Cat 4 Resource Development

PROJECT ASPIRATION
04-73

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ABSTRACT

Project Aspiration is a resource project that aims to educate youths on the topic of underprivileged families in Singapore through a learning package. It aims to provide a comprehensive online platform with relevant and bite-sized information about this topic and the underlying issues behind it so that those who need the information can benefit from the resources. The resource package aims to help viewers gain more understanding through the use of digestible infographics for visual learners as well as a video and several interviews with organizations or those affected to shine more light on the struggles and predicament that those facing this problem.

INTRODUCTION

Rationale

Underprivileged families often face society's discrimination and stigma, which can cause them to be unwilling to seek help. Many people, especially the younger generations, are unaware of the numerous struggles these underprivileged families face. This causes there to be a distinct social stigma and misconceptions towards underprivileged families that causes a social divide between the different economic classes. In the digital age we live in, publicity through print media like books has been unable to get across to youths in the present day. Hence, we want to play a part and change this by raising awareness about this problem through a resource package.

Objectives

The aims of this package include

- raising awareness about the subject of underprivileged families and issues pertaining to it by educating our audience on the topic
- reducing the social stigma and prejudice towards underprivileged families, a bias that is caused by society's misinformation about the topic
- Help service learning projects aid these underprivileged families by creating resources for them

Target Audience

The target audience was Hwa Chong students, aged 13-16.

- Typically come from moderately well-to-do families (less interaction with these underprivileged families)
- More receptive to media information via media platforms
- Next generation of leaders in SG

Resources

The components of the package include (1) a website, (2) several infographics, (3) an instagram account, (4) an informative video, alongside interviews, (5) a quiz
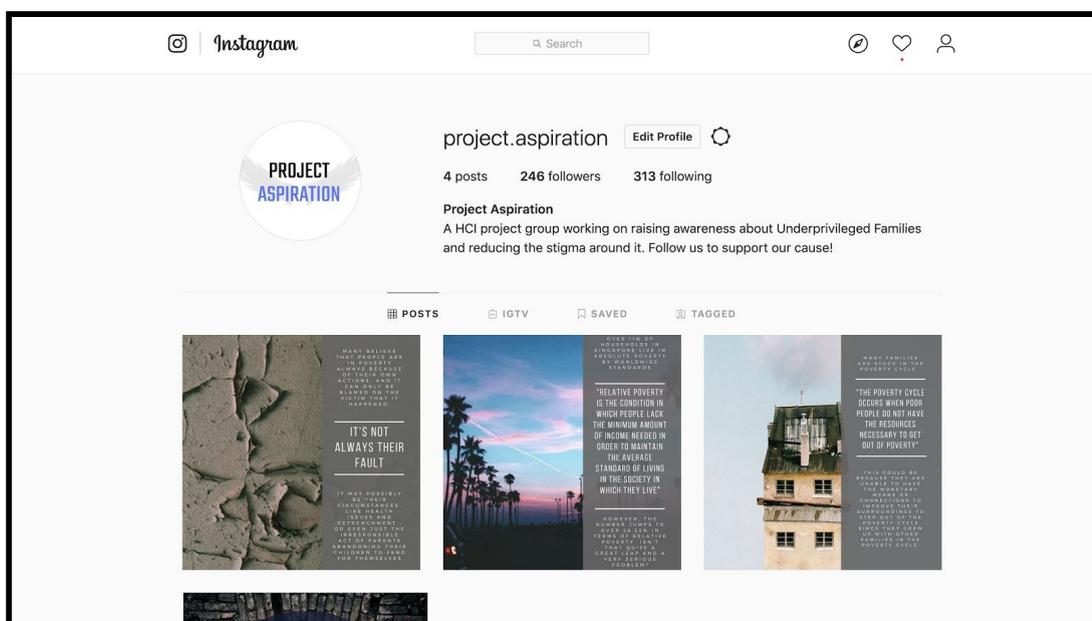
Review

Many other websites about underprivileged families were messy, incomprehensible or lacking in information. Hence, we felt that a website not only filled with relevant and compiled information catered to locals but also with unique components like infographics and videos would allow for a more engaging experience and a better understanding of the topic.

