

CATEGORY 4 RESOURCE DEVELOPMENT

Group 4-001

PROJECT SHULIN: XYZ

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ABSTRACT

Project Shulin: XYZ aimed to promote Xin Yao among Generation Z Singaporeans to revive passion for it in Singapore, preserving Singapore's musical culture and history. "XYZ"



stands for Xin-Yao-Zeal, as we hoped that our target audience would be zealous for Xin Yao. We aimed to achieve our goal via a 5-stage process that would appeal to our audience: Developing interest for our resources, Spreading knowledge about the topic, Analysing it, Providing different view-points and Review. The process was made engaging and precise to capture the young audience's short attention span.

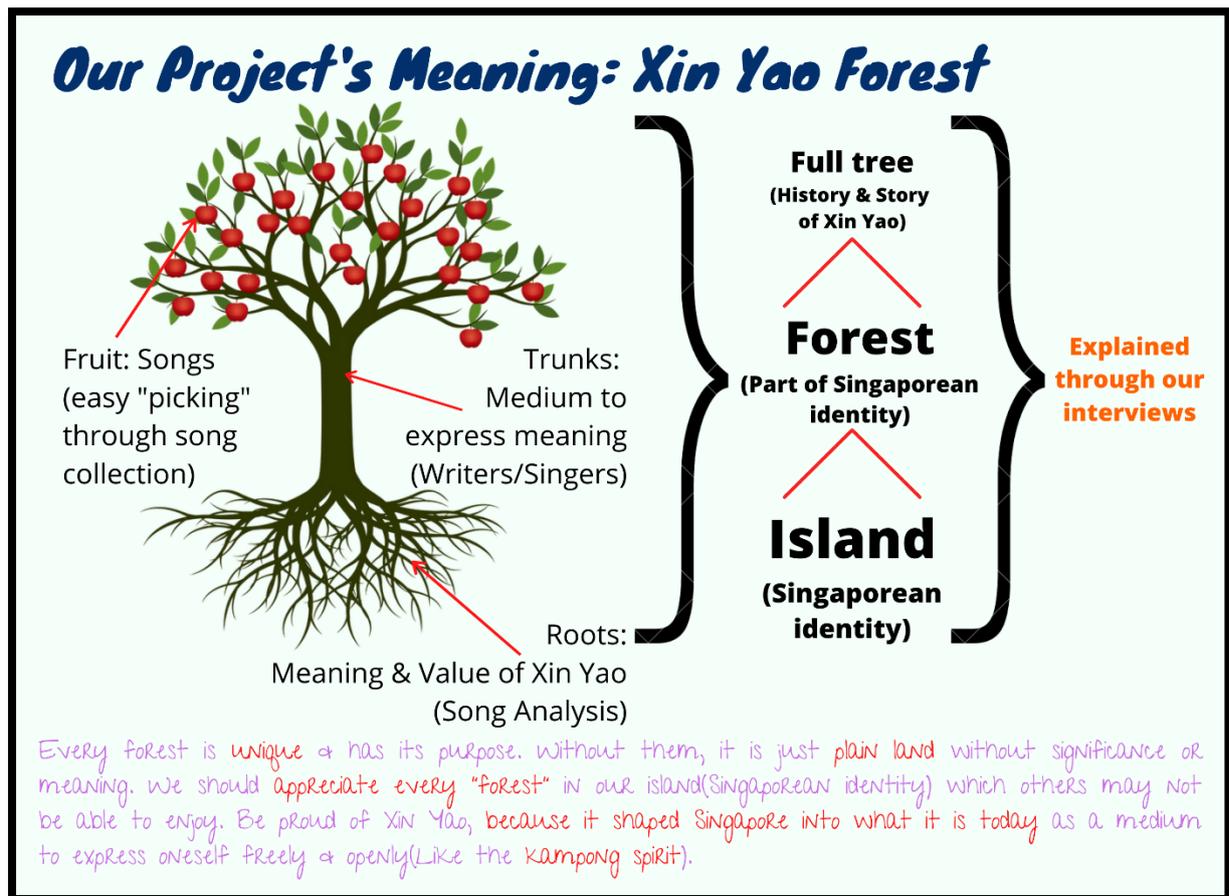
Through our project, we aimed to give a deeper understanding of Xin Yao and help develop greater passion for it. Thus, we hoped that this would help to drive the Xin Yao revival movement forwards, and let our audience have a well-rounded understanding of the meaning and identity of a Singaporean.

1 INTRODUCTION

1.1 Rationale

Despite greater efforts by the government to promote Xin Yao, passion for it had not been stirred among the younger audiences. Main reasons included a lack of understanding for the genre, the use of Chinese and a deeper interest in other forms of music. Thus, we decided to share the true meaning behind Xin Yao through our project, in English for more engagement, so that they would be able to appreciate the genre. This also gave them a greater awareness about the different aspects of Singaporean culture and history, allowing them to develop a greater pride to be a Singaporean citizen.

This is the rationale and meaning of understanding Xin Yao's significance which we wanted to explain through our project:



1.2 Objective

Our project has two objectives, as seen below:

- Primary
 - o To revive the passion for Xin Yao amongst Singaporean youths
- Secondary
 - o National education amongst current Singaporean youths

Our primary objective is the direct outcome of our project, while our secondary objective is the long-term outcome our project hoped to achieve amongst our target audience during a 3-year period set out under our project name - *Project Shulin*.

1.3 Target Audience

Our target audience were Singaporean youths aged 13-16.

1.4 Our Resource Package

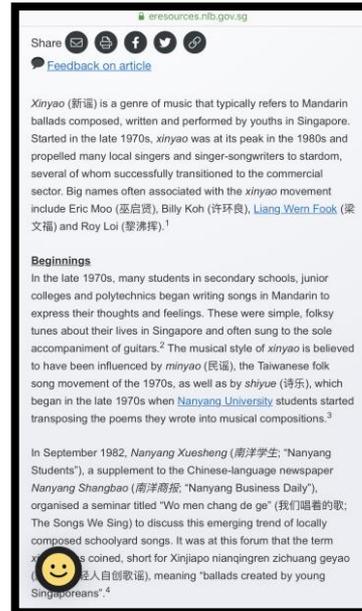
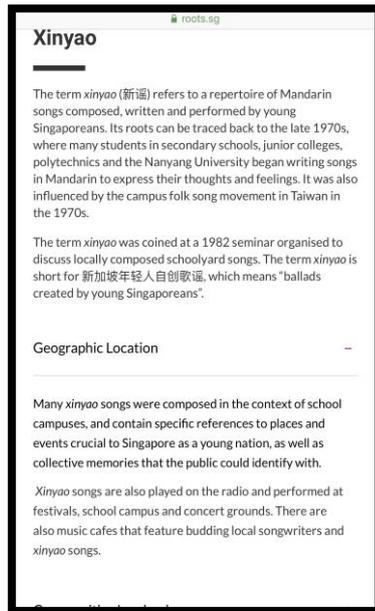
To carry out our 5-stage process, we had 3 resources: an Instagram page, website and board-game. The Instagram page promoted our website and shared knowledge about Xin Yao, while our board-game reviewed understanding after our target audience went through our package. Our website formed the bulk of our resources, including Xin Yao's history, a collection of Xin Yao songs, analyses of 6 Xin Yao songs, as well as interviews with professors and experts to share different view-points of Xin Yao. Basic music notation theory was also included in our website to make our analyses understandable when our audience viewed them.

All resources were in English to capture our audience's interest, and to make Xin Yao accessible for all races of Singapore, not just Chinese.



2 REVIEW

Currently, web resources regarding Xin Yao had multiple issues that would not attract the target audience: too longwinded, lacking visual aids and not insightful or engaging. Such sites included Roots.sg (2019) and NLB E-Resources (Koh, Jaime, 2015), whereby research was longwinded with no visual aids, as seen below:



