

Final report

Thank you, sister (4-049)

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About our Project

Our project "Thank you, sister" aims to encourage our target audience which are students aged 13-16 in Hwa Chong Institution who have domestic helpers to learn to appreciate them for all that they do for their family and raise awareness for more students to show appreciation to their maids.

Target Audience

The reason we chose students from Hwa Chong aged 13-16 to be our target audience is because firstly, since we are in the school as well, we can understand the mentality of the students much better and are able to relate to them. Secondly, we are able to get almost instantaneous responses regarding any part of our project, thus granting us the opportunity to create resources better suited for our target audience to be interested in and absorb knowing what the target audience will respond better to. The reason our group feels strongly enough about this subject matter is because we have seen instances where people do not treat their domestic helpers even with basic respect, and sometimes even show disrespect.

Literature Review

When we first started we had trouble finding resources regarding the fact that domestic helpers in Singapore because all we could find was more extreme cases where they were actually being physically abused. It was then we realised that the fact that they were not being treated and seen as a human being but as nothing more than a tool was the issue that leads to disgusting and violent acts. For example, as recent as March of 2019, a couple were convicted of slapping and caning their domestic helper and subjecting her to terrible acts like making her vomit in a plastic bag and eating the vomit for complaining that her diet of only rice was not sufficient.

(<https://www.channelnewsasia.com/news/singapore/maid-abuse-couple-convicted-tay-wee-kiat-wife-11309636>)

It was through these cases that we truly saw what was the underlying issue behind all these issues. It was the fact that the employers dehumanized their helpers. We knew that with the limited reach and influence we had as just students, we could not do anything drastic, so instead we chose a smaller yet impactful way that we could help and do something to change the situation, especially since our target audience are still teenagers and this could change the future landscape of how domestic helpers are treated in Singapore as when they grow up, they too may have domestic helpers of their own.

The first thing we knew we had to do was to get those who were ignorant, open their eyes, show them that their helpers are human too and get them to treat their helpers with respect. With the limited resources that are available to us as students, we decided that the best course of action to take was to disseminate our information of what our goal is through the use of posters, a website, and ultimately show our gratitude to our domestic helpers through something substantial and quantifiable.

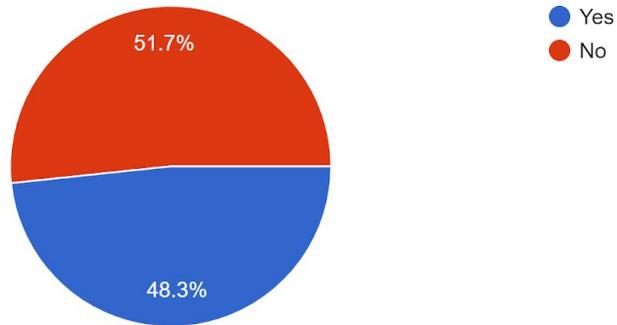
Methodology

For our needs analysis, we surveyed 60 students from our school from ages 13-16 which are our target audience. We concluded that almost 1 in 2 students in Hwa Chong have domestic helpers. About 63% of our students said they were 'neutral' meaning they did not really have a clear understanding of the difficulties their domestic helpers are facing here in Singapore, or 'poor' and 'very poor' meaning they had no idea about the hardships their domestic helpers go through every single day. Of the 60 students we surveyed, the 31 who did not have domestic helpers, 84% of those students said that they think that people who do have domestic helpers were not treating them well enough. When asked what resource they wanted, 45% of the 29 respondents who do have domestic helpers stated that they wanted a video and poster. Unfortunately, due to unforeseen circumstances like the employment agency not allowing us to video and interview the helpers themselves, we went for the next most popular option which was to create a website.

These are the graphs...

