

CAT 4 RESOURCE DEVELOPMENT

Group 4-038

Project Don't Be "B"

Nicholas Loh JingYu 2A1 (23)

Ng Shi Yu 2A1 (22)

Foo Hai Jang 2A1 (11)

Elston Tan Jun Yang 2A1 (08)

ABSTRACT

Project Don't be "B" is a project aimed at raising more awareness about bullying through illustrating the different perspectives of people affected by bullying (The bully, bullied and bystander). Our project includes comprehensive explanations, digestible statistics, interactive platforms and relatable stories. Our website houses all of our information such as actions to take if you are one of the 3 "B"s, the roles of each "B" and overall, more in-depth yet concise information for teenagers. To better reach out to people and interact with the community, we have an Instagram where we post quizzes and use it as a promotional tool. A petition was also set up to allow the audience to better resonate with the project. The infographics and comics served as a way to disseminate memorable yet in-depth knowledge to our audience. Through such platforms, they can gain a deeper understanding about bullying and apply it to real life situations.

1 INTRODUCTION

1.1 Rationale

We chose to do this because bullying still remains a serious problem. A Mothership post stated more than one of every four 15-year-old students in Singapore schools say they are bullied a few times a month. This finding emerged from a study by International Student Assessment (PISA) in 2018, conducted by the Organisation for Economic Cooperation and Development (OECD). However, many still do not show caution for the problem even after all the online platforms, pamphlets and posters that had been provided on bullying. We felt that most resources, both online and off, were either not detailed enough or too lengthy, deterring people from putting in the time to learn about this weighty matter. Hence, we aimed to create resources that are complex while

simultaneously not boring them with an information overload.

1.2 Objectives

The objectives of Project Don't be "B" have always been to

- Create resources to raise awareness of the severity of bullying
- Illustrate the perspectives of the people affected by bullying, so that more people can learn to empathise with them and combat bullying

1.3 Target Audience

We chose to focus on teenagers, aged 13 to 19 in Singapore as they are easily influenced by the media and their peers due to their impressionable minds.

1.4 Resources

The resources created for this project was a website which had sections about the types and roles in bullying. In the "Roles" sections there are also subcategories of bully, victim and bystander, all explaining the factors that make people more susceptible to end up in that role, the short and long-term effects of the role and the solution the role can take to get out of their predicament. The website also encompassed a brief introductory video, 4 episodes of comics, 4 pieces of infographics, as well as an Instagram page.

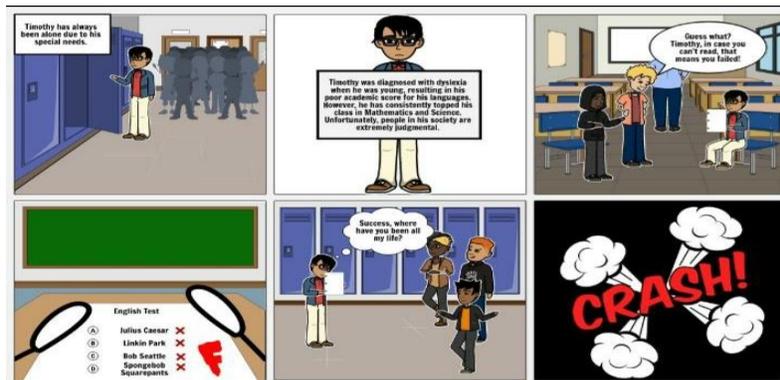
Website

<https://sites.google.com/student.hci.edu.sg/project-dont-be-b/home>

The image displays three sequential screenshots of a website titled "Project Don't be 'B'".

- Top Screenshot (Introduction):** The page features a blue sidebar with navigation links: Home, Introduction (highlighted), Types, Roles, Resources, Thank you, and References. The main content area has a wooden background with the word "Introduction" in large white text. Below this is a video player showing a thumbnail for "Raising Awareness for Bullying: Impacts Victim edition". To the right of the video, the text reads "Here's a short introduction video about b...".
- Middle Screenshot (Bully):** The sidebar is similar, but "Bully" is highlighted under the "Roles" section. The main content area has the word "Bully" in large white text. Below it is an illustration of two boys, one laughing and one crying. To the right, the text asks "What is a bully?" and provides a definition: "A bully is a person who habitually intimidates, or bullies, others whom they perceive as vulnerable. Bullying can be physical, verbal or cyber bullying."
- Bottom Screenshot (Case Studies):** The sidebar highlights "Case Studies" under the "Resources" section. The main content area has the words "Case Studies" in large white text. Below this are two images: one showing a handwritten note that says "You look so ugly and you really hurt me down you make puke" and another showing a group of people in a classroom setting.