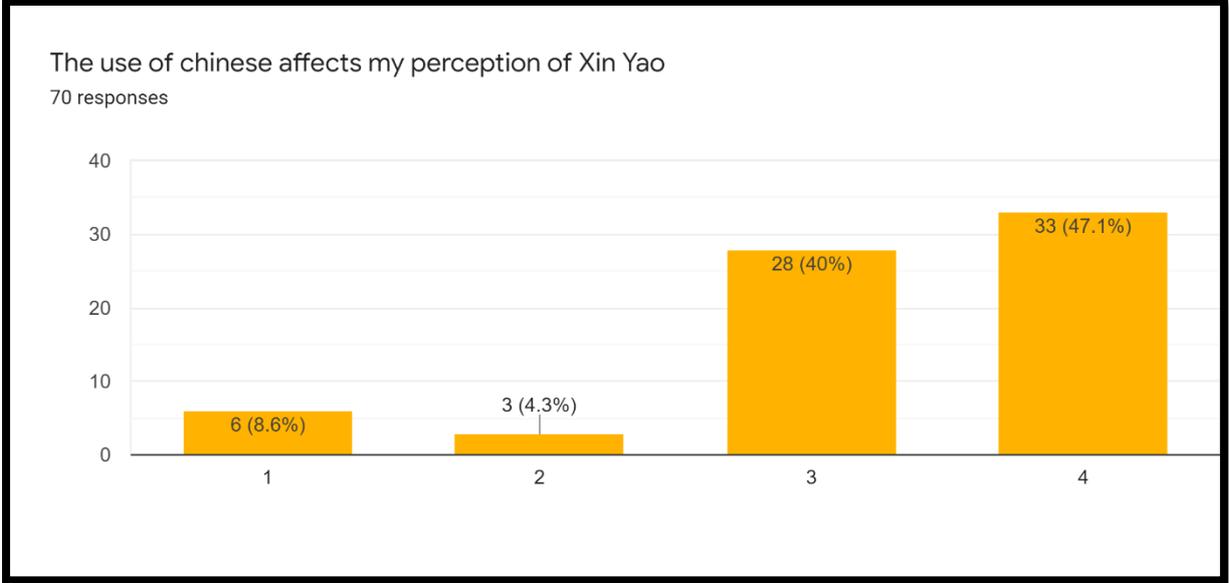
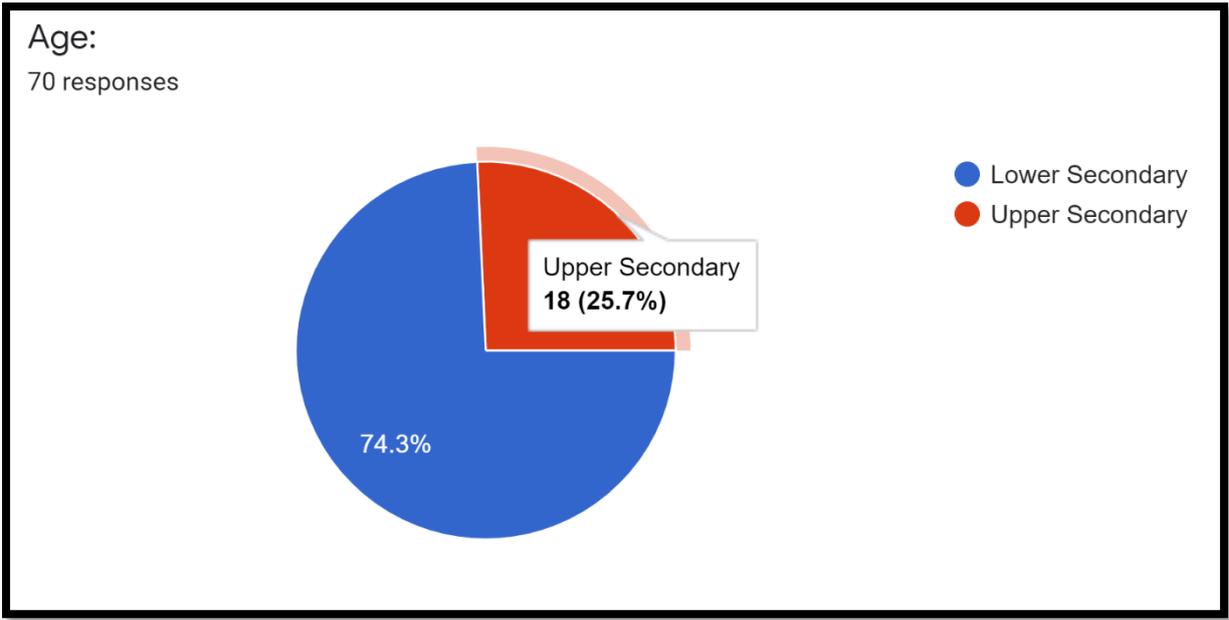
More of such sites included Remember SG Org. (2016), which had visual aids but minimal information. Wikipedia (2019) was longwinded, inaccurate and lacked visual aids. As such, we decided to compile the information from these sources and others concisely, as well as the inclusion of visual aids to make it engaging for the target audience.

Through this, we aimed to provide one website that would contain this information concisely and organised, as well as provide our own insights of the genre. This made reading more convenient and impactful for our target audience.

3 METHODOLOGY

3.1 Needs Analysis & Results

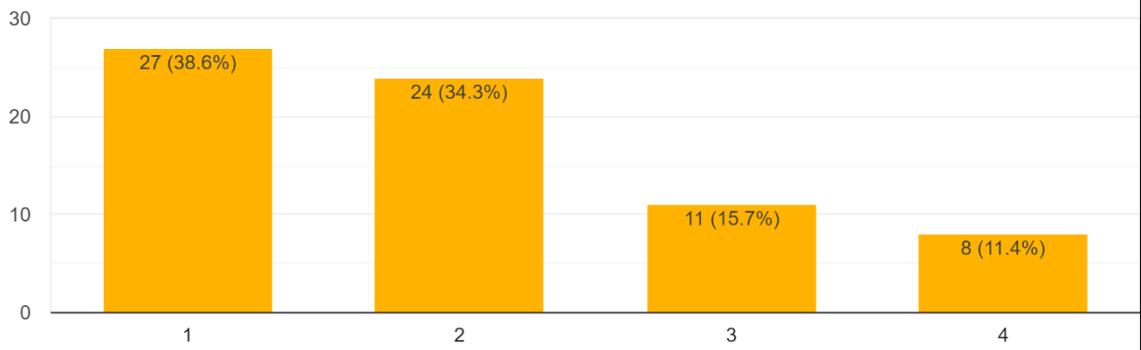
From February 24 - March 4, we conducted a needs analysis. Our needs analysis aimed to gather information on our target audience's prior knowledge of Xin Yao and the resources they would make use of to learn about it. It was conducted among 70 Singaporean youths, from both lower and upper-secondary levels. Questions all had a Likert scale from 1 to 4, 1 being Strongly-Disagree and 4 being Strongly-Agree. Below are the responses we had received to each question:



This question was asked to confirm if Chinese made our target audience lose interest in Xin Yao.

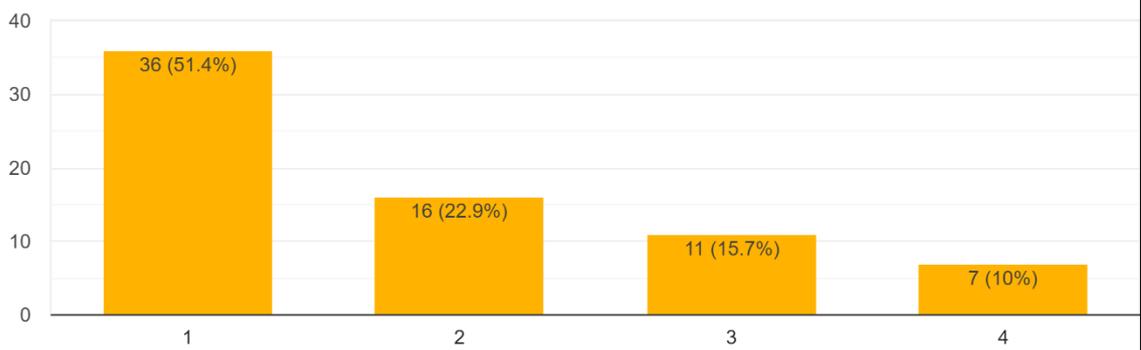
I can name more than 3 Xin Yao songwriters/singers

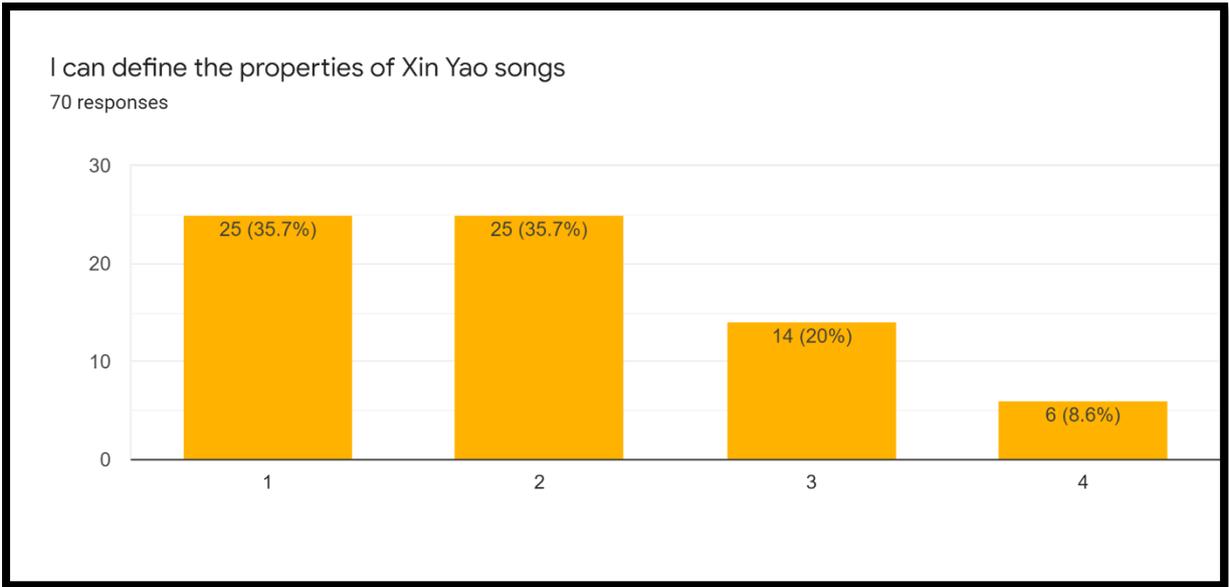
70 responses



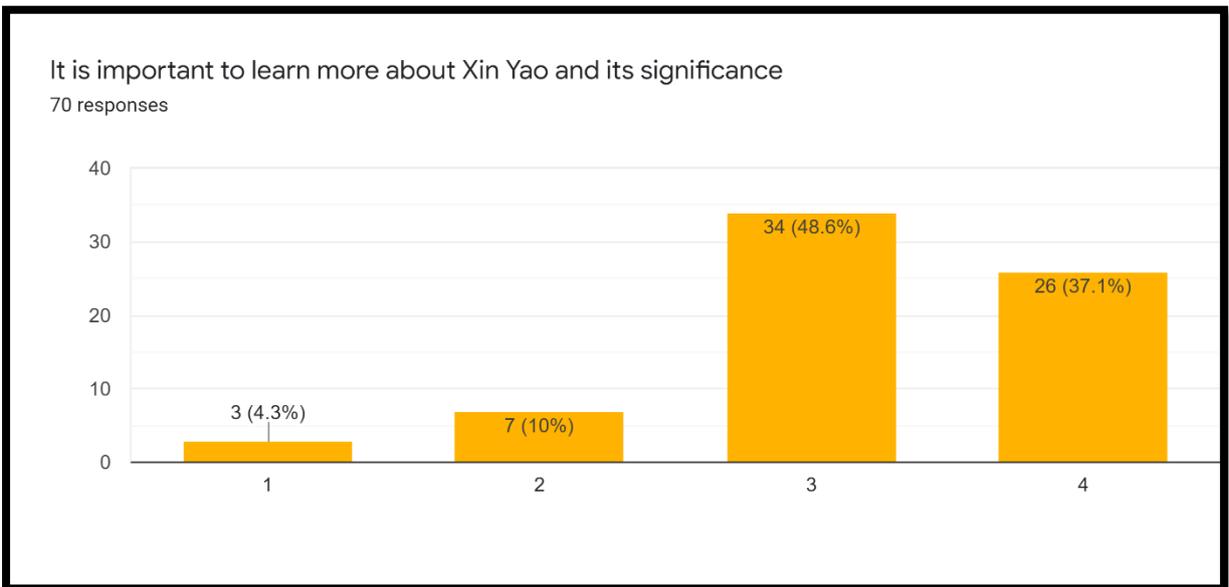
I can name more than 4 songs by Liang Wern Fook (梁文福)