From the many websites found online and the drastic impacts of this issue can have on these underprivileged families, we decided to make a website that would educate viewers on the topic.

Our website is a place where information is compiled and catered to a specific age group. The unique portions like infographics and videos, among other things, allow those in our target age group to be able to become more engaged and understand the topic better. This would be more effective than other websites as it is targeted and more tailored.

Quotes

"This grandmother, who is equally disadvantaged, was struggling to understand the boy's needs. Because of her poor health and her own poor command of English, she struggled to facilitate his access to resources."
https://www.channelnewsasia.com/news/commentary/singapore-inequality-helping-disadvantaged-children-task-force-10905470

"46 per cent of disadvantaged students in Singapore were attending "disadvantaged schools" in 2015, up from 41 per cent in 2009. The OECD average is 48 per cent."
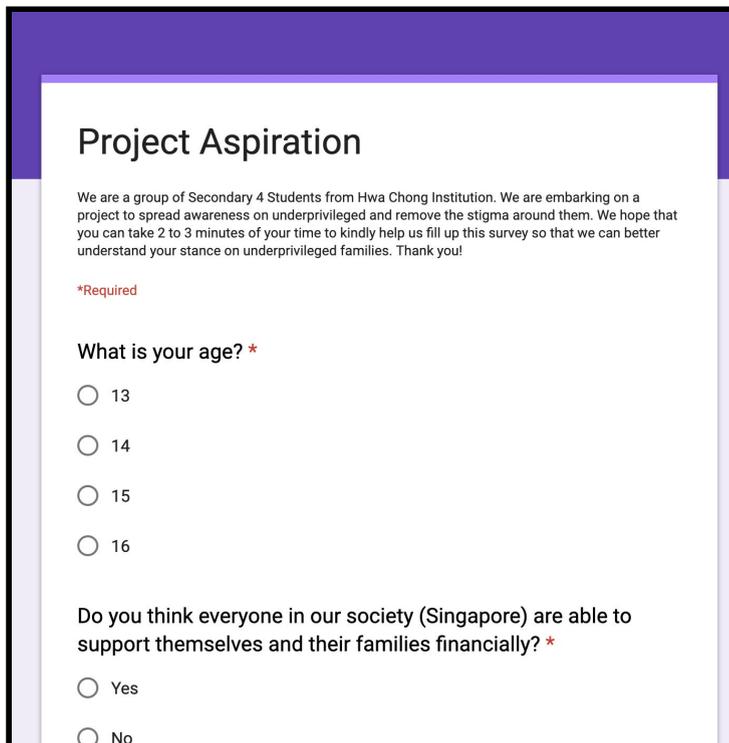https://www.straitstimes.com/singapore/education/nearly-half-of-low-income-students-in-singapore-attend-the-same-schools

METHODOLOGY

Needs Analysis

To determine the relevance of our project, we made an online survey and sent it to students in our target range from different classes in HCI. More than 60 responses were collated.

