CAT 4 RESOURCE DEVELOPMENT

GROUP 4-60

HARASS ARREST

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ABSTRACT

This paper reviews our project's attempts to raise awareness for harassment amongst teenagers in Singapore, to urge victims to speak up and to educate the public about the prevalence of harassment. We noticed an increasing number of harassment cases involving teenagers, so the steps we took to counter this problem are as follows:

- Research on statistics involving this problem, and conduct a needs analysis to find if this is truly a prevalent issue
- Create a resource package consisting of a video, multiple posters and an instagram page to publicise our resources to the community

Conduct a pilot test to see how useful our resource package is
We can conclude that our resource package is indeed useful due to the extensive pilot testing we conducted and the positive feedback that we received. We also hope that our project will continue to touch the hearts of harassment victims.

1 INTRODUCTION

1.1 Rationale

There is an increasing number of cases of harassment in Singapore involving teenagers, however this issue of harassment is not taken that seriously in Singapore, and victims of harassment do not speak up and suffer in silence.

1.2 Objectives

The objectives of Harass Arrest are to :

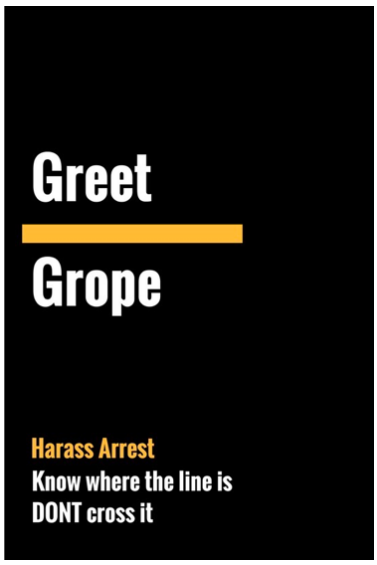
- Raise awareness of harassment in Singapore
- Urge victims of harassment to speak up
- Educate the public on the prevalence of harassment

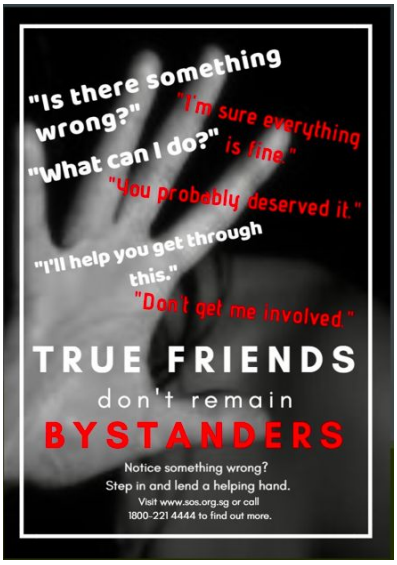
1.3 Target Audience

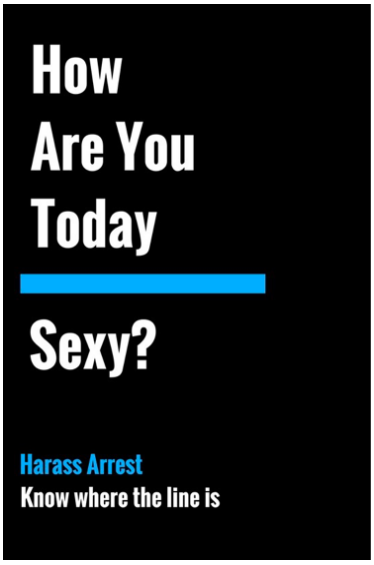
The target audience is youths aged 12-18.

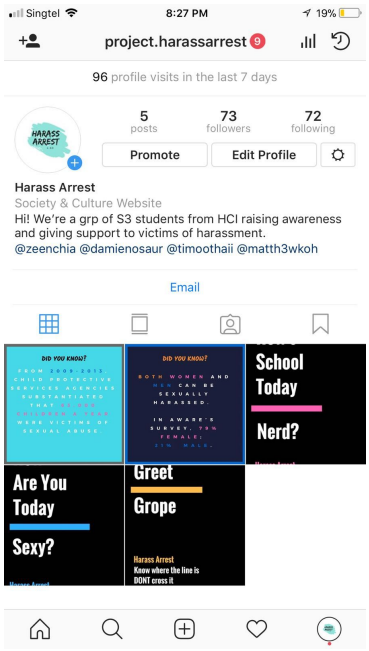
1.4 Resources

The resources created was a video educating the public on negative impact of and different types of harassment . Multiple posters were also created, with helplines provided. And an Instagram account was also created to reach out to even more youths.