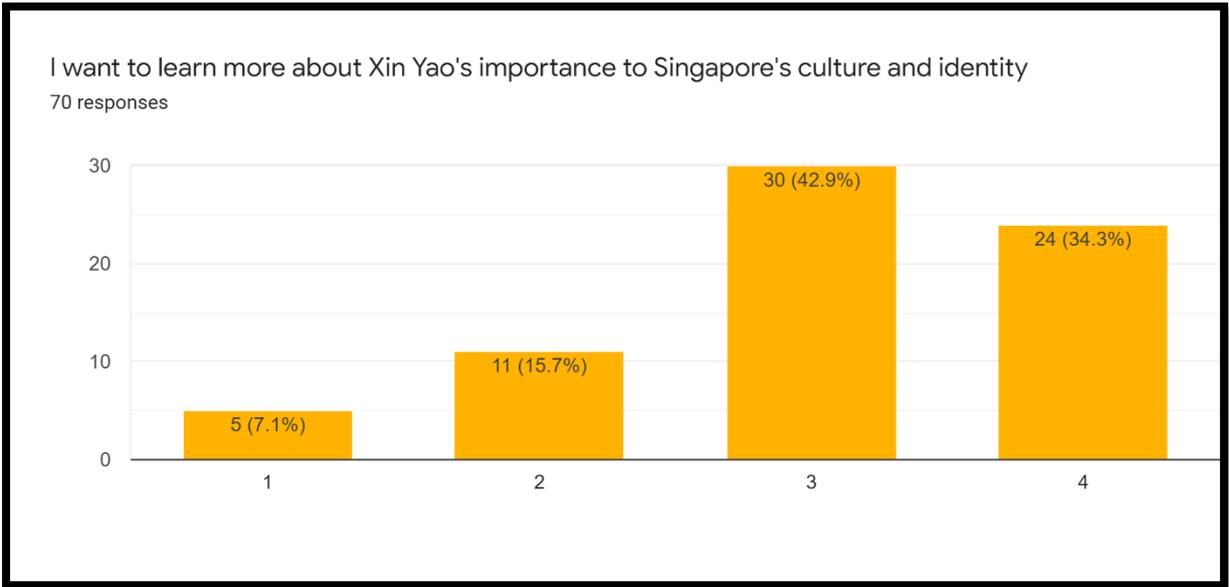
70 responses





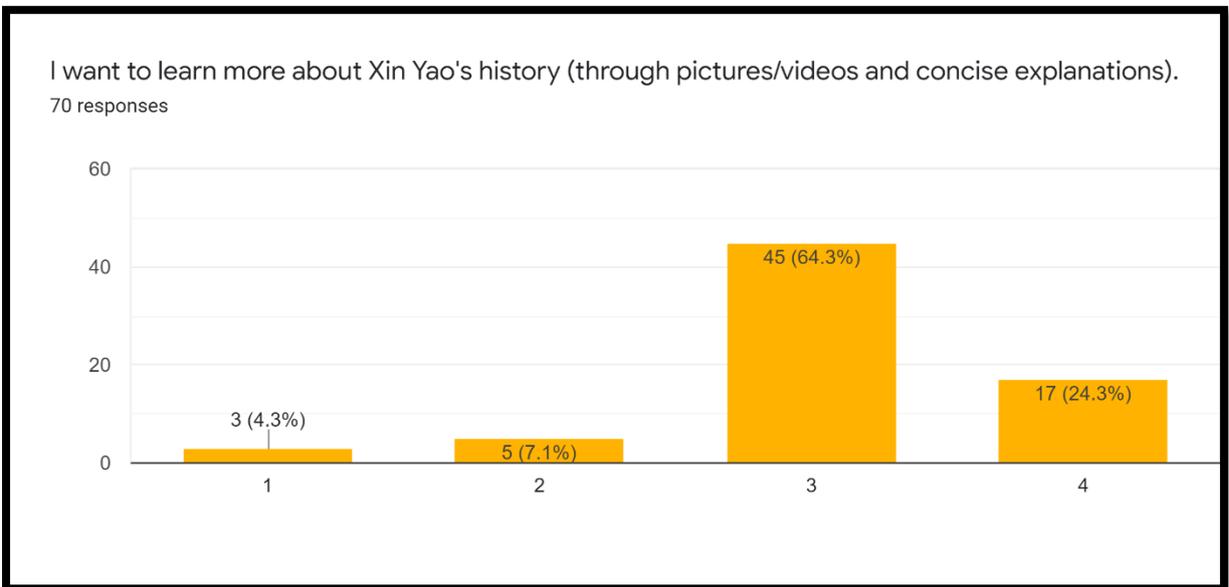
The three questions above were asked to check our audience's knowledge of Xin Yao.





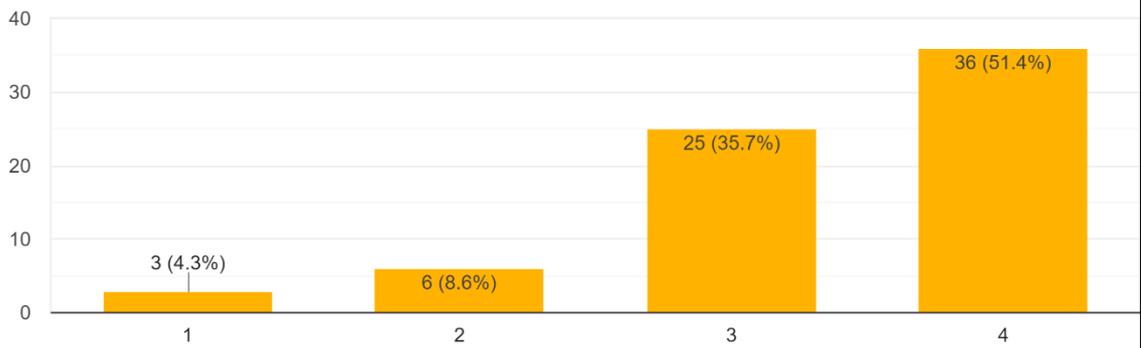
The two questions above were asked to check if the audience wished to learn more about Xin Yao.

The following questions were now asked to gather feedback on what resources our audience would like to use to learn Xin Yao:



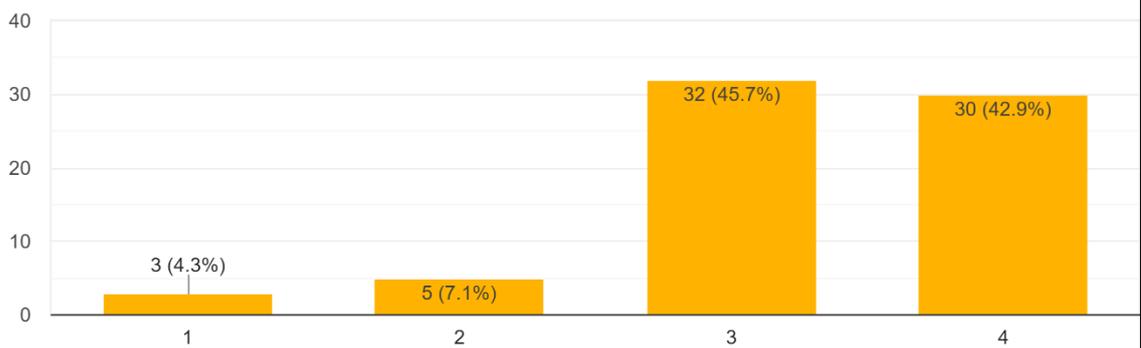
I want a list of Xin Yao songs to easily find and listen to them

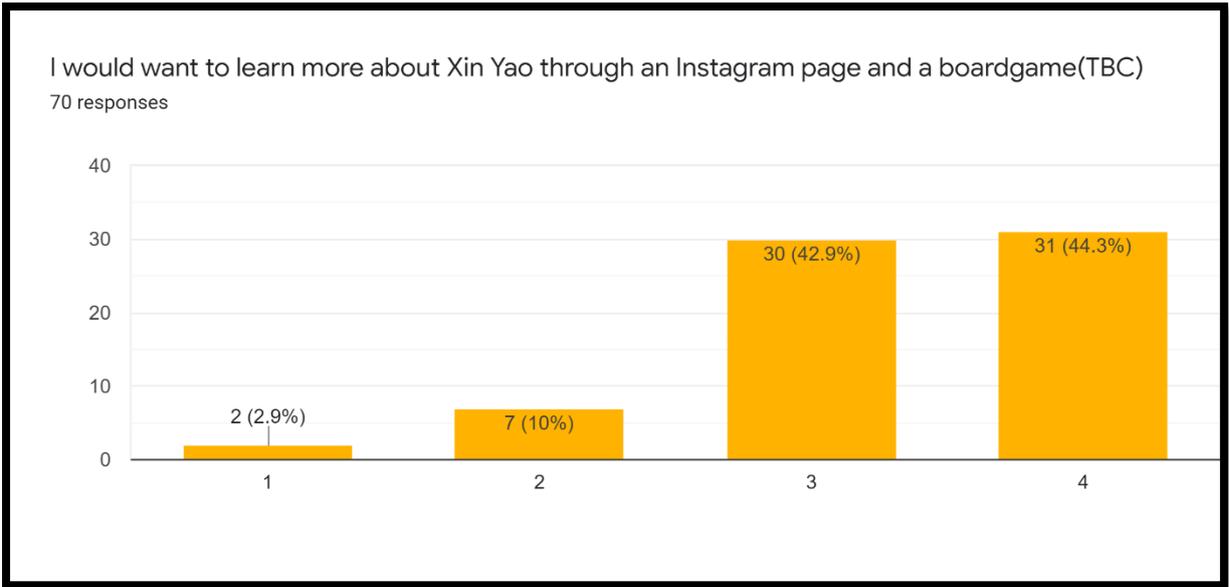
70 responses



I would like to see analysis on Xin Yao songs to uncover its significance and meaning