Survey Results
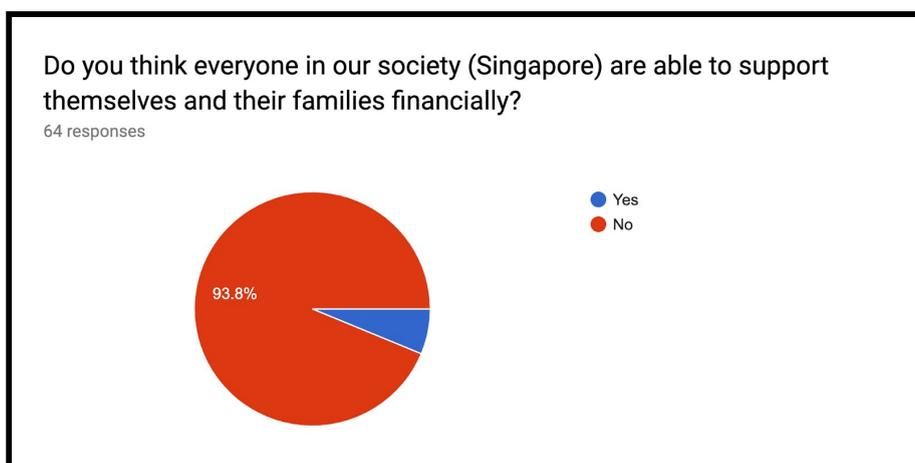
In summary, 64% of our respondents rated their knowledge of underprivileged families to be 5 and below, and a substantial 70% said that they did not know which platform they could volunteer to provide help to underprivileged families.
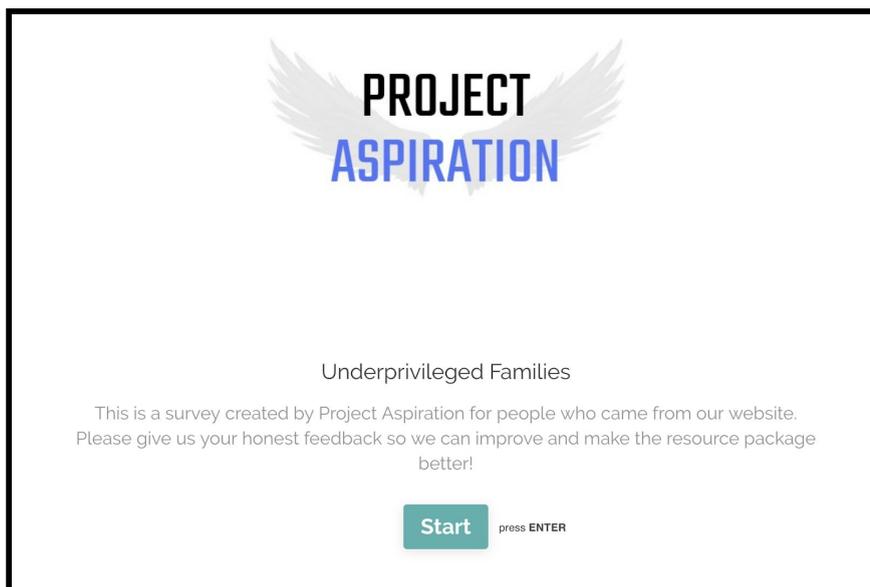
Development of Resources

We scoured multiple webpages to find information and managed to collate information such as case studies, impacts, stigma, and methods to help into a digestible portion in the website. (https://underprivileged04.wixsite.com/aspiration) We created an Instagram page, where we uploaded our infographics made on Canva, for publicity and to spread awareness. A video (https://youtu.be/vlaTd77vv1A) was also created to aid visual learners and give an insight on the issues underprivileged families face; it was filmed at several locations, with multiple interviews being carried out at different locations across Singapore. (https://www.youtube.com/watch?v=jEURKJ80aKM)

Pilot Test

To determine the progress of our project, we made surveys and displayed our resources to students in our target range from different classes in HCI as well as using our website to raise awareness during a street sale for underprivileged children. We gathered just over 30 responses to see if our project was relevant and feasible to the students in the specified age range. It was done through a 10-question survey on our website using Typeform.