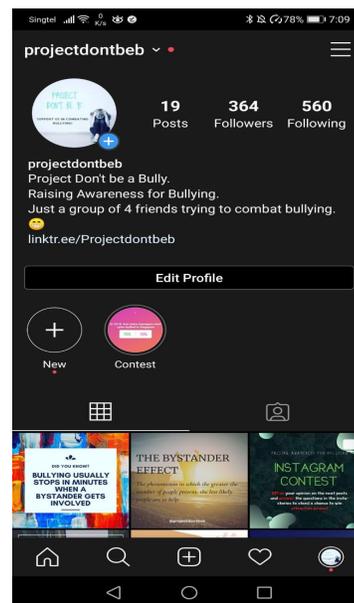
Comics



Infographics



Instagram



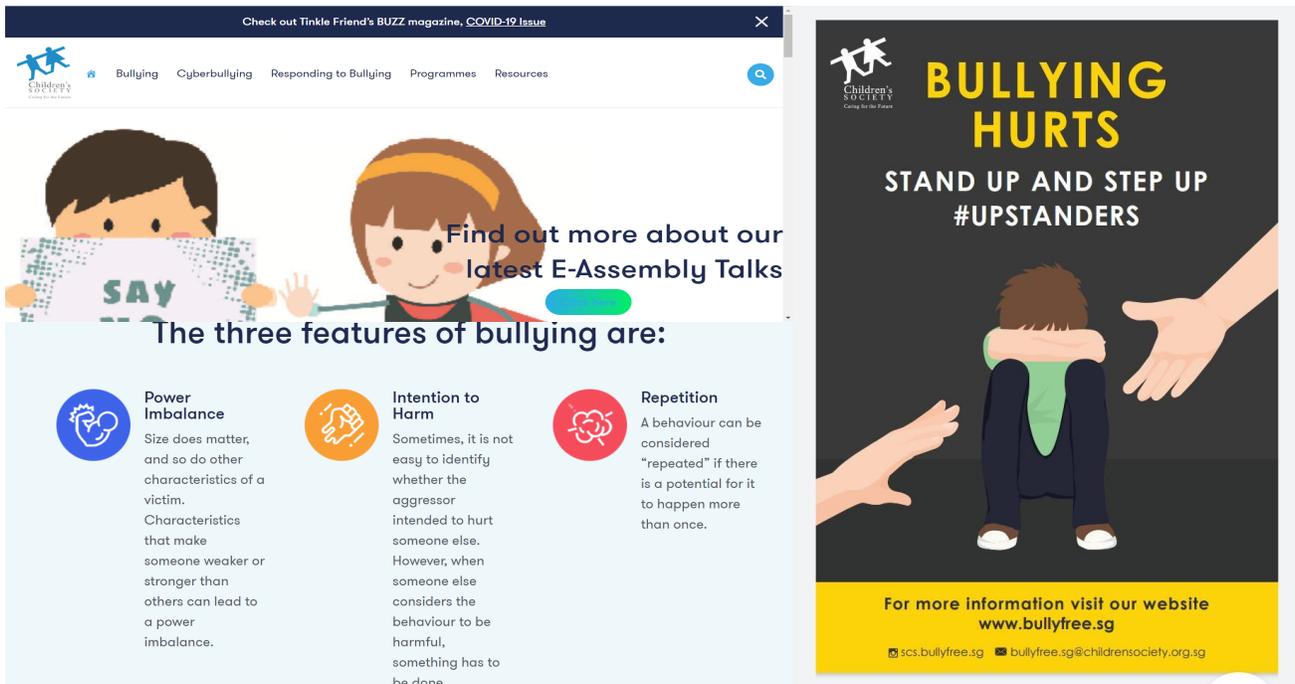
<https://www.instagram.com/projectdontbeb/>