70 responses

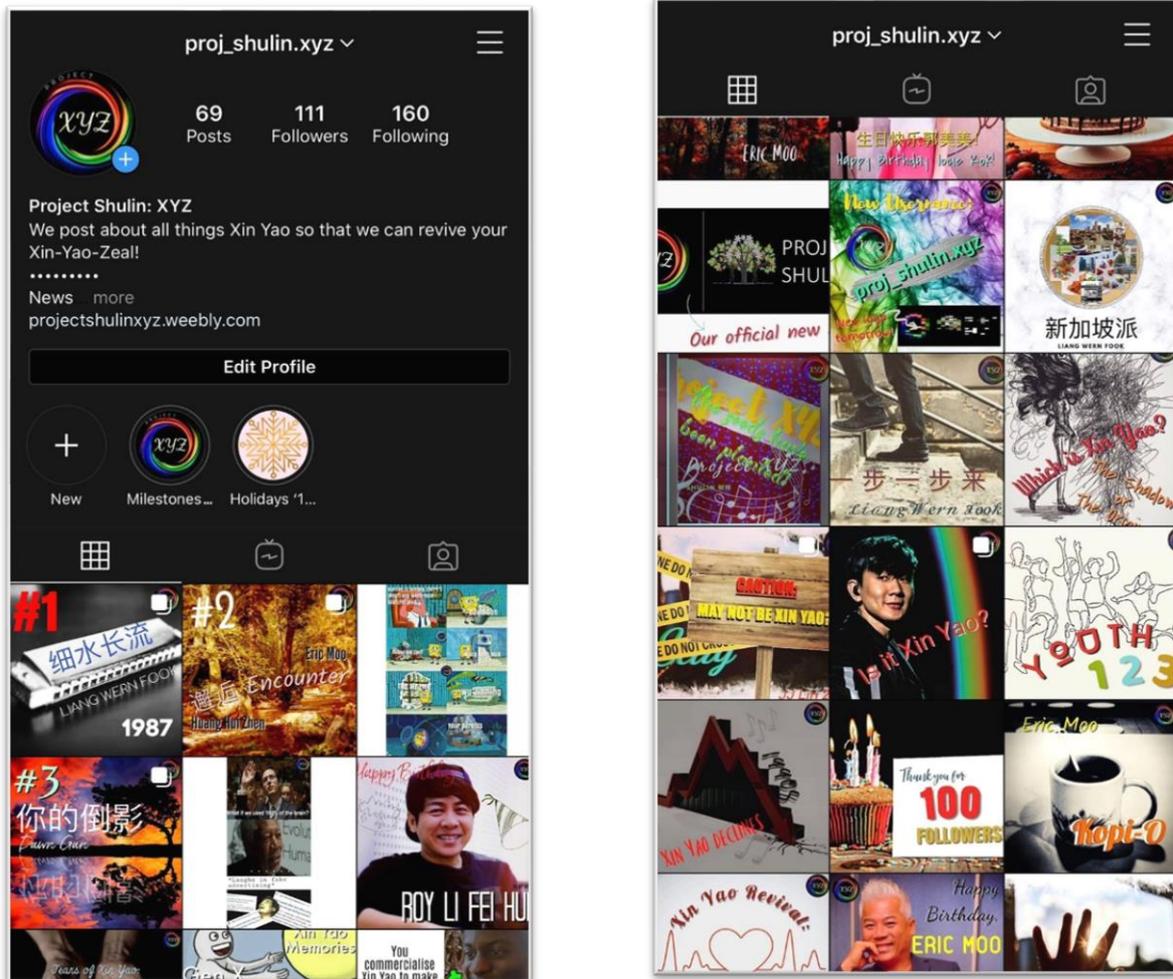




On average, 73.2% of respondents could not answer the knowledge-test questions, 77.2% of respondents wanted to learn more about Xin Yao and 87.8% of respondents would use our proposed resources to do so. This supported our rationale and reasoning for the inclusion of each resource in our project, and therefore we went ahead with our planned resources.

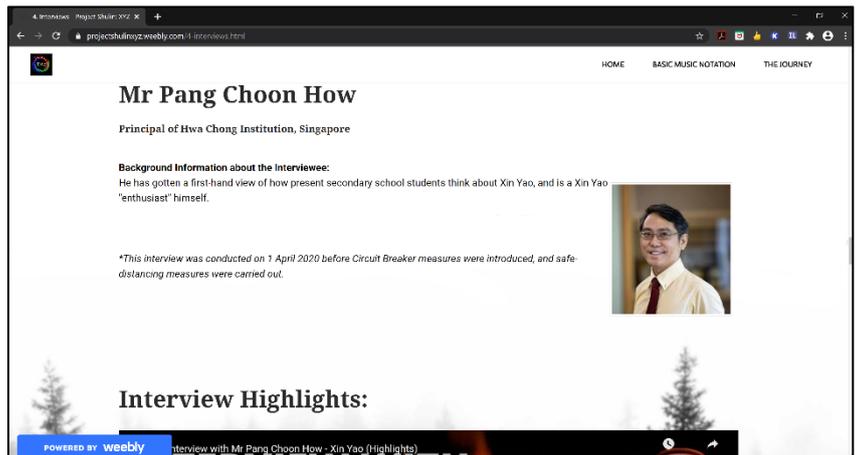
3.2 Development of Resources

On January 28, we began posting information on our Instagram account, @proj_shulin.xyz, to spark interest among our target audience for our resources. Below are images of our account taken on 8 August.

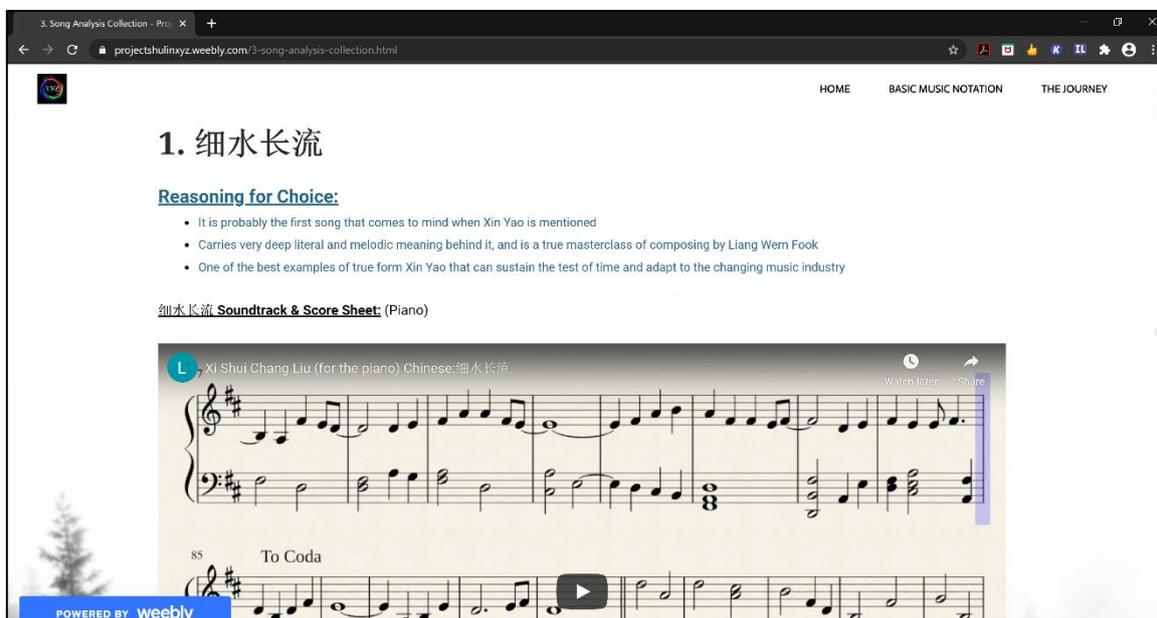


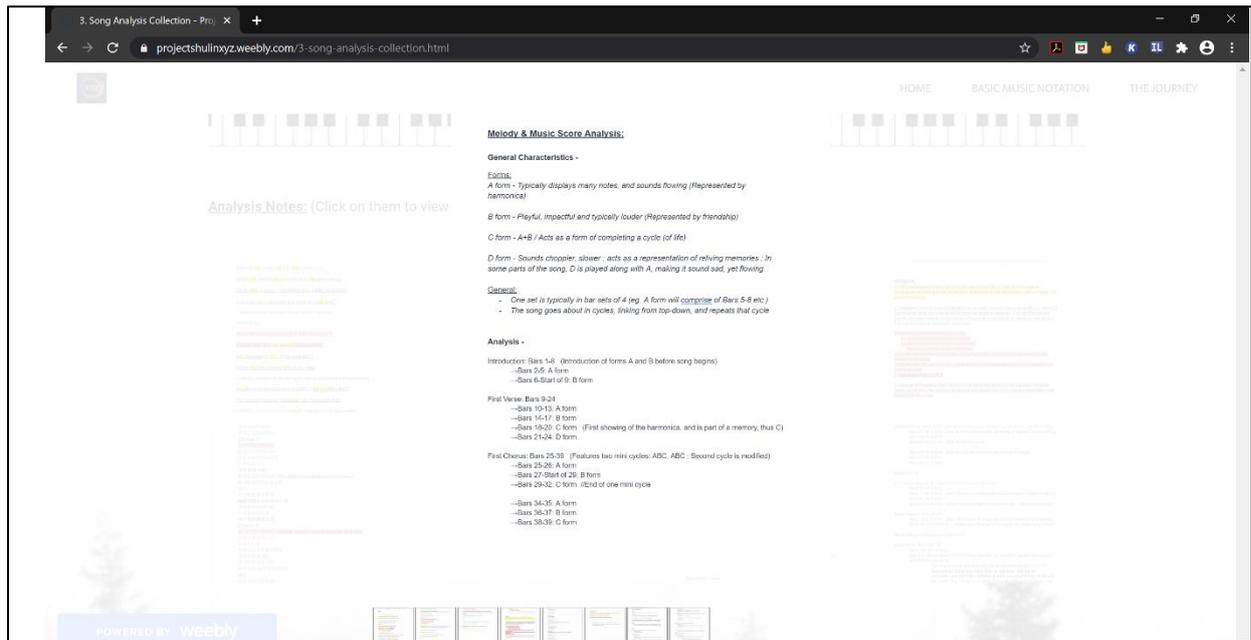
We posted twice every week to provide more information and discuss more topics.