SURVEY

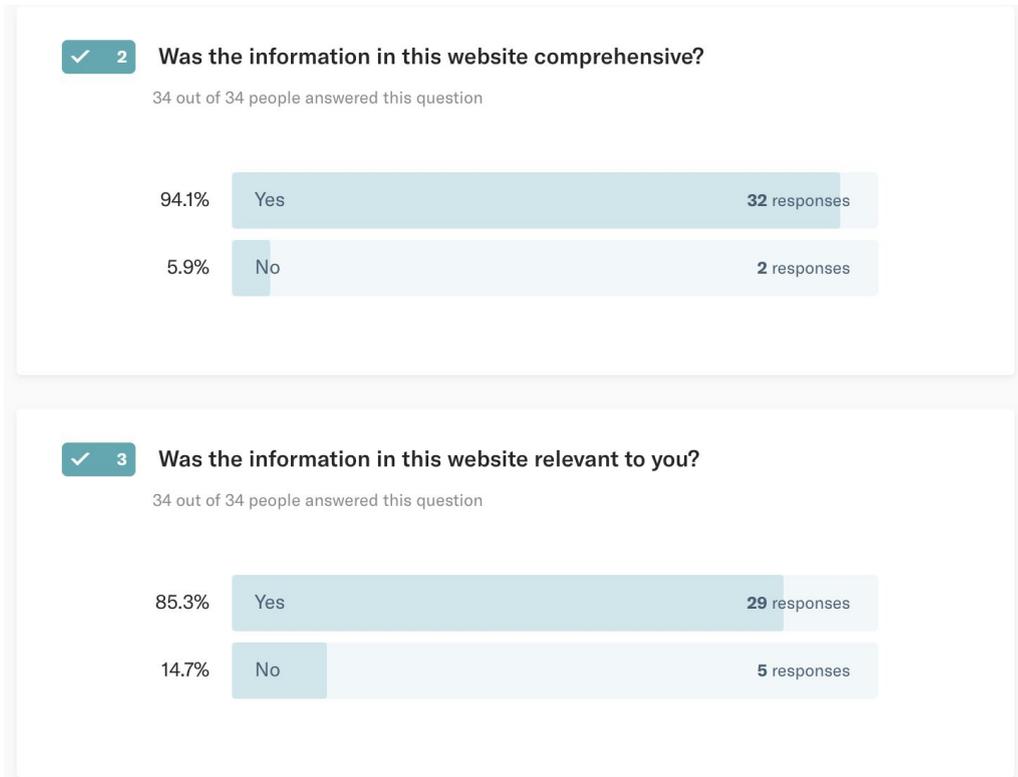Thanks so much for coming to our website! We really appreciate your help and hope that our website has been informative and aided you in any way. We would be extremely thankful if you could take the time to do a short survey that would take around 1-2 mins to complete!

Thank you for your support!
-Project Aspiration

SURVEY

In general, the feedback received was positive. When we asked for constructive criticism, we were told to include more infographics and supply further investigation of relevant information, which we decided to implement for the second pilot test.

✓ 2 **Was the information in this website comprehensive?**
34 out of 34 people answered this question

94.1%	Yes	32 responses
5.9%	No	2 responses

✓ 3 **Was the information in this website relevant to you?**
34 out of 34 people answered this question

85.3%	Yes	29 responses
14.7%	No	5 responses
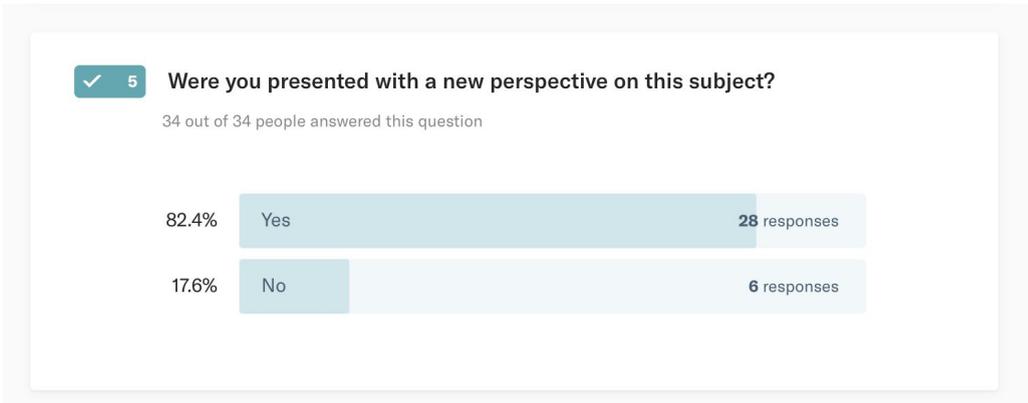
Second Pilot Test

