



## HWA CHONG INSTITUTION (HIGH SCHOOL SECTION)

### Project Work 2020

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Group: 4-032 HawkerFlockers

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#### **Abstract:**

Hawkerflockers 2.0 was the 2020 rendition of last year's largely successful Cat 4 project Hawkerflockers. Our aim was to preserve our national identity and culture by promoting hawker culture to students in Hwa Chong, through the variety of online resources that we have created.

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# **1 INTRODUCTION**

## **1.1 Background Information**

HawkerFlockers 2.0 is a continuation of last year's Hawkerflockers. It was originally intended to be an SL project; however, we realised that the project was better suited for Resource Development, hence we have stuck to the category.

## **1.2 Rationale**

Seeing the importance of hawker food to our Singaporean culture and identity, we believe that it is imperative to promote hawker culture to Singaporean youths.

## **1.3 Target Audience**

Our target audience are students from Hwa Chong Institution. We chose to target only Hwa Chong students as it enables us to get more hands-on with our approaches, as well as better see the impact of our project.

## **1.4 Objectives**

Despite the UNESCO Heritage Nomination for Singapore's Hawker Culture last year, we feel that hawkers still find it hard to improve business with more convenient options such as such food available. New hawkers also find it hard to gain traction, and there have been many cases in the past few years of them shutting down within a year of opening. Hence, our aim would be to preserve our national identity and culture by promoting hawker culture to students in Hwa Chong.

## **2 LITERATURE REVIEW**

### **2.1 Why is our project necessary?**

#### **2.1.1 Rich history of Singapore's hawker culture**

Our Hawker culture history dates back to the mid-1800s, serving the Singaporean population for an unprecedented period of time. From being a job which required minimal skill and little capital, it has turned into the bustling hawker scene all around the country today, and still brings to us all the different kinds of food that we love.

#### **2.1.2 Support the government's agenda**

The government has highlighted the need to safeguard and enable the continuity of hawker culture. Hawker centres are our community dining room, and have been pinpointed by Prime Minister Lee Hsien Loong as an important aspect that has to be preserved.

#### **2.1.3 Singapore's Hawker culture UNESCO bid**

In March 2019, Hawker Culture In Singapore was submitted for inscription on UNESCO's Representative List Of The Intangible Cultural Heritage Of Humanity. This would allow for more people around the world to learn more about our hawker culture.

#### **2.1.4 Globalisation and its effects**

Globalisation has threatened our hawker culture, as multinational production and food service companies enter the local market. Thus, there is a need to draw the locals back to the hawker culture and make it appealing again.

### **2.1.5 Covid-19's impacts on hawkers**

Hawker centres had to be closed to dine-in services, which heavily reduced foot traffic and thus damaged the businesses of many hawkers. There is a need to encourage people to patronize our hawkers more so that they do not die out.

## **2.2 Existing Resources**

### **2.2.1 Governmental Websites: Roots.sg**

Roots.sg was created to bring together and compile bits of Singapore's national collection and cultural assets in a one-stop portal, of which the hawker culture was included recently with Singapore's UNESCO bid, allowing Singaporeans to learn more about it. It provides a depth of insight into the history of hawker culture and explains its significance today, however, remains insufficient as it is mostly information based and there are little guides provided to help one navigate in hawker centres today.

### **2.2.2 Governmental Websites: Oursgheritage.sg**

Another governmental website which focuses mainly on promoting Singapore's UNESCO bid and mostly provides only information on the history of our hawker culture as well as encourages the people to support it. However, there is too little detailed information about individual hawker centres and the foods that are provided, which we feel is an extremely important aspect in appreciating hawker culture.