Afterwards, we started construction of our website. We began conducting interviews in April, before being conducted via email due to Covid-19. Interviewees included Mr Pang Choon How, principal of Hwa Chong Institution (HCI), Mr Ong Juin Han, music teacher who teaches Xin Yao to Secondary 1 students in HCI, Dr Eugene Dairianathan, professor who studied with Dr Liang Wern Fook in the 1990s and ex-MOE Mr Ong Ye Kung.



We then conducted 6 song analyses on these songs: 细水长流, 邂逅, 你的倒影, 唱一首华初的歌, 小人物的心声 and Kopi-O. They were chosen for their significance in Xin Yao's development, as well as the connections and learning points between them.





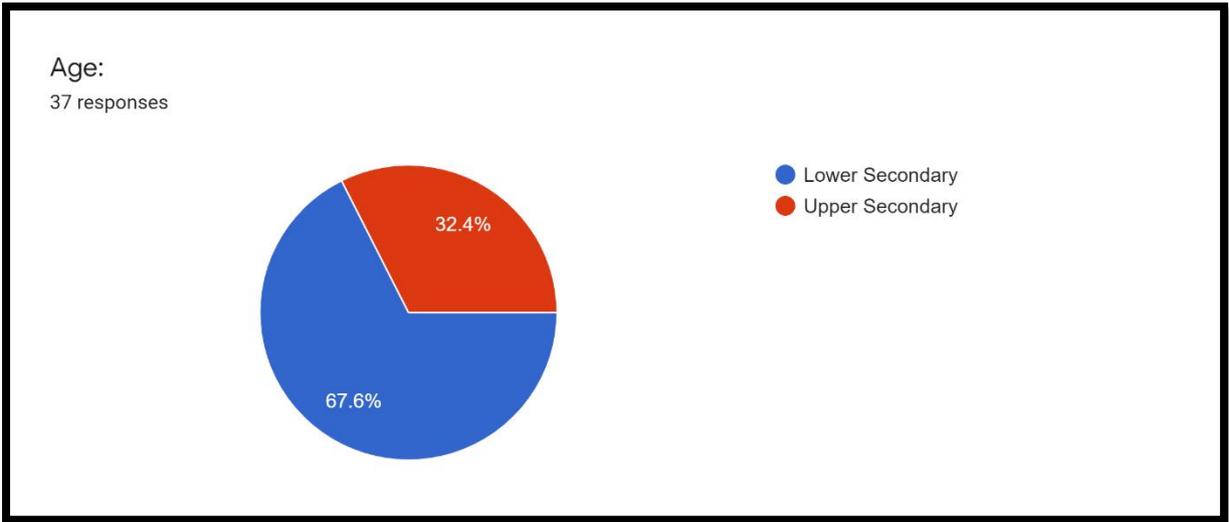
This was an example of our analysis.

We compiled Xin Yao songs from YouTube into playlists, categorised by singer. We also did research on Xin Yao's history, and condensed the information into point-form, together with clear designation of each decade's information for clarity. Images, videos and discussion topics were also given to increase viewers' interest.

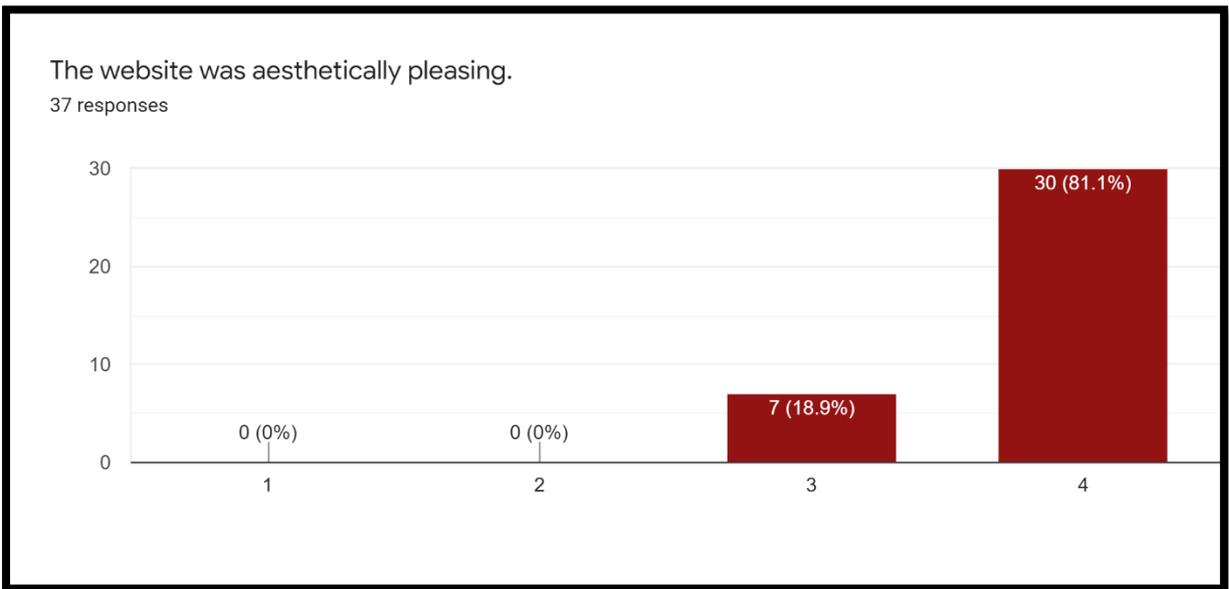
We made our website available to the public on 2 August.

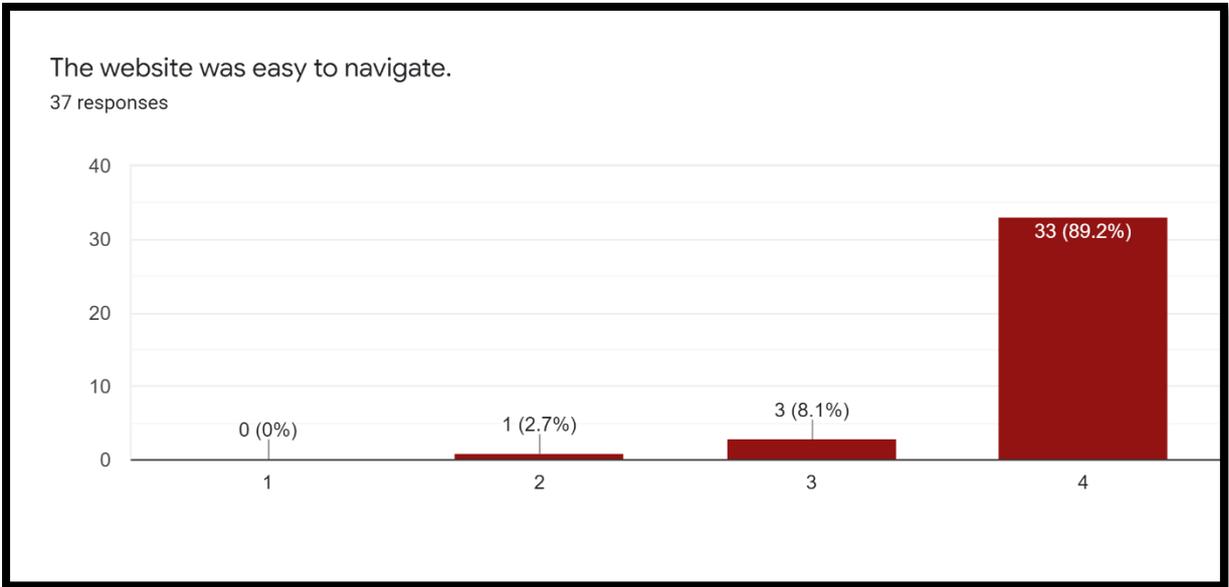
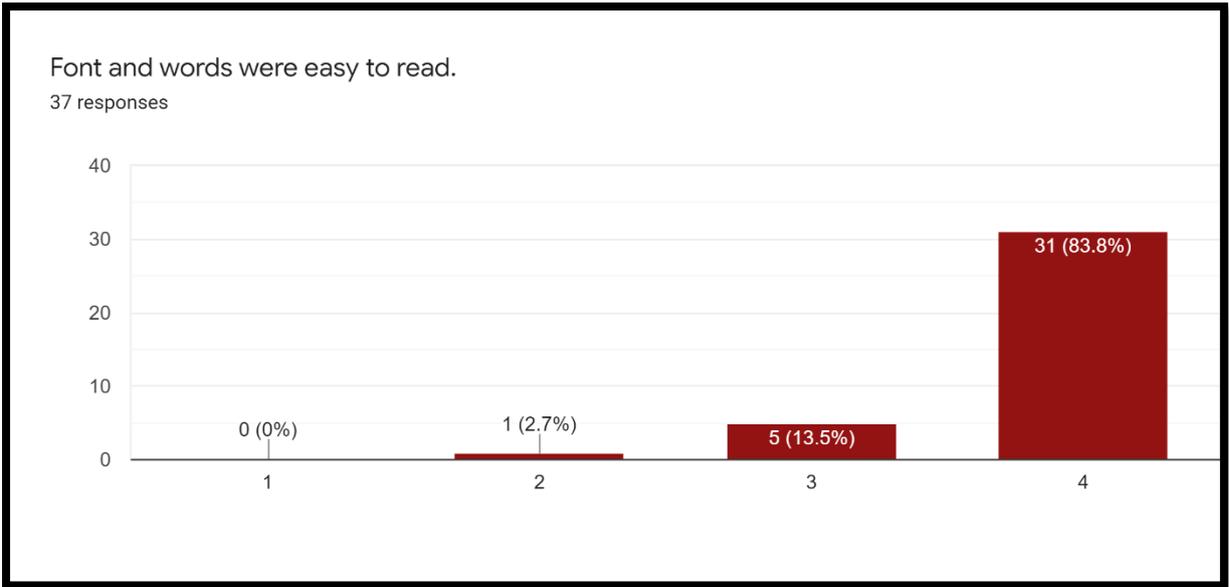
3.3 Pilot Test

We conducted a pilot test from 2 - 8 August, aiming to gather feedback on our resources. It was conducted among 37 Singaporean youths, with the ratio of lower and upper-secondary students maintained for more accurate results. Questions had the same scale from our needs analysis. Below are the responses we had received to each question:



