advertisement placeholder. Below the advertisement is a section titled 'PEOPLE ARE READING' with a list of three related articles: '1 Types of Posture', '2 Can You Reverse the Curve of Your Spine with Yoga?', and '3 Posture Exercises for Kids'.

Methodology

At the start, we realised that many people around us had bad posture. We wanted to help them change and decided to do this project. We needed to carry out a needs analysis to find out how many people knew about their bad posture. From our survey we found that 66.7% of the people who took our survey said that they thought that they had bad posture while 33.3% said they thought they did not have bad posture. 68.7% of the people said they did not know the cause of bad posture. Turns out, there were not many people who knew, which increased the need of our project.



Then we decided to send out a survey where we question our target audience on which kind of platform they thought was best to spread awareness. They ended up choosing social media and a website.

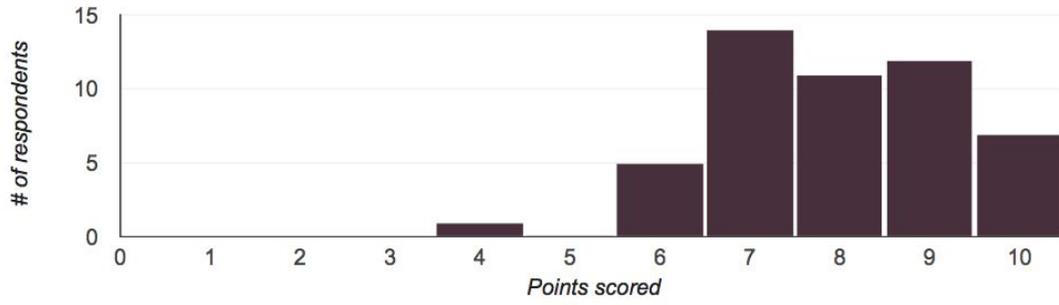


There were also many misconceptions on back posture. For example, many students thought that soft foam backrest helps to prevent bad posture. However, it will only worsen bad posture making the body sink into it and curve the spine more. We made sure to tell everyone about this conception by adding it on our website and posting it on Instagram. We also held a pilot test where we let students view our website and instagram page. Then we proceeded to give them a quiz to see how effective our product package was at teaching students about bad posture. The average and median scores of the quiz are 7.96 and 8 out of 10, respectively. Many students also commented that the various infographics helped them to remember a lot of the information. Some also felt that our website was too wordy and thus we shortened many of the paragraphs and some into point form.

Insights

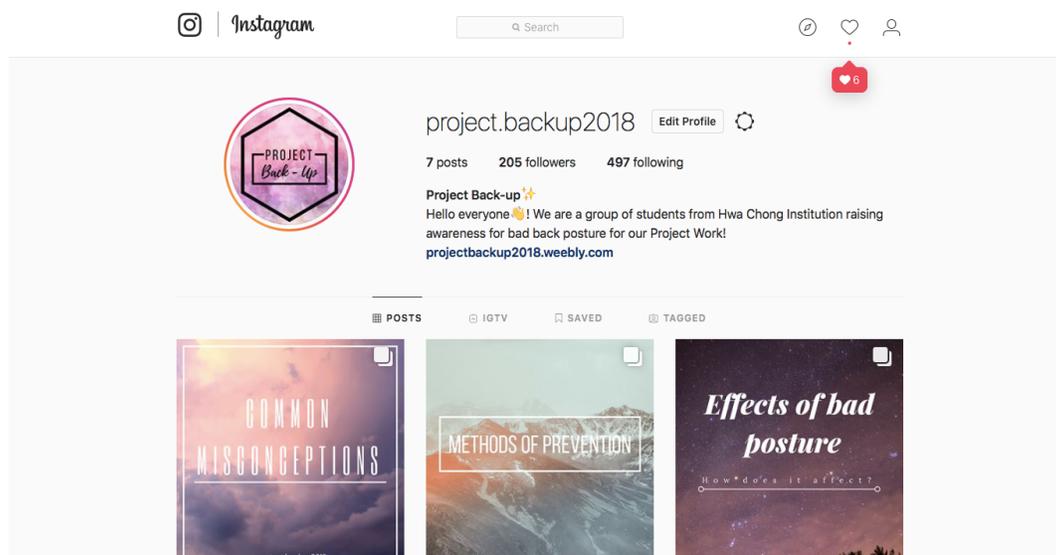
Average 7.96 / 10 points	Median 8 / 10 points	Range 4 - 10 points
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Total points distribution



Outcome and Discussion

The final outcome for our project will be to have a website and an Instagram page for people to view to learn more about bad posture and hopefully improve their posture and thus less and less people will have bad posture and the resulting effects of it. However, there are certain limitations to our project. For example, not everyone will see our website or our Instagram page despite them being published online and public respectively. If they do not see our website, we will not be able to help them with their bad back posture. Also, even if people see our resource package, not everyone will heed our advice as we have no control of whether or not they will actually take our advice seriously. To further our work, we could partner with community centres to put up posters that are targeted at the elderly there or to use the community centres as a platform for spreading awareness. This would give us a wider audience and more credibility. One other way we can further our project is implementing various back posture exercises in between classes, conducted by our class CMC or teachers to make sure that our class will stretch after each class to ensure that our classmates will have a good posture.





Summary of project

Conclusion

In doing our project, we have found that we had to do a lot of research, for example the effects or the causes of bad posture. Research played a big part as we had to make sure the information that we would give to people viewing our product was correct so as to not give wrong information. From this we learnt to take our information from reputable sources and to make sure the same information was present on different websites to ensure that the research was credible and correct. Some problems we faced were that we had to find 50 responses for our pilot test and it definitely was hard to find enough people within our target audience range willing to do our survey and quiz but eventually we managed to find 50 people. Another problem that we faced was that we all had many different commitments and thus we had to find time to complete our project as some of us could not make it to the usual meeting times. However, in the end we made sure to meet even though some of us couldn't meet and we made sure that those who didn't come to the meetings caught up to our progress. This was important as we had a lot of work to do and a lot of commitments to juggle. With this newfound knowledge on bad posture, in the future we will know the dangers of having a bad posture and will ensure that ourselves, our friends and our family will not have a bad posture.

Acknowledgements

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