2 REVIEW

Other resources, such as information from the Singaporean Government and local organisations, were either too long-winded or lacked essential details. One such example is the Singapore Children's Society website. Having a superior network and outreach, they were able to include direct helplines and reliable statistics. However, as shown from the poster below, the information is not easily accessible, required to

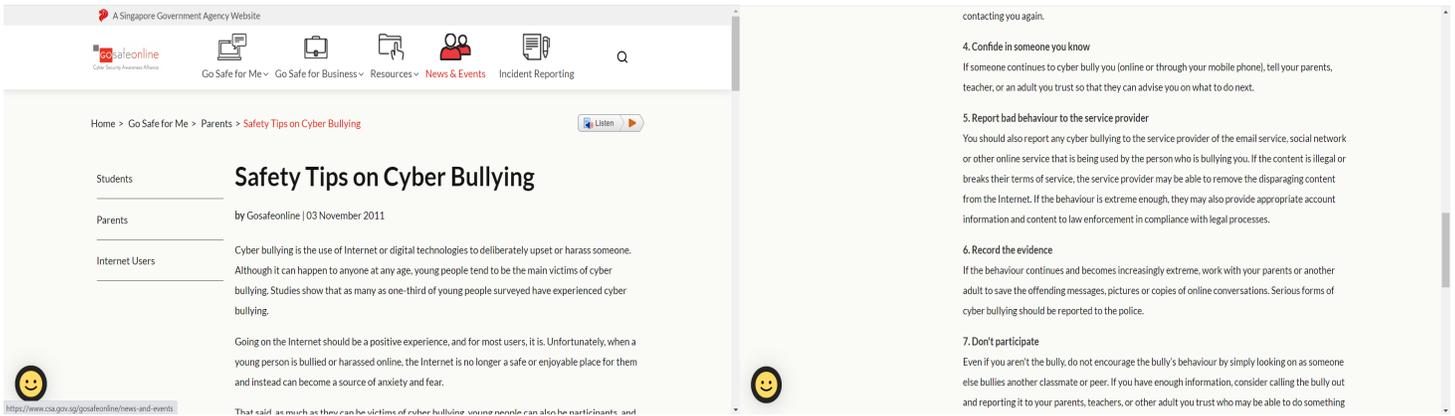
redirect to another site which makes it inconvenient for readers. With the long and tedious explanations, it makes the website look cluttered and uninviting to those who just want to get a quick-fix.

Singapore Children’s Society website for anti-bullying



Another example is by the Cyber Security Agency of Singapore (CSA) website on cyberbullying. The information provided is too wordy, which results in users being bored very quickly and will not be able to retain knowledge as well. In addition, the terms used might confuse the audience as some might be unfamiliar with such words.

Singaporean Government: Cyber Security Agency of Singapore (CSA)



3 METHODOLOGY

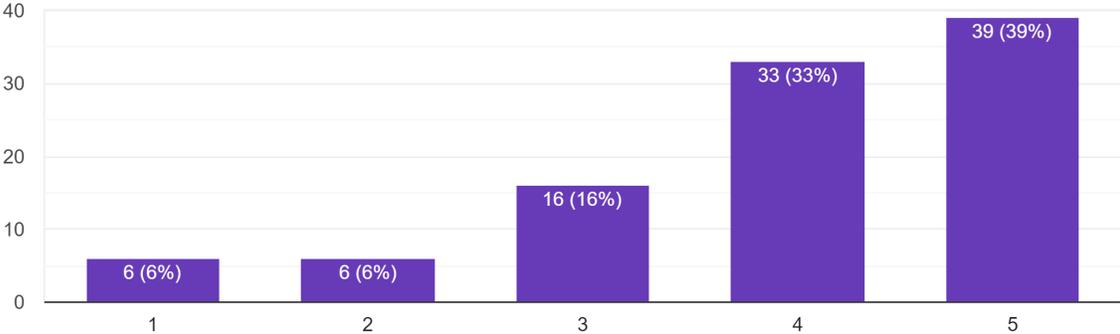
3.1 Needs Analysis

A needs analysis was conducted to find out the relevance and importance of our project. We created a survey consisting of a 100 teenagers to identify and better comprehend how much teenagers, aged 13 to 19 in Singapore, know about bullying. Majority of the respondents felt that bullying was an concerning issue or that they were unable to effectively apply knowledge from the current resources in real life situations, thus confirming the feasibility of our project.