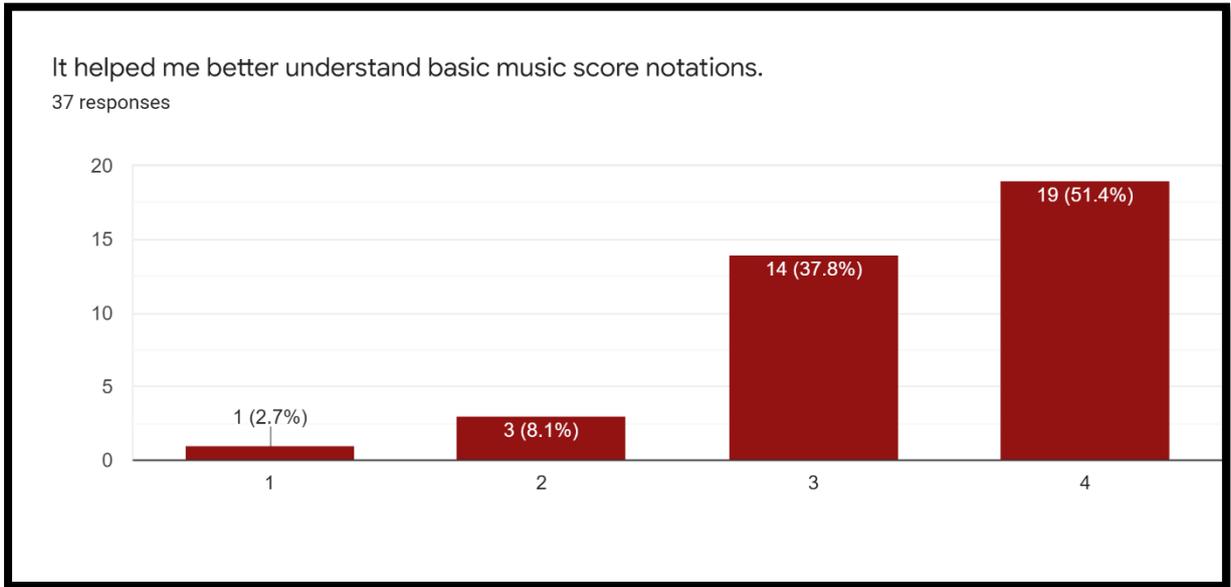
The following three questions collected feedback on the website's design and functionality:



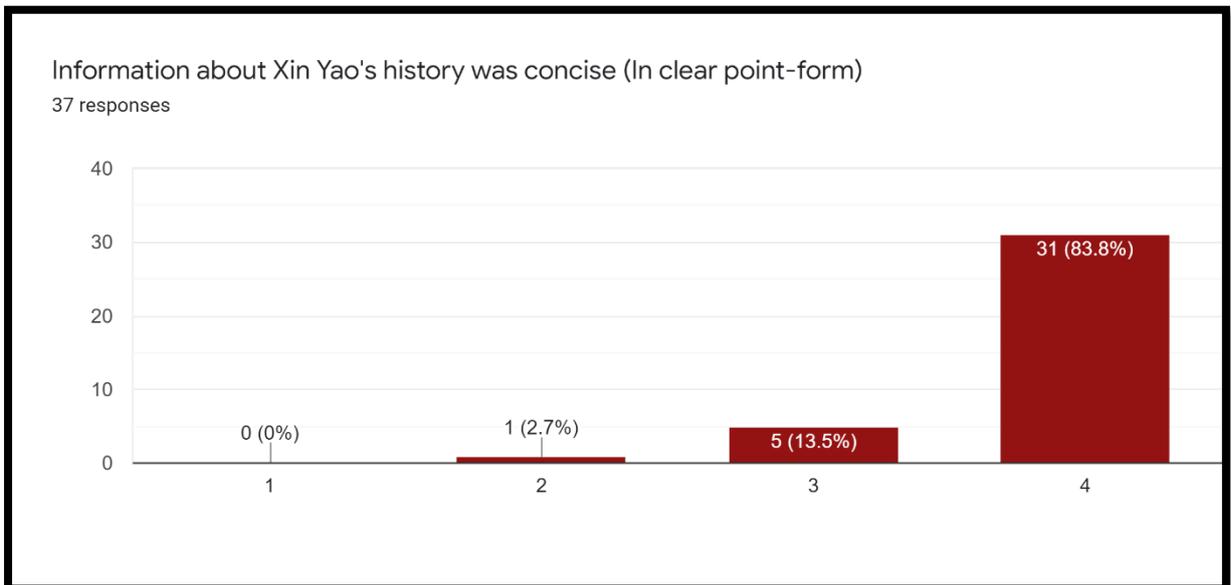


The following questions were then asked for feedback on individual features of our website:

Basic Music Score Notation Lesson:

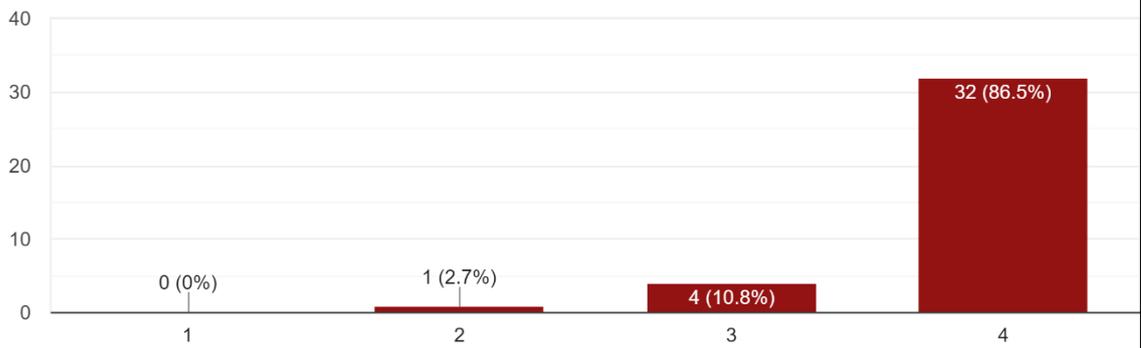


Xin Yao Information & History:



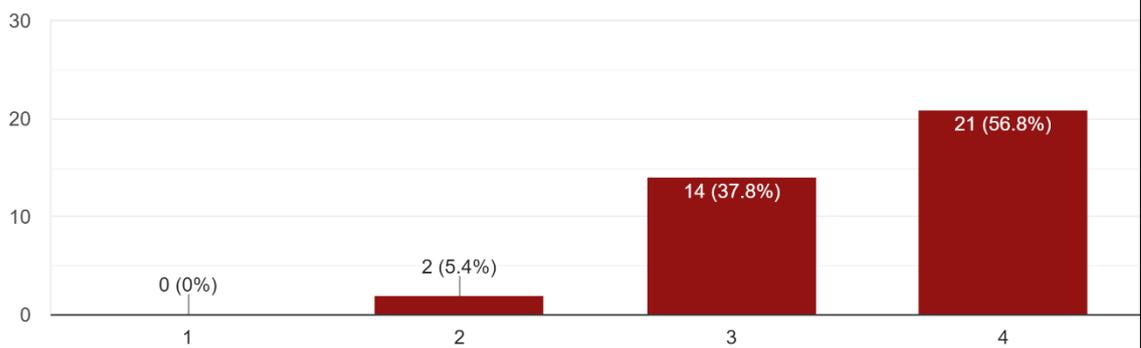
The information provided taught me something new.

37 responses



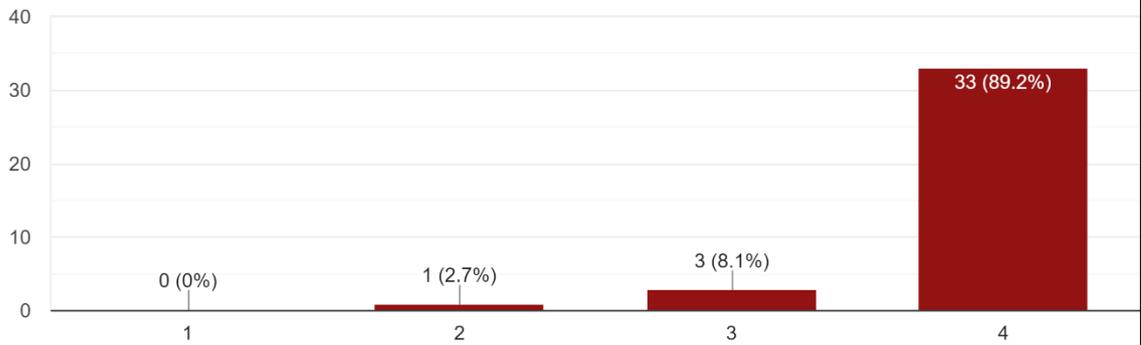
The imagery aids kept me engaged.

37 responses



Information and the way it was presented was better than other websites/sources I have visited previously.

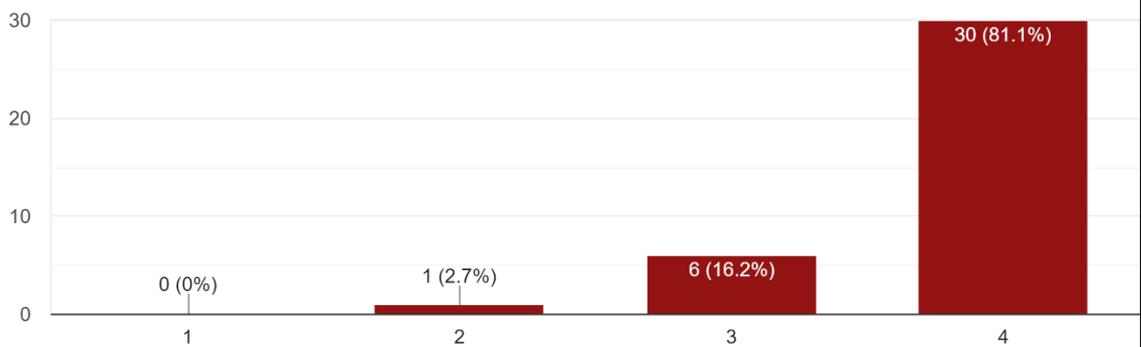
37 responses



Xin Yao Song Collection:

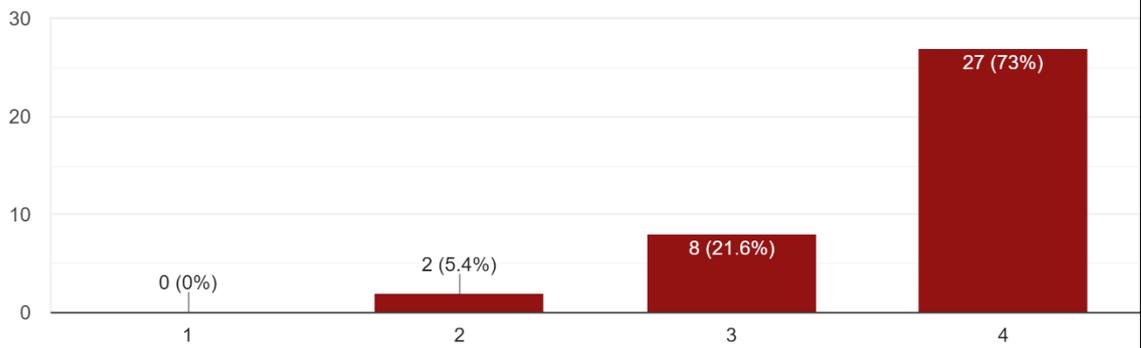
The collection contained more songs that I was not aware of.