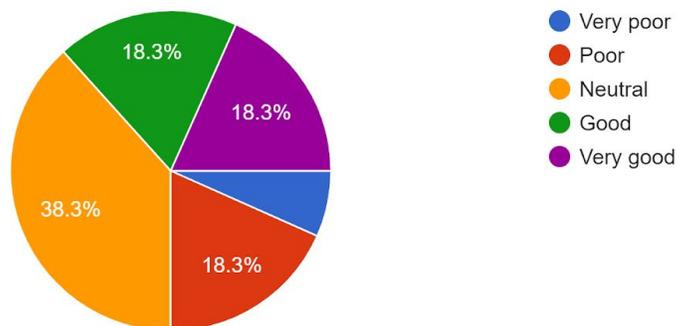
Do you have a helper?

60 responses



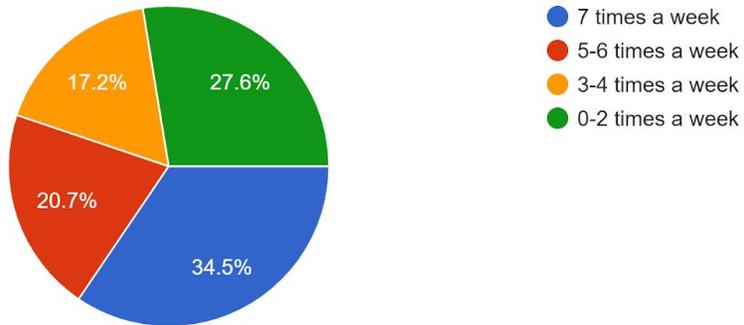
Based on a scale of very poor to very good, how would you rate your understanding about the struggles of domestic workers?

60 responses



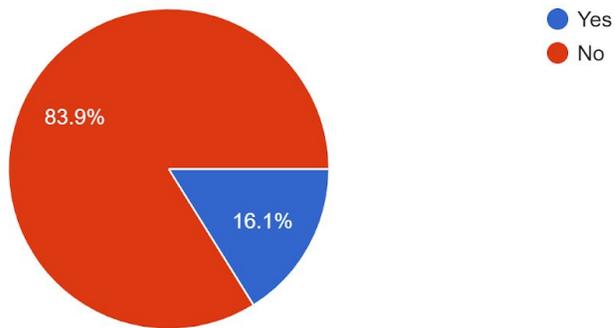
If Yes, how often do you thank your helper?

29 responses



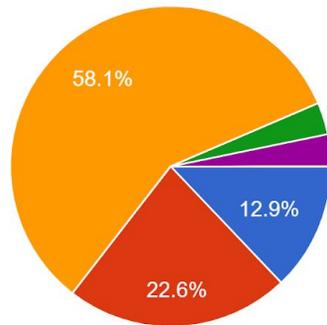
If no, do you think people are appreciating their helpers enough?

31 responses



What resource would you like us to come up with?

31 responses



- Poster + Website
- Poster + Video
- Video + Website
- bananas with words written on them
- A booklet like what you can find at "<https://www.hpb.gov.sg/docs/default-source/default-document-library/handbook-on-nutrition-labelling.pdf?sfvrsn=0>" You don't have to match the number of pages and the content c...

For our first resource which was the poster, we created a poster and placed them all around the school, publicising the event we held at the end of every week at the Marketplace at Block B, which was the writing of the thank you cards to our domestic helpers. For the second resource, we created a website which has five sections.

1. About Us
2. Why is our project necessary?
3. How to show appreciation?
4. Testaments
5. Resources

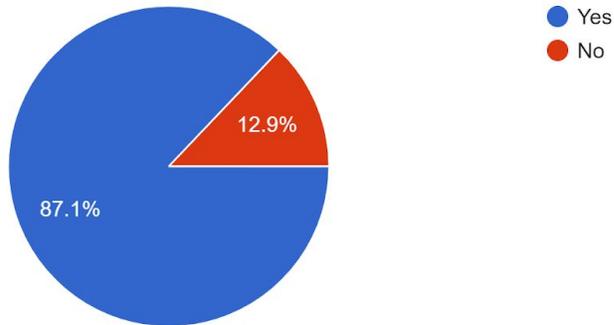
We conducted Pilot Tests through google forms and asking friends for their take on our website.

