

CATEGORY 4 RESOURCE DEVELOPMENT

Group 4-070

SAVING OUR WINGS

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ABSTRACT

Our project entitled “Saving Our Wings” is an interactive resource package comprising of an online website which aims to educate teenagers about the various bird species in Singapore, so as to raise awareness of the vast biodiversity here, and to encourage the appreciation of these creatures. It contains photos, videos, and information related to local bird species and bird-watching in Singapore so that those who visit our website will be willing to spend time to appreciate these birds. To make our resource more accessible, our package also comprises of an educational booklet, which provides the user with more information regarding birds from Singapore, and is meant to complement the content found online on our website.

1. INTRODUCTION

1.1. RATIONALE

Why did we choose this topic? Birds are usually overlooked when it comes to unique animal species in Singapore as they are most often generalised as being a nuisance, thanks to the common Javan Mynah which can be found in abundance in Singapore. We decided to take this opportunity to create a relevant resource package which would include much-needed information about these local bird species. Our objective with this project is to educate students about the various species of birds in Singapore, in order to raise awareness of their biodiversity and to encourage appreciation of these unique species. We identified our target audience as Lower Secondary students aged 13 to 14 as they would be able to understand the importance of biodiversity in our ecosystem. As part of our resource package, we have created a website, containing self-created videos, information of native birds species, bird-watching locations in Singapore, and tips and tricks for bird photography. To complement this digital resource, we have also created an educational booklet which includes photographs of more local birds and other relevant information for bird-watching and photography

1.2. OBJECTIVES

The objectives of our project were to

- Educate lower secondary students about various bird species in Singapore
- Raise awareness of the less-known biodiversity of birds
- Promote the appreciation of birds

1.3. TARGET AUDIENCE

Our target audience was the Lower Secondary students aged 13 to 14.

1.4. RESOURCES

As part of our resource package, we created a multimedia interactive website with important information regarding local species of birds, as well as an offline version in the form of an educational booklet.

2. REVIEW

A quick search on the Google search engine for “Singaporean birds” return few results that contained substantial information; one would find oneself looking at outdated webpages last updated in 2012, one-off articles done by local newspapers, and various photos of these local birds. One problem that this causes is that people who have an interest in birds would not be able to find the relevant information on, for example, a bird they have spotted at the park. To find this information, one would have to purchase a bird-spotting guide which would commonly cost quite a lot, especially for one who has only a casual interest.

3. METHODOLOGY

3.1. NEEDS ANALYSIS

We conducted a needs analysis at the initial stages of our project to confirm the relevance and importance of our resource package, and whether it will make a

difference to people's views and knowledge on our subject matter. A Google Form questionnaire was sent out and garnered 50 responses. The respondents reflected that a majority of them had little knowledge of local or even regional bird species, and ever fewer knew how we should help to preserve these species, i.e. through proper documentation and recording of results of bird-watching. Most of our respondents also reflected that knowing more about native birds and how to appreciate them was of a rather high importance to them.

3.2. PILOT TEST

After conducting our pilot test on a few students, we asked them for their feedback and made the necessary changes to our resources. The most common response was that they felt that our website should contain more videos in order to make it more interesting and engaging.

Another piece of feedback we received from those who we conducted the pilot test on was that our booklet was rather dull and lacking in content.

4. OUTCOME AND DISCUSSION

As such, we added a few self-created videos onto our webpage so as to enhance the user experience and to make the content more enjoyable. We also tweaked the design of our webpage slightly such that it would be easier for visitors to our site to navigate around our website. For our booklet, we increased the number of photographs, and reviewed other sources to add more content. Furthermore, we added information of prime bird-watching locations in Singapore, so that students who were interested could visit those locations and see the birds with their own eyes. The improved resource package was pilot tested once again with the same group of students. Though there were still some minor issues which we ultimately rectified, the improved resource got positive feedback from a majority of those surveyed.

5. CONCLUSION

Saving Our Wings has been an eye-opening experience for us all as we have learnt a lot of valuable lessons, along with bits of information on birds which would never have known otherwise. We are very thankful for having been given the opportunity to explore more on this topic which has also taught us a lot about the PW process. We have been able to develop many skills along the way, such as creative and critical thinking, which was of high importance, especially in the conception and creation of our website and booklet. We have also grown to understand more thoroughly the importance of teamwork and communication in order for a project to be carried out successfully in order to reach its intended outcomes. Of course, it has not been short of challenges, which we faced many of along the course of this project. Nonetheless, we have gained invaluable insights from this project which we would definitely use to our advantage for our future projects and other activities.

6. ACKNOWLEDGEMENTS

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