37 responses



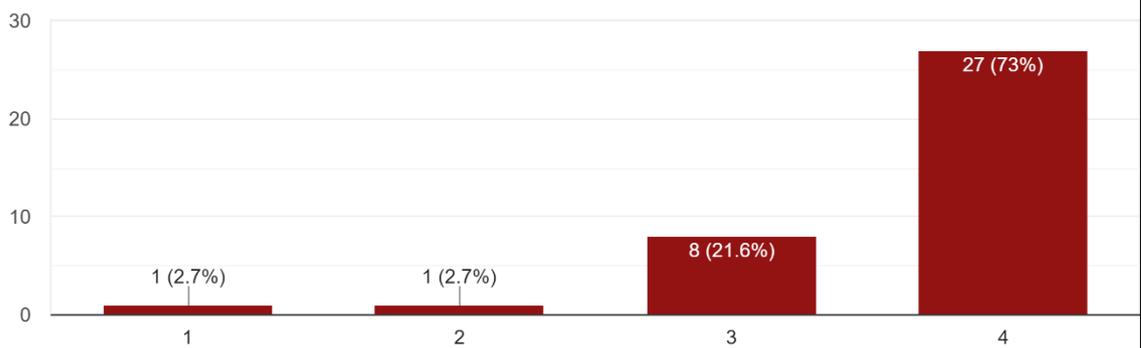
I could find Xin Yao songs easily.

37 responses



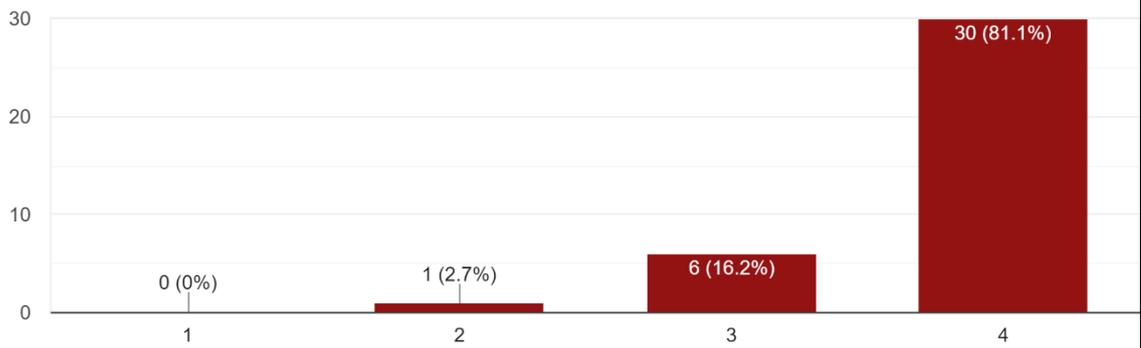
The songs were well-organised.

37 responses



The song collection was bigger and more well-organised than previous websites/lists I visited.

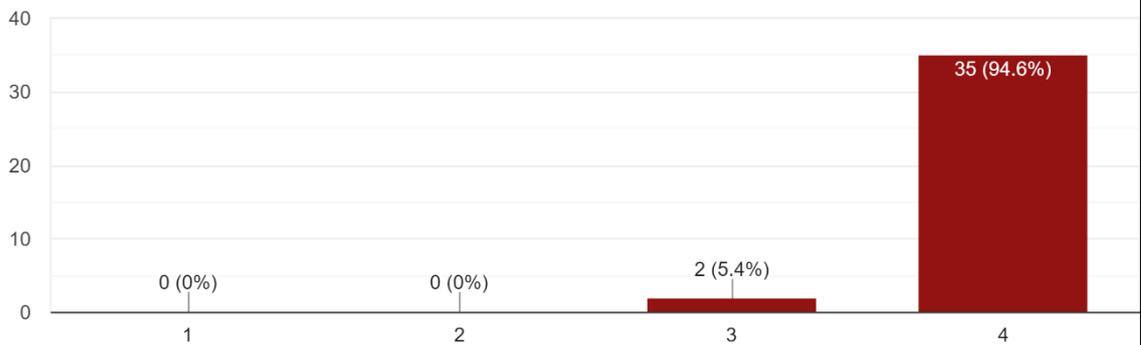
37 responses



Xin Yao Song Analyses:

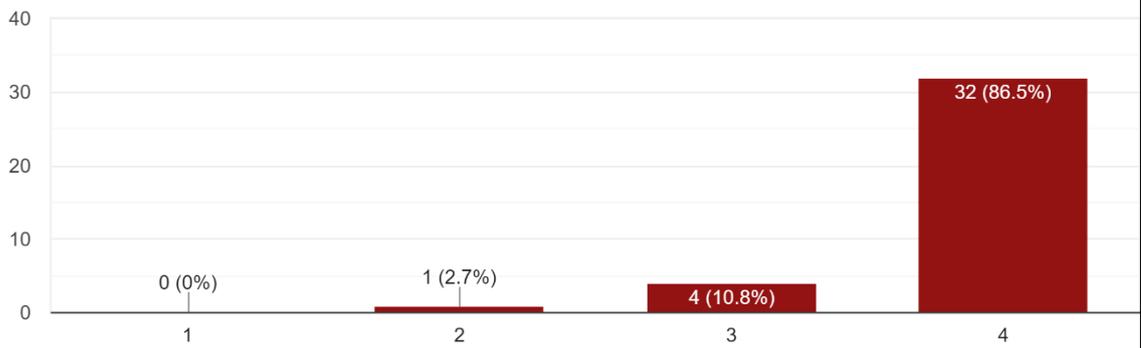
Analysis were original (resource).

37 responses



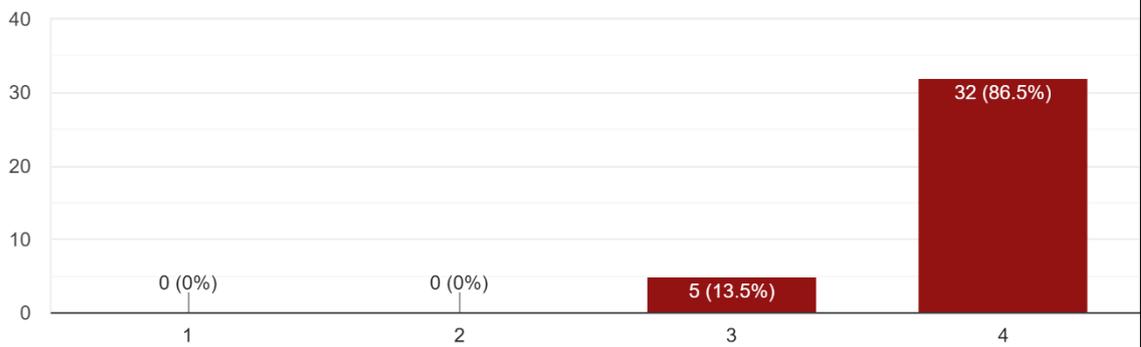
The analysis allowed me to learn something new about Xin Yao.