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19%
project.harassarrest
96 profile visits in the last 7 days
5 posts
73 followers
72 following
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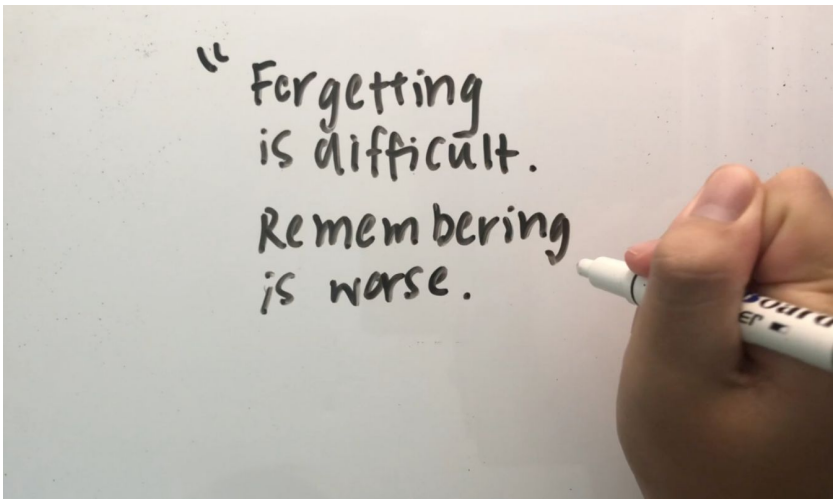
Society & Culture Website
Hi! We're a grp of S3 students from HCI raising awareness and giving support to victims of harassment.
@zeenchia @damienosaur @timoothaii @matth3wkoh
Email
DID YOU KNOW?
School Today
Nerd?
Are You Today
Sexy?
Greet
Grope
Harass Arrest
Know where the line is
DONT cross it


" Forgetting is difficult.
Remembering is worse.

2 REVIEW

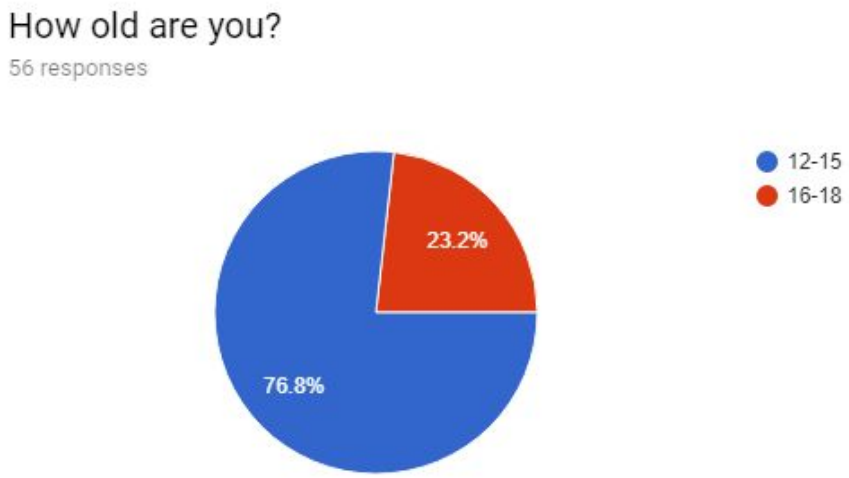
Limited resources are available online to educate the public on harassment. There are a few helplines, however, these helplines are not publicized well and victims may not know of them, and may not know what to expect when contacting a helpline.

3 METHODOLOGY

3.1 Needs Analysis

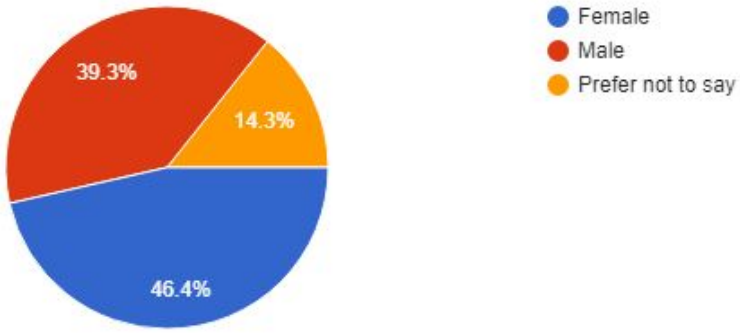
A needs analysis was conducted to ascertain the relevance of such a project. A survey was created online and sent out to youths aged 12-18, to ask them questions relating to harassment. The feedback highlighted the prevalence of harassment in today's society and actions should be taken to solve this issue. This response confirmed the feasibility of the project.