### 3 METHODOLOGY

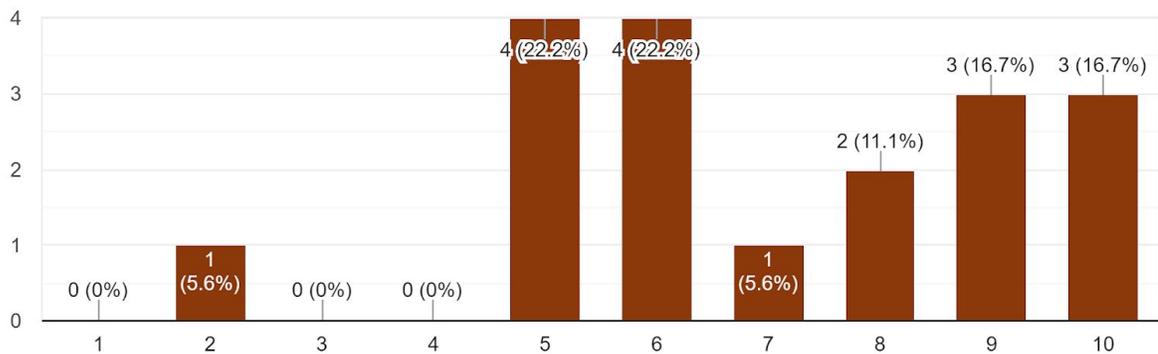
#### 3.1 Needs Analysis

Our survey was conducted to investigate what new changes our target audience wanted from our project, and to gauge the awareness of students to better plan our resources.

Whilst most students felt that they understood local hawker culture, they felt their peers were not as aware of this.

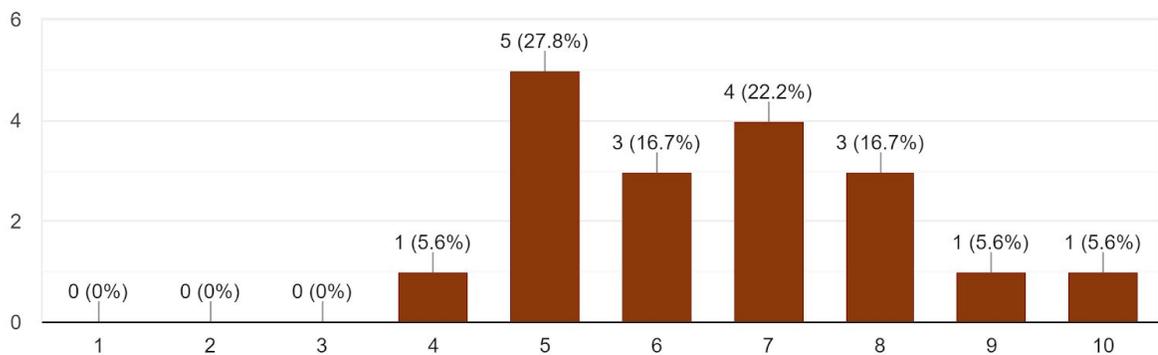
To what extent are you familiar with local hawker culture?

18 responses



To what extent do you think teenagers in Singapore are acquainted with local hawker culture?

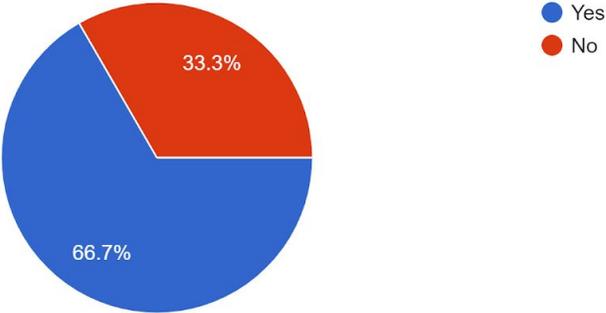
18 responses



Most also felt that there was a lack of existing resources to educate youth on local hawker culture, and thus a need for more of these materials to educate youth.

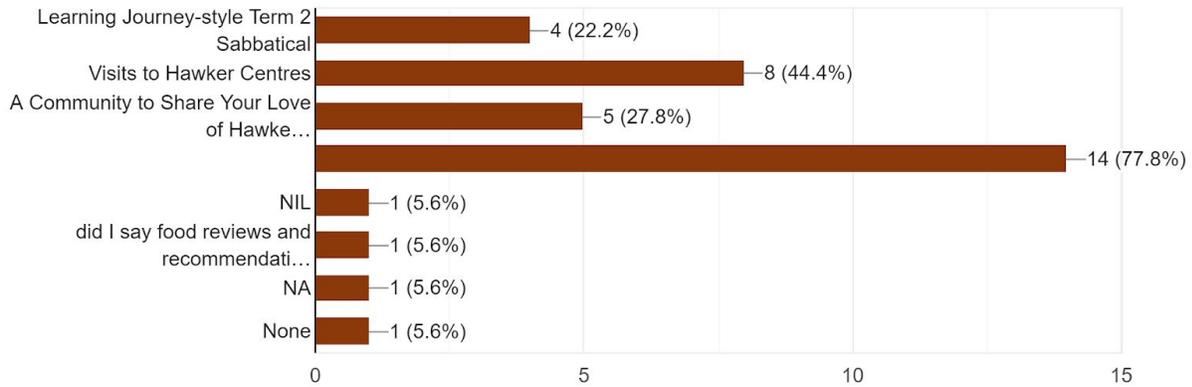
Do you believe that there is a need for such resources to promote hawker culture to the youth?