After the mid-term evaluation, we improved our product according to comments given by the evaluators and first pilot test. We conducted a second pilot test for our completed product with secondary one to four students in Hwa Chong Institution.This was done through an 8 question survey which was put on our completed website.
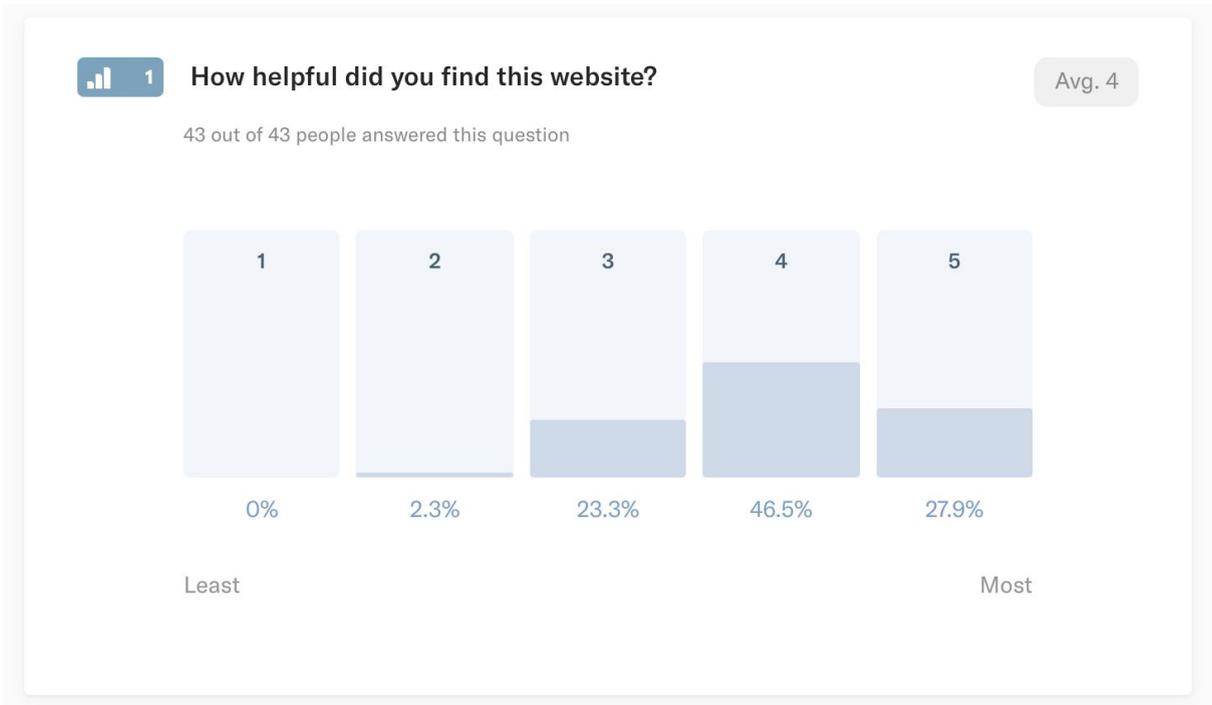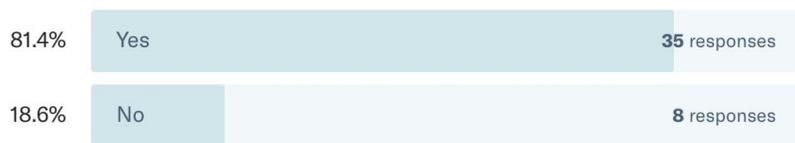
✓ 2 **Was the information in this website comprehensive?**
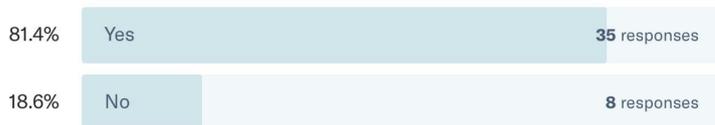
43 out of 43 people answered this question