3.2 Survey Results

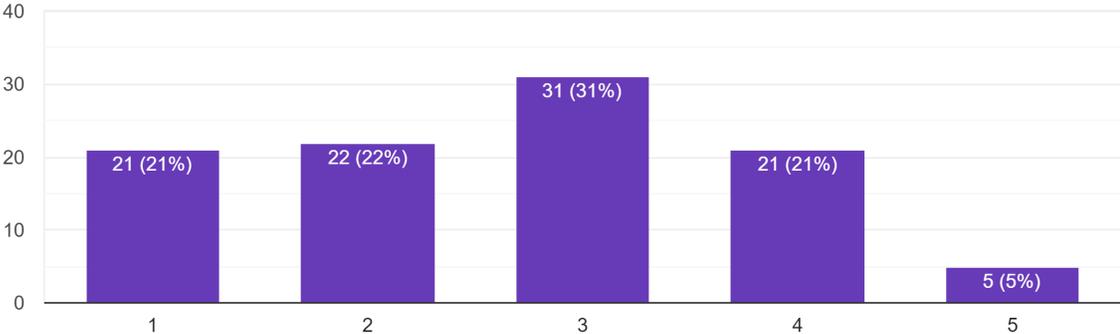
Do you think bullying is a big problem in Singapore?

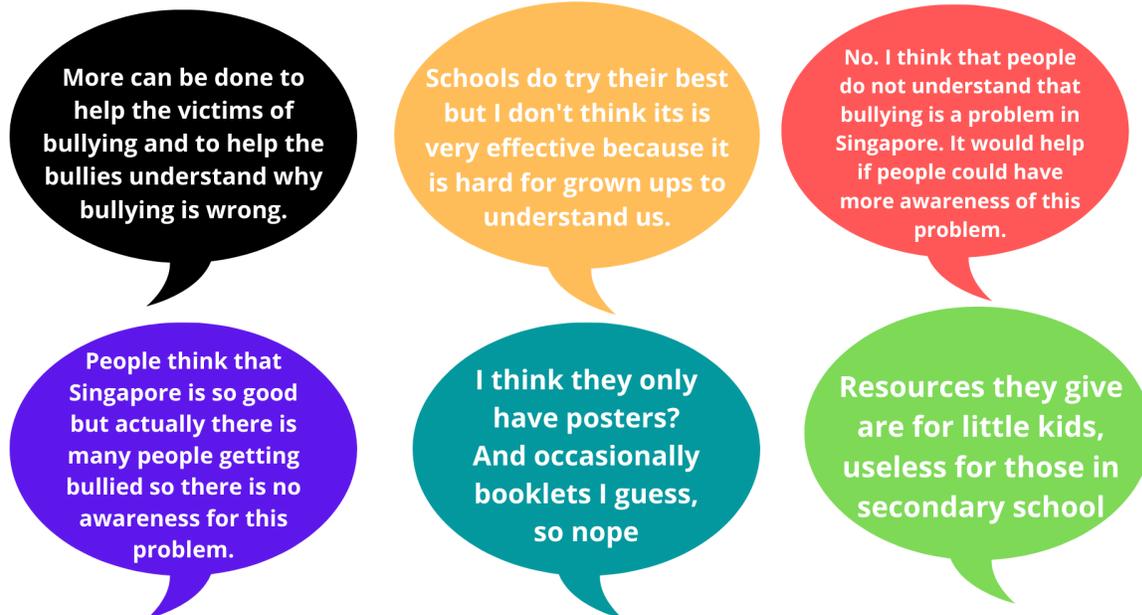
100 responses



On a scale of 1 to 5 how much do you think you know about bullying?