3.2 Survey Results



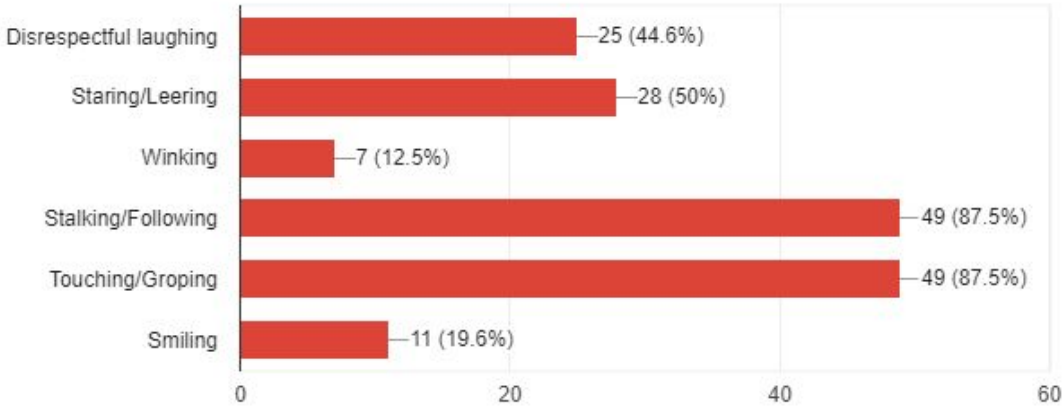
What is your gender?

56 responses



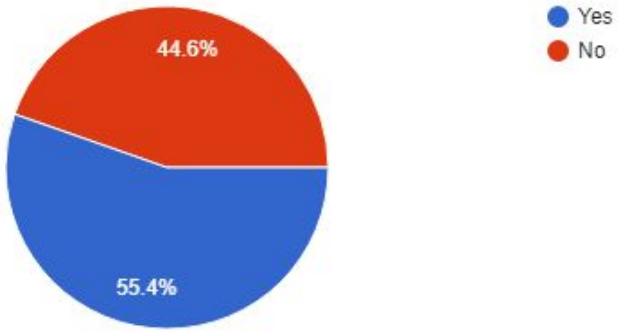
What would you consider as harassment?

56 responses



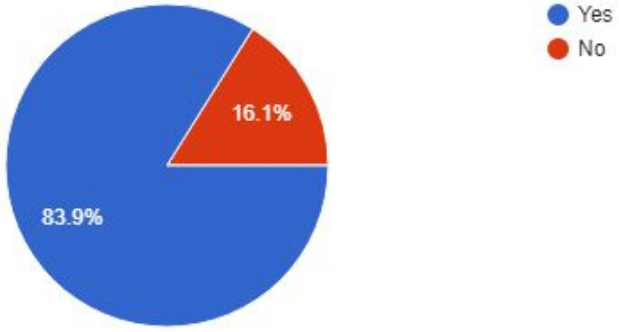
Do you think that harassment is a serious problem in Singapore?

56 responses



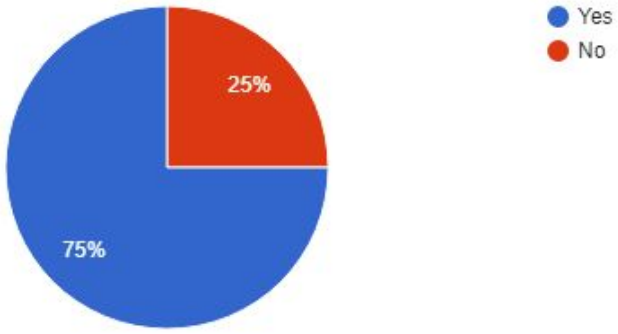
Do you think that the public needs to be know more about harassment?