18 responses



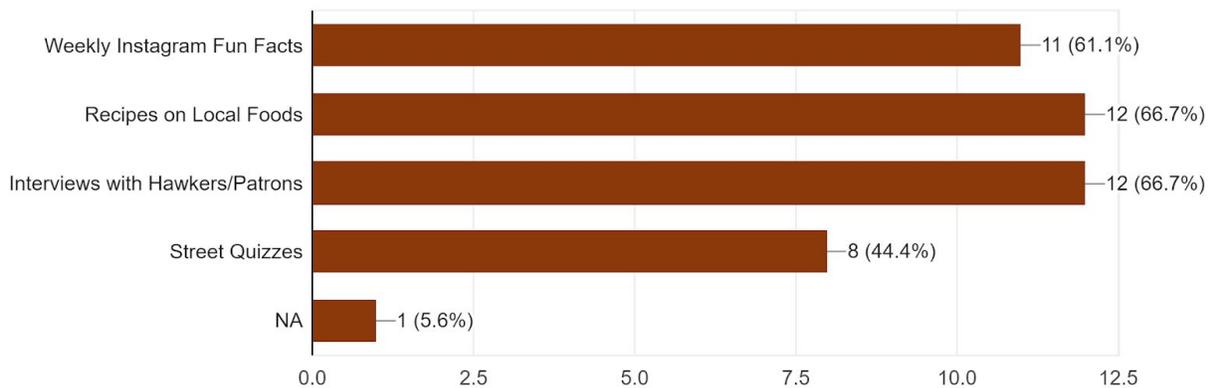
### What activities would you be interested in participating in?

18 responses



### What else would you like to see from us?

18 responses



Most of the respondents surveyed wanted activities such as sabbaticals and learning journeys to hawker centres, as well as more food review episodes and regular Instagram posts.

### 3.2 Resources

We have created several types of resources to educate youth about hawker culture, with these resources across different types of media covering a variety of topics. Due to the COVID-19 pandemic, we had to change some of our intended resources.

### 3.2.1 Student Quiz

To better engage our target audience, we filmed a student quiz video where we went around interviewing students to find out their knowledge of local hawker culture, favourite foods and views on its importance. This offers greater insight into the opinions of fellow students, which allows our audience to better see the need for our project.





### **3.2.2 Food Reviews**

We completed several episodes of our food review series, where we went to different hawker centres and tried the various foods there. The videos consist of us sharing more about such local cuisines while trying out different varieties and variations of these dishes. These videos also contain subtitles to make it more convenient for viewers.





### **3.2.3 Infographics**

To appeal to youths, we decided to create infographics to allow us to convey information in an appealing way, while educating them about hawker culture. These

infographics contain information on how to support hawkers amidst the pandemic, and the evolution of hawker culture.



## Alternative Delivery Platforms

Most mainstream food delivery platforms unfortunately fail to cater to hawkers. Other sites such as SG Dabao and Hawkers United have allowed many hawkers to list their food offerings and even allow customers to contact hawkers directly, letting customers choose between takeaway and delivery. Some apps even aim to bypass middlemen, ensuring hawkers are able to keep most of their earnings!