93%	Yes	**40** responses
7%	No	**3** responses
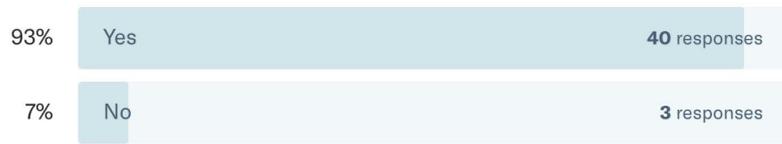
✓ 3 **Was the information in this website relevant to you?**

43 out of 43 people answered this question

81.4%	Yes	**35** responses
18.6%	No	**8** responses

✓ 7 **Did you find the quiz useful and manageable?**

43 out of 43 people answered this question

81.4%	Yes	**35** responses
18.6%	No	**8** responses

📊 8 **How useful were the new segments in helping your understanding of underprivileged families?** Avg. 7.2

43 out of 43 people answered this question

1	2	3	4	5	6	7	8	9	10
0%	0%	2.3%	0%	4.7%	18.6%	41.9%	18.6%	7%	7%

Least   Most
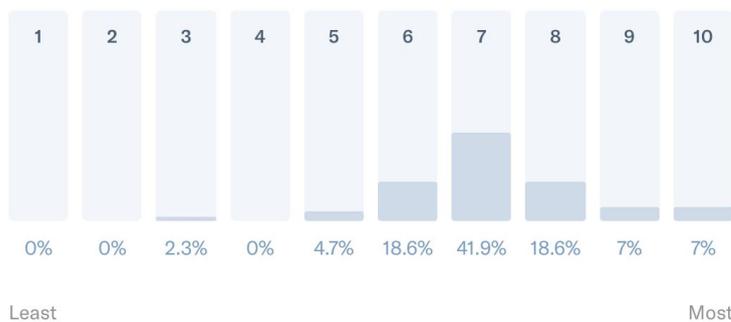
In general, the results were also mostly positive and helped us to gain insight. There had been a significant improvement in the results and ratings that the package got, and many viewers reported that the new segments were highly beneficial to them. The average rating of the site was 4 out of 5, with majority of the viewers saying they learnt something from our resource.

OUTCOME & DISCUSSION

With the success of the pilot test and mostly positive feedback, we gathered more evidence in support of the package's usefulness. The video was slightly altered to fit the topic of discussion, and then more interviews were done. The website itself had undergone some minor changes to fit more of the theme. Social media accounts were created in an attempt to help promote the cause. As a follow-up for improvement, the group will continue to respond to feedback, and likely to maintain these social media accounts.

CONCLUSION

The project was rather difficult to carry out because it requires a lot of editing, coordination, alongside everyone's busy schedules and critical feedback from the evaluators. The group encountered several disagreements and disputes along the way, but these eventually smoothed out as each member dedicated more time and effort to the project, and became more willing to listen to one another and make sacrifices accordingly. Furthermore, it was extremely demanding for the group to find willing parties to interview due to the fact that the group was not an official organisation and the nature and sensitivity of the issue. Despite this, the group pulled through to complete the resources and forged stronger bonds through the process of working together. All members learnt valuable skills from the entire experience, including teamwork, perseverance, determination, resilience, adaptability, to finally complete the resource package as a team.

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