56 responses



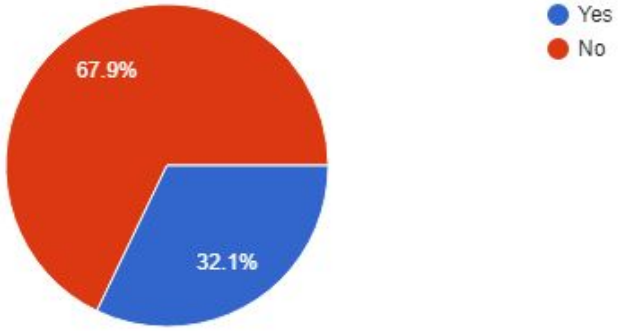
Have you heard about any cases of harassment?

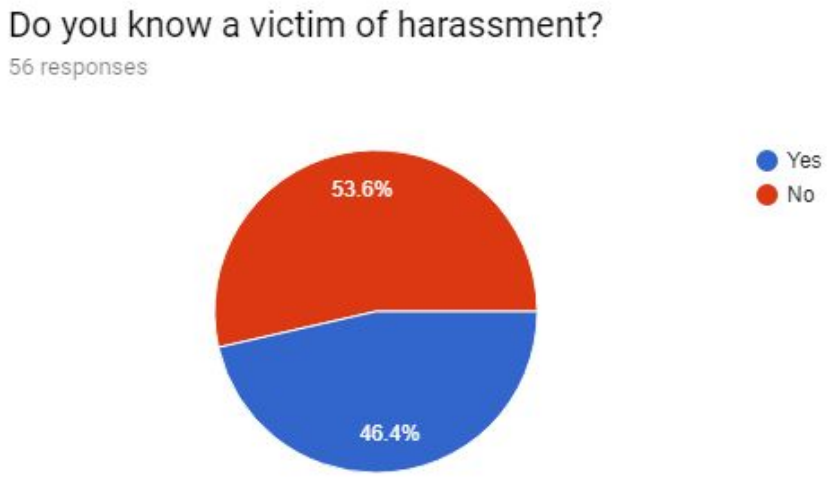
56 responses



Have you been harassed before?

56 responses





Feedback from respondents

3.3 Development of Resources

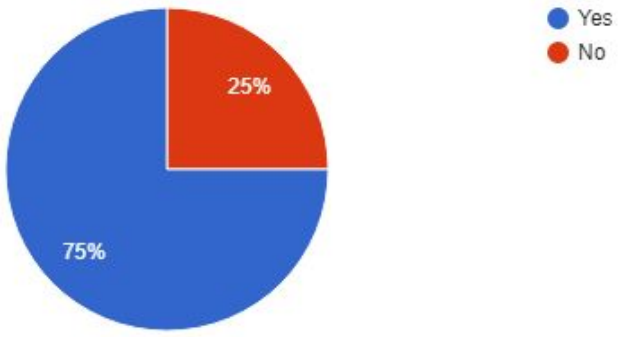
Intensive research was carried out to get more statistics and to learn more about harassment as a whole, and in Singapore as well. The information gathered was then collated into the video and posters, which were posted on the Instagram account, to be spread to the target audience of youths aged 12-18. We also contacted AWARE to gain more information about the steps taken by the helplines to ensure the most optimal help is provided for the victim of harassment.

3.4 Pilot Test

A pilot test was administered to 32 of our classmates and friends. A product demo was conducted where the Instagram page with posters and facts, and our video were shown and their views were sought. General feedback was positive and they all claimed that the resource package helped give them a better insight to harassment and would urge victims to reach out for help. Some feedback was to post a larger variety of resources other than just our posters,and to try to experIment with other platforms to post our resources, such as YouTube.

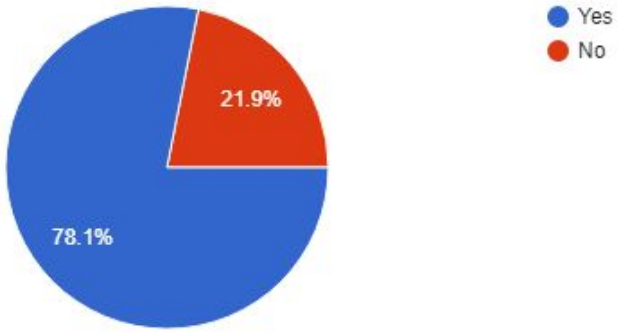
Do you think that using Instagram is a suitable platform to promote our cause?