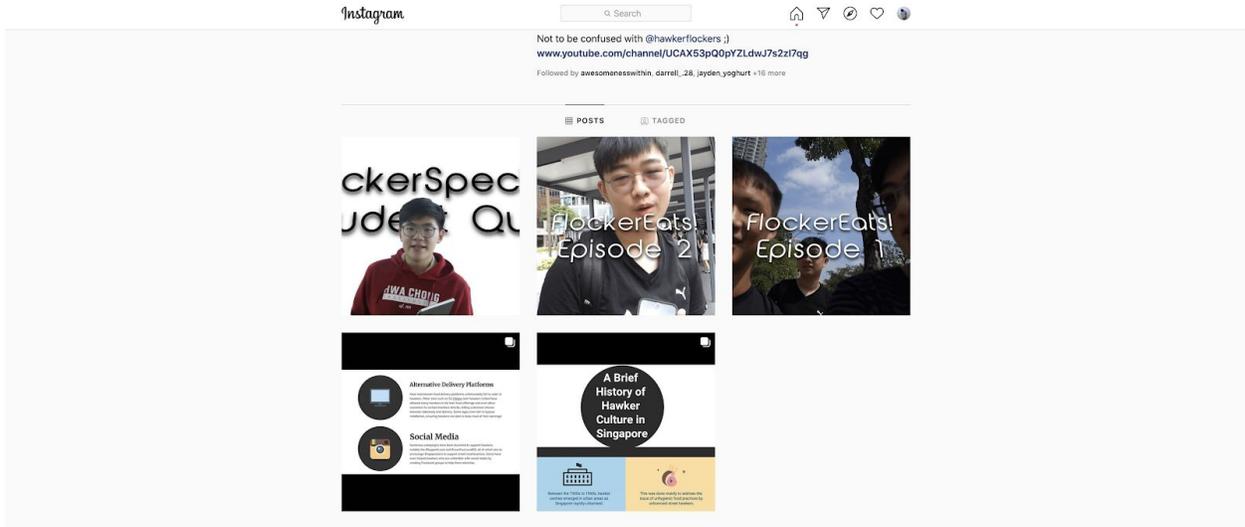
## Social Media

Numerous campaigns have been launched to support hawkers, notably the #SupportLocal and #LoveYourLocalSG, all of which aim to encourage Singaporeans to support small, local business. Some have even helped hawkers who are unfamiliar with social media by creating Facebook groups to help them advertise.



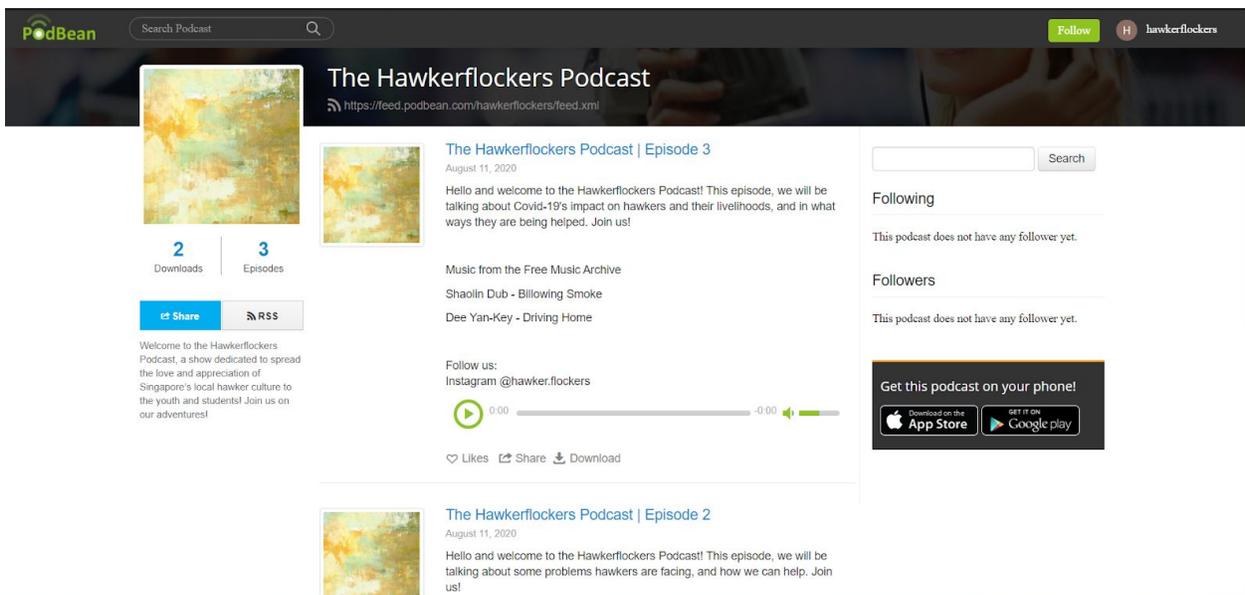
### 3.2.4 Instagram Account

Our Instagram page has many resources uploaded, such as our food review videos and infographics, and links to our podcast series. Users can also comment on our resources, which allows us to improve on the quality and type of content produced. Given that most of the student population has an Instagram account, this has greatly increased the number of viewers of our resources.