37 responses

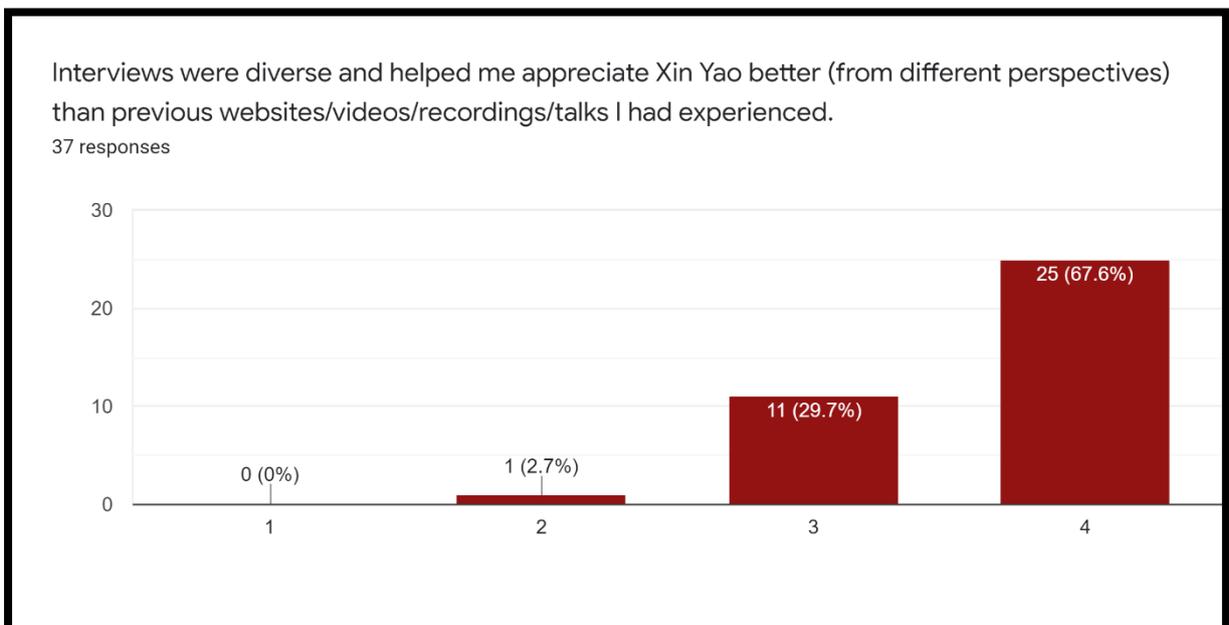
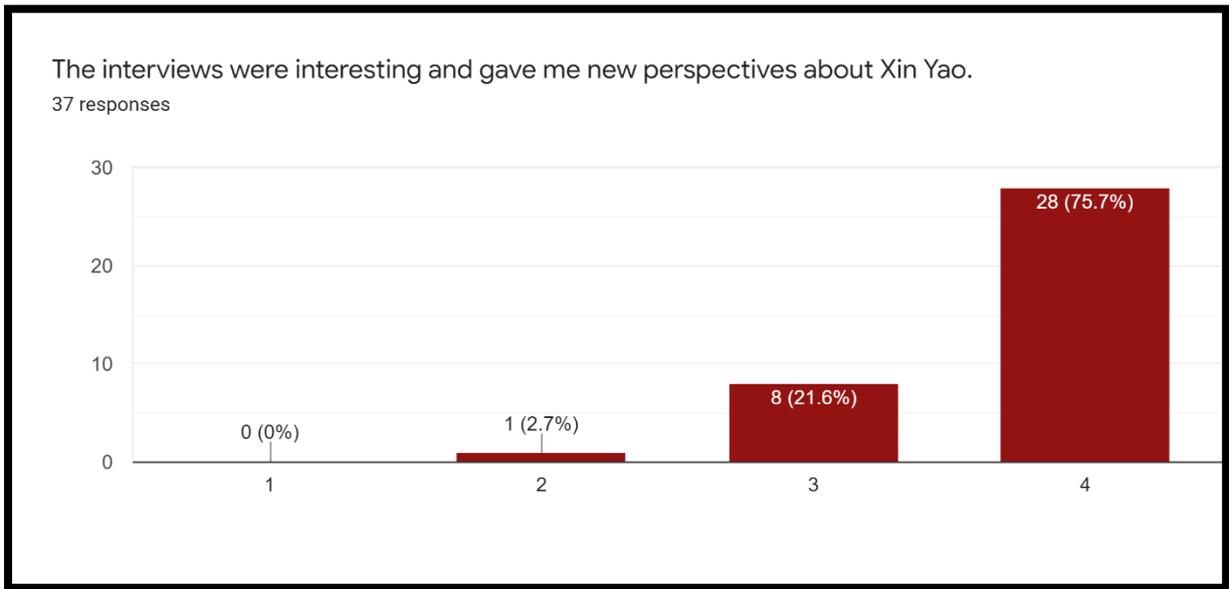


Analysis helped me learn and appreciate Xin Yao better than previous websites/reports I had visited/read.

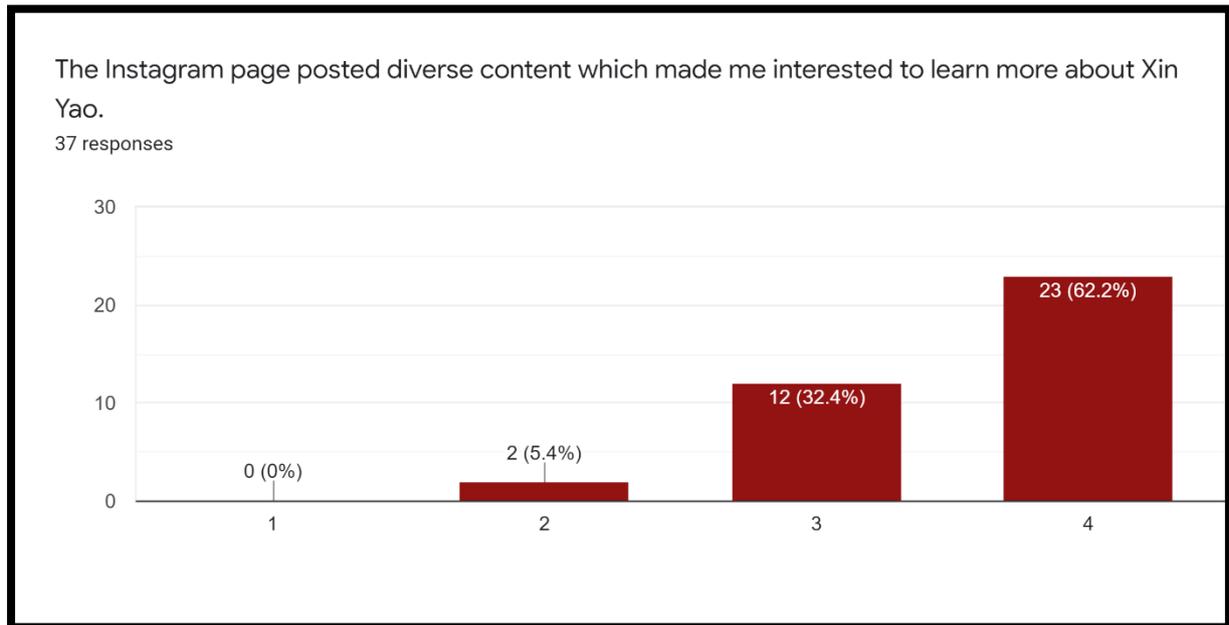
37 responses



Collection of Interviews:



Instagram Page:



Below were some common feedback given:

Written Feedback

The songs are still q messy, like I mean the splitting into singer cats are gd but still maybe got better way of organising? I can't think of one tho... then also it made it q tedious moving in and out to listen to different songs but I mean no choice lah its youtube

The songs still a bit difficult to find like specific songs i want, but otherwise organisation still ok.

The analysis can be in video form?

The info still a bit longish like other websites, if compile into a video more interesting

The interviews some are too wordy, maybe not the original interviewee's voice but could've done voice recording of yourself reading so more convenient.

“Songs can be better organised if possible”

“Make written resources more interactive”

4 OUTCOME & DISCUSSION

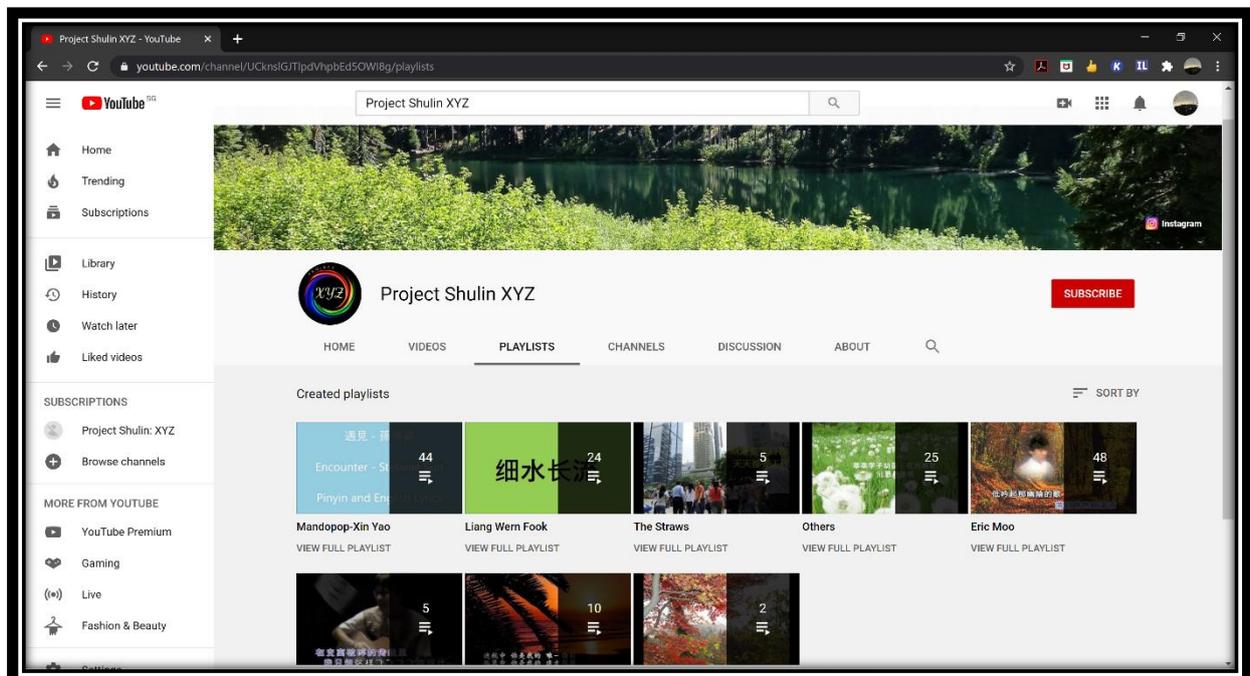
4.1 Final Outcome

Our resource: an Instagram page, website and board-game, were well-received by the target audience, as seen above. It succeeded at achieving its objective to educate the audience about Xin Yao and to develop a pride for Singapore's national music genre. It was feedbacked that majority did not require the basic music notation lesson, but was kept for those who did not have this knowledge. Our interviews and song analyses could have been made more interactive too.

4.2 Limitations

Due to the Covid-19 pandemic, we were unable to research on written sources from libraries, meaning our collated information was less unique than expected.

The song collection was also not as extensive due to the same reason (as seen below). The organisation of songs was limited by the functions of YouTube, however we continued with this platform as fewer Xin Yao songs are found on others.



4.3 Further Expansion

Without the Covid-19 situation, we hoped to extend our research with more unique written accounts and sources. We could also turn our analyses and interviews into videos for more interactivity, while sourcing for another platform to collate Xin Yao songs for better organisation.

5 CONCLUSION

Project Shulin: XYZ faced a tough challenge: having to gather information from only online resources due to Covid-19; furthermore, records of Xin Yao's history is already limited. Conducting analyses separately despite lacking musical talent was also challenging. It also caused time constraints as certain resources, such as interviews, had to be put on-hold. However, perseverance, critical-thinking, problem-solving and teamwork helped the group to complete the project despite these unexpected challenges that had to be overcome.

6 REFERENCES

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