32 responses



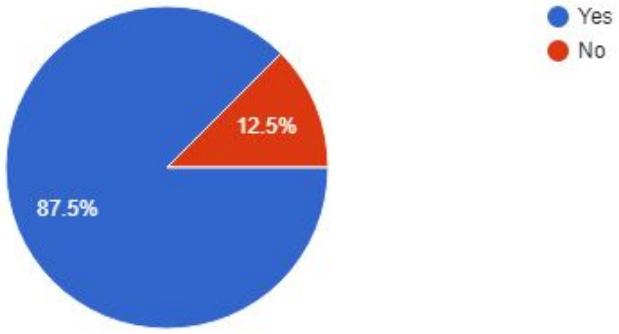
Do the resources on the Instagram Page attract your attention?

32 responses



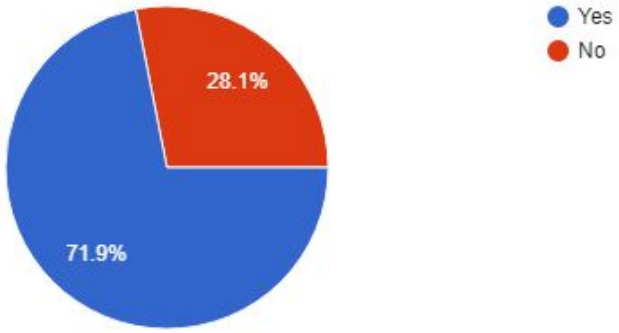
Do you know more about harassment after looking through the page?

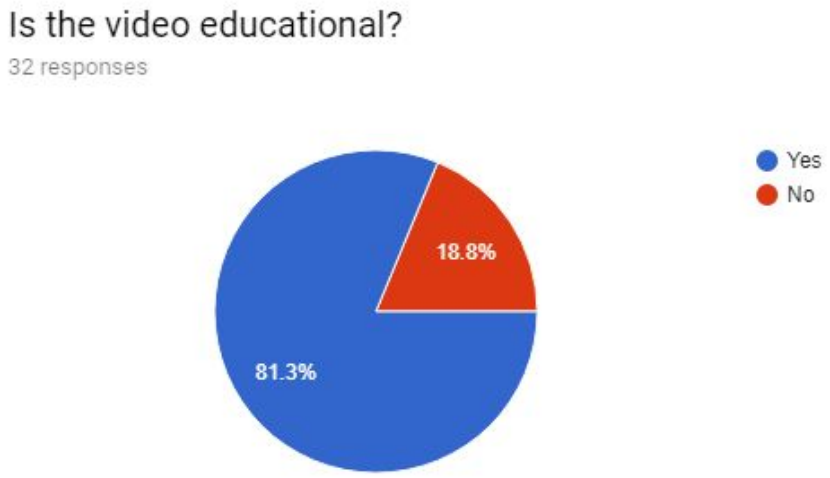
32 responses



Do you think that the resources are sufficient?

32 responses





Feedback from respondents who participated in the pilot test

4 OUTCOME & DISCUSSION

Although the project obtained positive feedback when pilot-tested, a decision was made to post motivational quotes and other images other than just posters and videos on the page.

Ultimately, the objective of the project is to urge victims to speak up and reach for help. By widening the range of content posted on the Instagram account, we have a higher chance of touching the victims hearts, and convincing them to ask for help, because not all victims may be convinced to reach for help because of just posters and videos. When pilot tested once again, feedback was positive.

5 CONCLUSION

Harass Arrest has been a challenging yet enriching project to undertake as it required many hours of rigorous work to design the resources. The whole project journey has enabled the group to develop many skills, such as creativity and empathy towards victims of harassment. The group persevere as one to complete the project, after many months of hard work.

6 ACKNOWLEDGEMENTS

We would like to acknowledge and extend our deepest gratitude to the following individuals, without whose help the project would never be a success.

Dr Huang Xiao Qian, our project work mentor, for guiding us and providing helpful suggestions throughout our project work journey.

Xiu Xuan, our contact at SACC and AWARE, who provided us with valuable information to help us with our project.

Our friends and classmates who helped us with our needs analysis and pilot testing.

7 REFERENCES

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