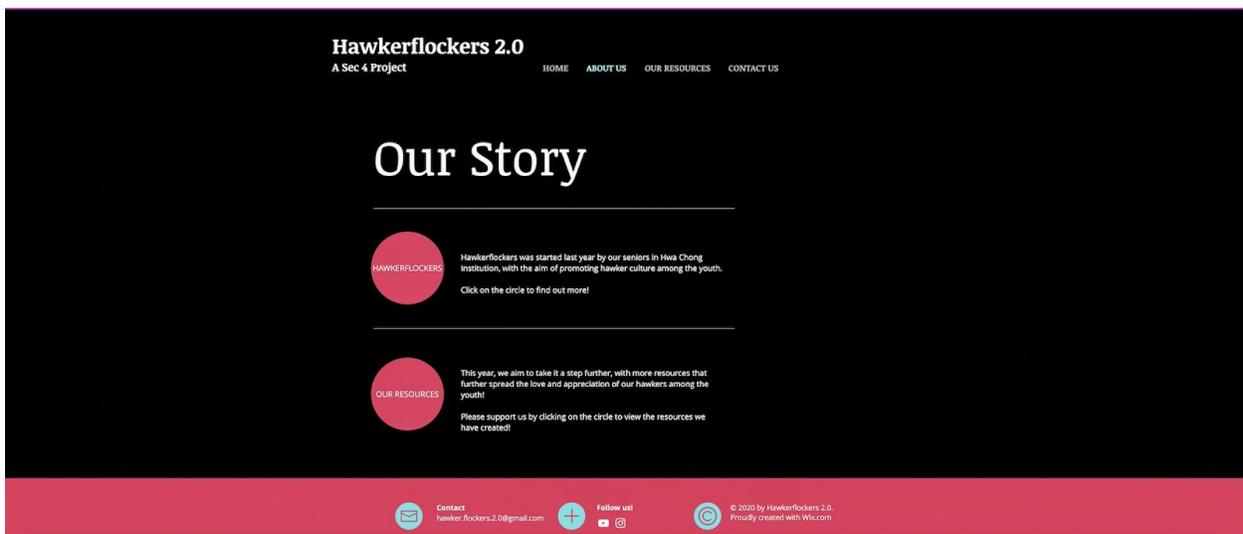
### 3.2.5 Podcast

We created a podcast series which we felt was a good way to convey more information verbally in a short period of time. The podcasts are presented in a casual and informative style, with discussions about topics such as the impacts of COVID-19 on hawkers and the different aspects of hawker culture, such as its history and the need for it to be preserved.



### 3.2.6 Website

Our website serves as a convenient way for users to access all our resources, while making ourselves more distinct from last year's work by better showcasing our products. Apart from having a "Resources" section where our resources are located, there is also an "About Us" section with the link to last year's website, allowing users to access materials from both years.



# Our Resources



## Videos

Join us on our adventures on Youtube for exciting visits to hawker centres, as well as fun interviews and quizzes with students in Hwa Chong!