100 responses





As shown from the survey, 74% of our respondents lacked the knowledge about bullying and thus, the results have a correlation with the other results that 72% of people believe that it is a major complication in Singapore. Still, 72% of the respondents agree that there has been insufficient action taken. Consequently, the minute amount of resources created is not suitable for teenagers, our primary targets, as many attempt to appeal to the younger generation- Primary school students. To summarise their dissatisfactions, they believe adults have a tougher time understanding their predicaments, therefore correlating with either more unrelatable and complicated resources or oversimplified details which do not appeal to them.

3.3 Development of Resources

Firstly, we had to establish a platform to house all our resources and information. However, even before that, we researched information provided by other websites and synthesised them to create a short introductory video which would be later placed into the website. After completing the initial website using Google Sites, we branched out to other methods to reach out to our target audience. Since our target audience was teenagers, we decided to create infographics and comics as creative yet engaging ways of providing information. Moreover, we also used Instagram as a promotional tool and

hook to draw in more viewers, as well as share concise information in this social media platform teeming with teenagers.

3.4 Pilot Test

We administered the pilot test and after some time, we sent out a feedback form which garnered 101 responses to gain insights on our resources. They were asked to evaluate the different resources available to them, such as the website, Instagram page, etc. Generally, the respondents acknowledged that our resources would make a positive impact. Many of them also managed to provide us with at least one takeaway from our project thus far, showing that our resources managed to capture the attention of our respondents.

Takeaways

Bullies should be stopped as soon as possible to avoid them inflicting hurt on the victim and those close to him/her

Even up till now, there is still people who take no heed to others advice on not to bully others as well as what one should do when in trouble since some likes to act strong when getting bullied but shouldn't and rely on others.

Everyone has a role to play in stopping bullying

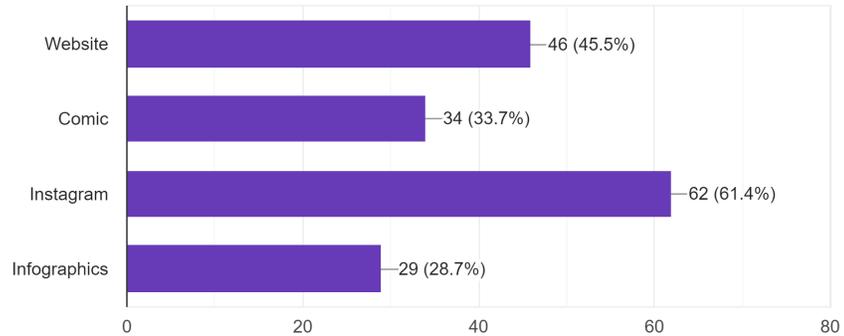
To not bully others if i dont want to be bullied too

We have to stand up for the bullied

Survey Results

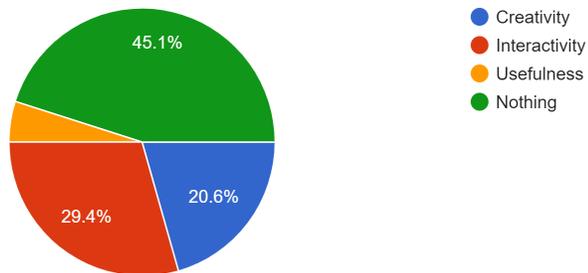
Which resource(s) was/were the most useful to you?

101 responses



What areas of our resources can be improved?

102 responses



Can create an interactive quiz/game?

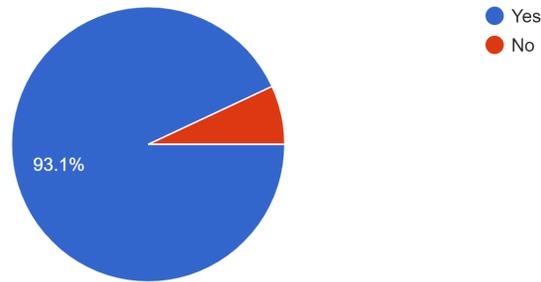
I feel that the website looks a bit bland and needs some touch up.