Joshua Choo, 3P1: "After seeing their website, I realised that they really do more than what their job scope encompasses and have to please my grandmother often even though my grandmother gives her a hard time. Therefore, I often do not complain when she is on her off-day and always greet her with a smile when she comes home from her off-day."

Aloysius Lam, 3P1: "I feel that the resource really opened my eyes to the ways we can help our helpers. Before seeing their website, I always thought that domestic workers were obliged to serve the employers. However, I realised that they are humans too and I have learnt to treat her better by offering some biscuits I snack on or saying "thank you" to her when she helps clean up my room."

Have you seen any of this posters in school anywhere?

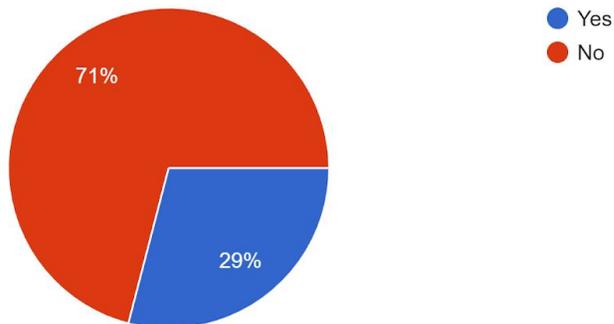
31 responses



This shows that our posters have reached out to a large number of audiences

Did you come down to Marketplace to help out with the writing of thank you cards for the domestic workers?

31 responses



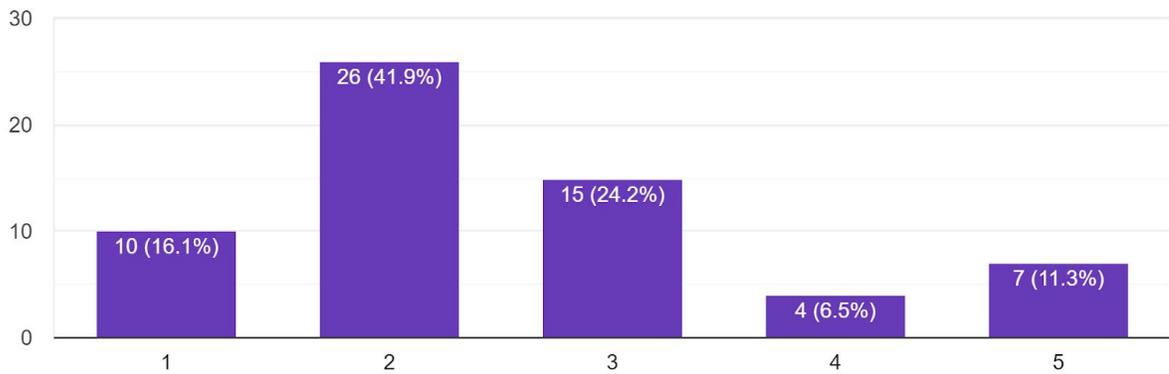
However, it was disappointing to see how few people came down to write the cards at Marketplace but many said they would have come down if they had the time to do so.

Many of the students who came down felt accomplished as they felt they had done a good deed by writing cards to domestic workers to ease their stress and give them more fighting spirit to work harder and better.

Before

On a scale from 1-5, how well do you understand the job scopes of domestic workers before viewing our website