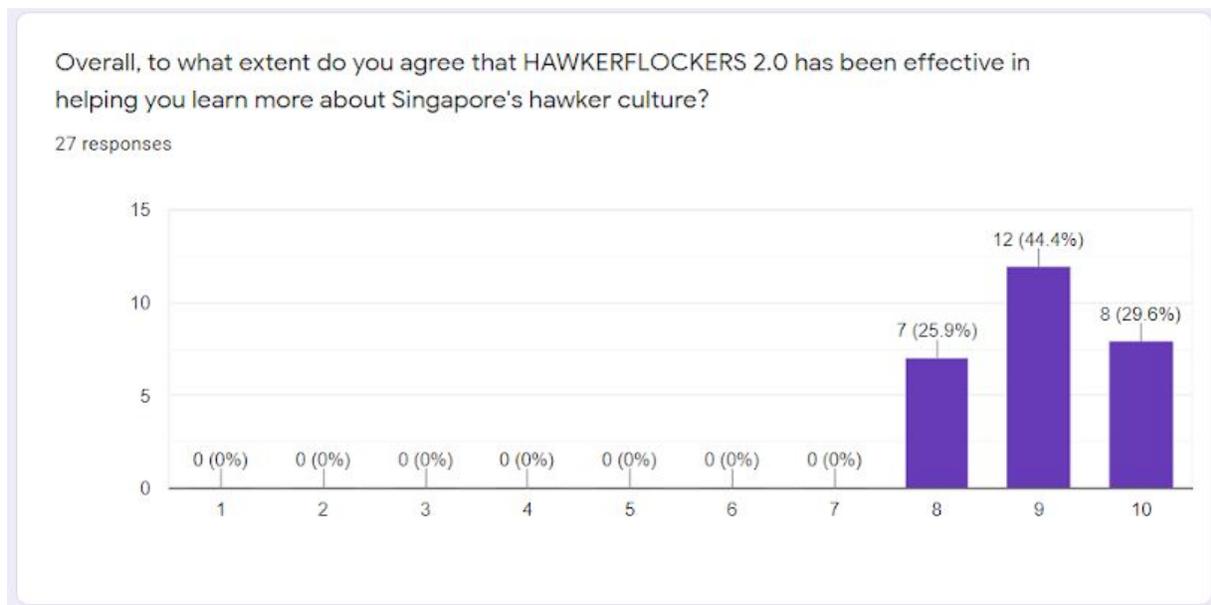


## Podcast

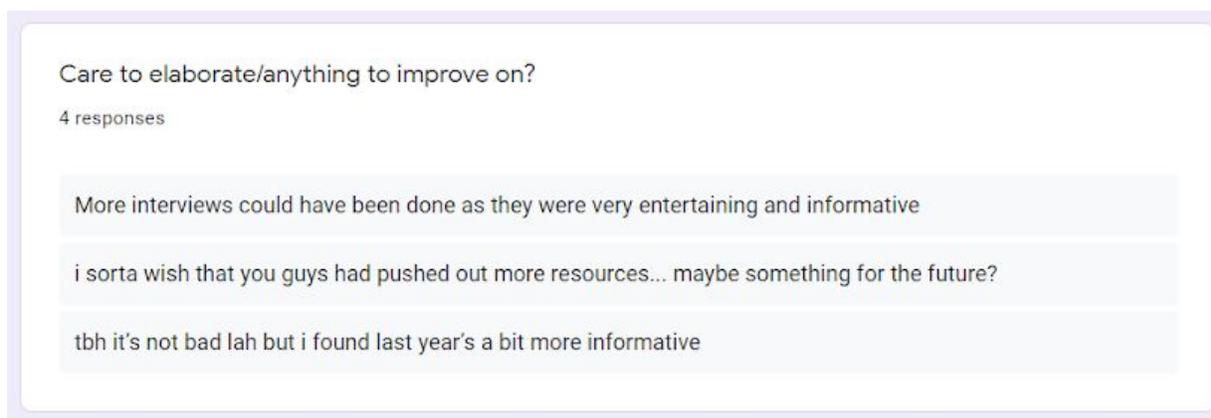
## 4 OUTCOME & DISCUSSION

### 4.1 Pilot Test & Outcome

We conducted our pilot test with a total of 26 respondents, all of them Hwa Chong students in High School, letting them try out our resources and offer us feedback based on their experience. The results of each resource's test have been attached under their respective resources in **3.2 Resources**. Overall, respondents rated our resources 7 and above, with the majority (44.4%) of them voting a 9/10, a clear indication of the effectiveness of our resources.



With regards to any comments they might have had, respondents compared our project to last year's, saying how last year's project was more informative than this year's. Others also wished for more resources to have been pushed out.



## **4.2 Limitations of Project**

We feel that the resources we have produced still do not cover all aspects of hawker culture, as the culture itself is constantly changing and expanding and there may yet be certain areas or approaches we had not thought about before. Furthermore, Covid-19 severely limited the number of resources we could produce, forcing us to work around tighter schedules and fewer opportunities to go out and carry out our project as planned.

## **4.3 Further Work**

There is definitely much more that could be done to continue this project into the future, be it through producing more resources such as in-person interviews with hawkers and relevant organisations or masterclasses with experienced hawkers of their signature dishes, or expanding the size of our target audience to a larger demographic of people. Collaborations with existing organisations promoting hawker culture such as Our Grandfather Story or Our SG Heritage are also a viable option to increase our reach and promote our project as well.

## **5 CONCLUSION**

In conclusion, though Hawkerflockers 2.0 has been limited in its success, we believe it to have been effective in achieving our goal of promoting hawker culture to Hwa Chong students, encouraging many to learn more about hawker culture in their own time. We are thrilled to have been able to continue this project for a second year and had a lot of fun in the process.

## 6 REFERENCES

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