maybe can put more effort in designing bah

Website could be layed out better, but the current one is sufficient

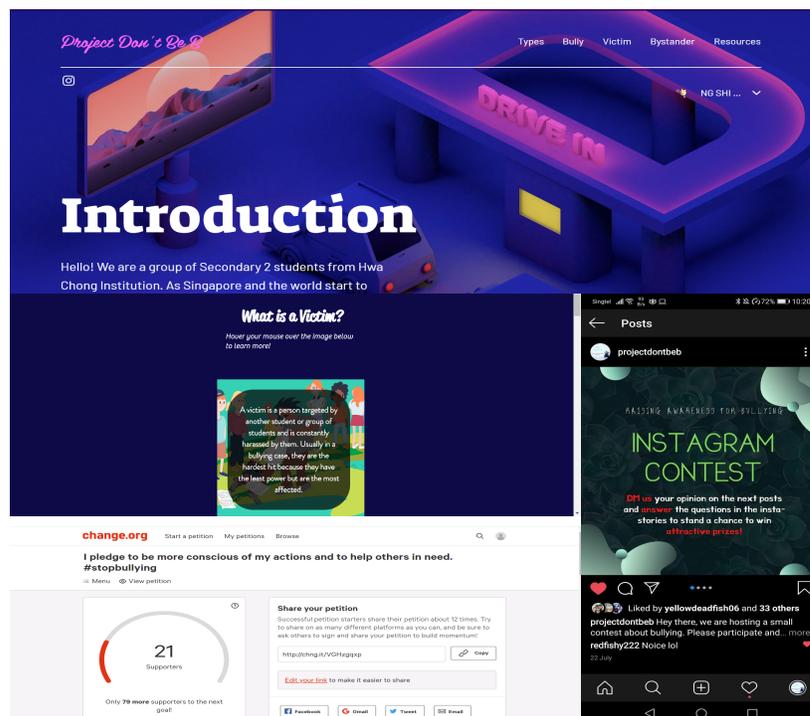
Do you think our resources will help raise awareness for bullying?

101 responses



4 OUTCOME AND DECISION

Although the project was well received and most of our respondents felt that there were no major changes needed, some had so qualms with the interactivity of the project. Hence, we decided to work on that aspect. To do so, we set up a quiz on Instagram with a prize, as well as implement a petition page, allowing the respondents to better connect and resonate with our project. Additionally, we shifted our website to WIX because it allowed us to better customise our platform, hence making it more aesthetically pleasing for the users.



Wix: <https://191453j.wixsite.com/mysite>

Some limitations we realised is that bullying, as a whole, was too broad with many aspects to cover translating into our resources becoming diluted. Not only that, but we were also unable to fully display our resource package because of factors like the virus that restricted our idea of having a video series of us acting as the 3 roles. In the future, we hope that we can firstly, accomplish more in real life events like skits and reaching out to the community directly and secondly, collaborate with organisations or institutions to do further research on the subject even if we are children as we feel that our take on the matter could provide different angles for the researchers to consider.

5 CONCLUSION

Project Don't be "B" has been a challenging project to undertake as it required long hours of sifting through academic studies and synthesising the large chunk of information. It was also challenging trying to preach to others a topic that sounds so simplistic and overdone into something original and interesting. However, novel methods like using Instagram and comics allowed us to stay fresh and relatable. Hence, allowing the project, and us, to come into fruition.

6 REFERENCES

Cyber Security Agency of Singapore (CSA). (n.d.). Retrieved August 10, 2020, from <https://www.csa.gov.sg/>

Nuwer, R. (2012, October 18). Teenage Brains Are Like Soft, Impressionable Play-Doh. Retrieved August 15, 2020, from

<https://www.smithsonianmag.com/smart-news/teenage-brains-are-like-soft-impressionable-play-doh-78650963/>

Free Programme @ Children's Society. (2020, January 20). Retrieved August 06, 2020, from <https://bullyfree.sg/>

More than 1 in 4 of 15-year-old students in S'pore report being bullied in school a few times a month. (n.d.). Retrieved August 15, 2020, from <https://mothership.sg/2019/12/bullying-singapore-pisa-2018/>

Project Don't be 'B'. (n.d.). Retrieved August 06, 2020, from <https://sites.google.com/student.hci.edu.sg/project-dont-be-b/home>

Project Don't be 'B' (2020, August 10). Home. Retrieved August 10, 2020, from <https://191453j.wixsite.com/mysite>