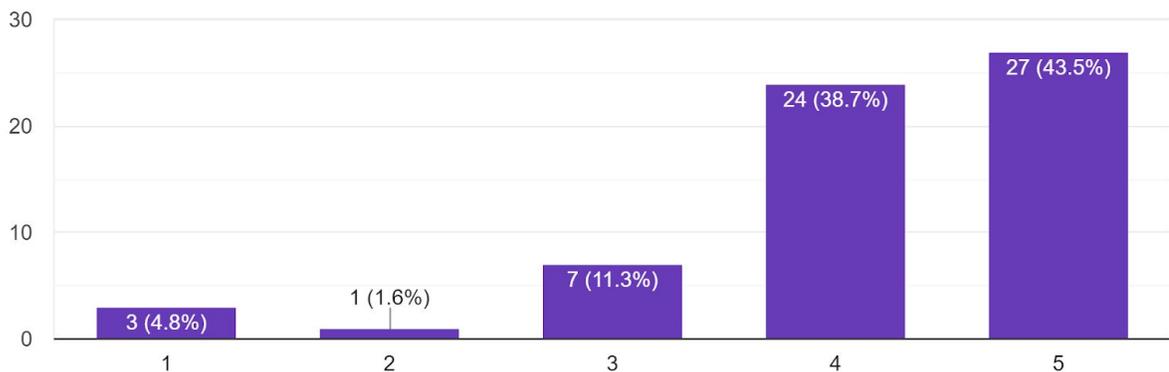
62 responses



After

On a scale from 1-5, how well do you understand the job scopes of domestic workers after viewing our website

62 responses

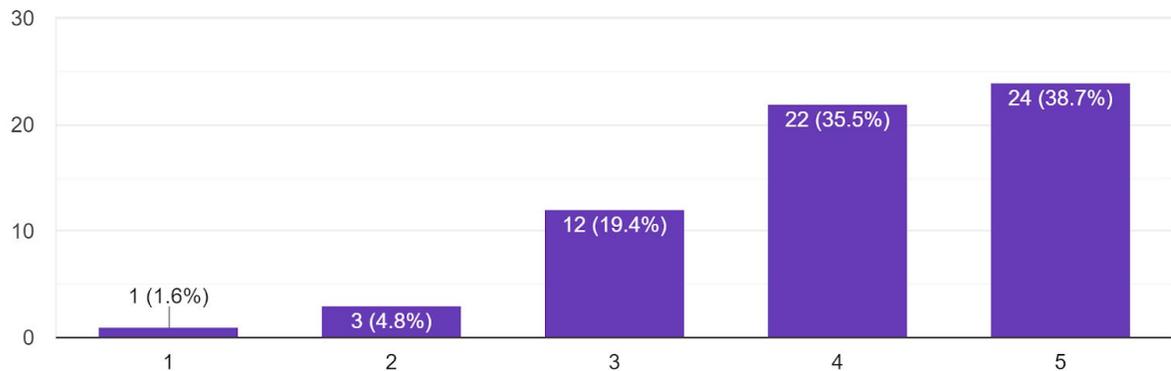


Thus, it shows that our website is effective in teaching the students the job scopes of domestic workers so that they know how physically draining their jobs are.

Outcome and Discussion

On a scale from 1-5, how would you rate the effectiveness of our website on helping you appreciate domestic workers even more?

62 responses



From the statistics we have collected through our surveys, we can see that our resources are effective in informing and educating the Hwa Chong student population in the everyday struggles of their domestic helpers and we can also see that our website has enlightened the minds of HCI students and allowed them to make the lives of domestic workers easier.

Of course our project was not able to reach a very wide audience with our limited reach and resources. In the future we could possibly do what we had wanted to do in the first place which is to make a video interviewing the domestic helpers which would allow us to be able to better understand their struggles even more in depth.

Conclusion:

Originally, we wanted to do something like a documentary. However, the agent of the maid agency misinterpreted us and thought we wanted to do a voice interview. Therefore, she did not allow us to do video recordings of her and her maids due to privacy reasons, so we just distributed to them the cards and abolished the idea of a documentary. We then decided that we can create a website to put the voice interview we have to good use and also raise awareness and provide tips and ways to appreciate domestic workers if they are working for you. The quality of the project was not what we wanted and it was very time-consuming to get the website completed but we managed to complete it nonetheless and we feel that we had a very strong fighting spirit being able to adapt to the situations that were thrown at us.

References

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