Future Trends Report
Based on Analysis of the Team's Chosen Community / Organisation in Mid-Term and Final Evaluation

Community / Organisation Studied: Users and Consumers of Social Media

STEP 1. Identify Challenges

Read the Future Scene carefully and generate ideas for challenges, concerns, and possible related problems. Choose the 5 most important challenges and write them in the space provided. Include applicable research with appropriate in-text citations.

Challenge #1: Addiction due to high usage of social media

Based on our interviews with 103 young adults between the age of 21 to 30, we found out that on average, they use 5 hours of social media per day. In general, the majority of the young adults felt their decisions/views are influenced by social media and the internet and the majority of the respondents' feedback that social media sites are a good source of news. When posed on how often do they have the fear of missing out and therefore, get influenced and follow what others do, for example like hoarding essential supplies when the DORSCON level rises to orange or when more stringent measures are imposed, it seemed more than 60% of the respondents in the mid-20 group (aged 24-27) never have the fear of missing out, but the percentage drops to 40% for both early-20 (aged 21-23) and late-20 groups.

Through the rapid increase of people using social media applications, more people will be overusing and even, getting addicted to social media. Overusing social media could possibly result in people having a greater chance of being influenced by fake news and echo chambers and having greater fears of missing out. Addiction of social media could also lead to devoting so much time and effort to social media that it impairs other important life areas.

According to Addiction Centre, there is an undeniable link between social media use, negative mental health, and low self-esteem. While social media platforms have their benefits, using them too frequently can make people feel increasingly unhappy and isolated.

On social media applications like Instagram and Facebook, users see curated content – advertisements and posts that are specifically designed to appeal to you based on your interests. While scrolling through this curated content, people may see a post by an individual that has a great job, excellent partner, or beautiful home and feel happy or inspired by this person. Others, however, may see these pictures and feel jealous, depressed, or even feel suicidal due to the fact that their own life is not as "perfect" as those that they see on Facebook or Instagram. Social media facilitates an environment in which people are comparing their realistic offline selves to the flawless, filtered, and edited online versions of others, which can be detrimental to mental well-being and perception of self.

Excessive social media use can not only cause unhappiness and a general dissatisfaction with life in users, but also increase the risk of developing mental health issues such as anxiety and depression. According to a research paper done by Sreemoyee Ghosh in 2014, addiction to social media is only the tip of the iceberg, resulting in numerous complex psychological issues and disorders, one of these being a condition known as the Fear of Missing Out (abbreviated to FOMO). It has been suggested that individuals with a high level of FOMO operate in a vicious cycle: they feel increasingly lonely because they substitute so much social media contact for real face time with others, which in turn increases their sense of isolation further. We are all so used to being connected through social media that it is difficult for us to just be alone without checking social networks and it is changing the way in which we think: seeing everyday events as a potential for a new status. As this outlook on social media becomes more and more common, it is difficult to understand where simply connecting with friends stop and where mental disorders such as addiction and FOMO take over.

Challenge 1 Reference:

Ghosh, S. (2020, April 20). Retrieved from
https://documentcloud.adobe.com/link/review?uri=urn%3Aaaid%3Ascds%3AUS%3Ae9631688-71d3-4340-bddf-62d557cdaa00

Hilliard, J. (2020, June 18) Social Media Addiction. Retrieved from
https://www.addictioncenter.com/drugs/social-media-addiction/

Challenge #2: Fear of Missing Out (FOMO)

Based on our survey of 103 people aged 21 to 30, about 43.7% of them sometimes fear of missing out, and therefore get influenced by posts on social media and follow what others do. About 2% and 4% of the respondents always or often feared missing out respectively. The behaviour observed by respondents resulting from the fear of missing out includes the flocking to shops when non-essential services were announced to be closed as well as the hoarding of essential items.

With the advent of social media, It is not surprising that FOMO has become a bigger issue especially for young people who seem to always be online, checking status updates and posts by their friends. The highly curated content on social media further leads to FOMO as we are comparing our lives with the "highlights" of someone else's life and therefore creates anxiety and it's hard not to feel like something is missing from ours. In fact, watching, critiquing and liking every move someone else makes online is what leads them to constantly measure their own lives against these posts.

Although various situations can lead to FOMO, it's fair to say that social media plays a major role in its formation. A 2013 study featured on Mashable stated that a whopping 56% of people who use social media experience FOMO. About 51% of people visit or log on more frequently to social networks than they did just two years ago and users want their updates first thing in the morning: about 27% of participants flock to social sites as soon as they wake up. Although 52% of respondents said they have considered taking a "vacation" from one or more social networks in the past year, only 24% said they will likely follow through. Why? FOMO, of course. According to a study in July 2019 by a team of academics from Bournemouth University, FOMO motivates people to check social media frequently or stay online continuously. FOMO could drive social media addiction and negatively affect our psychological well being as well as mental health. One of the co-authors of the study, Dr Raian Ali explains that social media platforms trigger feelings of FOMO in a number of different ways, "FOMO happens not only because we fear that we're missing the opportunity to know about what other people are doing, but also because we fear that we'll miss the opportunity to take an active part in that and increase our popularity and belongingness. It can also happen because we fear being misunderstood by others and feel the need to be online to clear things up should that happen. It also includes the fear we have of missing timely stories and events." In today's age of social media, we even experience FOMO online, as we struggle to keep up with all the information out there due to information overload.

Challenge 2 Reference:

Alutaybi, A., Arden-Close, E., Mcalaney, J., Stefanidis, A., Phalp, K., & Ali, R. (2019, July). How Can Social Networks Design Trigger Fear of Missing Out? *2019 IEEE International Conference on Systems, Man and Cybernetics (SMC).* Retrieved from: https://doi.org/10.1109/smc.2019.8914672

Geall, L. (2020, February 12). *We know who's to blame for your FOMO – and it's not who you think.* Stylist. Retrieved from: https://www.stylist.co.uk/life/fomo-meaning-what-is-it-how-to-cope-with-fear-of-missing-out-psychology/355524.

Gordon, S. (2019, October 7). *Do You Suffer From FOMO? Find Out How to Cope.* Verywell Family. Retrieved from: https://www.verywellfamily.com/how-fomo-impacts-teens-and-young-adults-4174625.

Murphy, S. (2013, July 9). *Report: 56% of Social Media Users Suffer From FOMO.* Mashable. Retrieved from: https://mashable.com/2013/07/09/fear-of-missing-out/.

Securly, /. (2019, May 17). *The Link Between Social Media and FOMO in Teenagers.* Retrieved from: https://blog.securly.com/2019/05/17/the-link-between-social-media-and-fomo-in-teenagers/.

Challenge #3: Echo Chamber Effect

Based on our survey of 103 people aged 21 to 30, when asked if they only accept opinions that are similar to yours and leave out opinions that are different from yours, (This was a question from our survey to indirectly ask the respondents whether they were in echo chambers.) across all 3 groups, more than 85% feedback no, and a shocking 91.4% of the group of people aged 21 to 23 years stated no. Generally, most of the respondents are quite open-minded and were able to accept the views of others. Many expressed that they do accept other opinions and views different from their own and they have learnt to think and understand things from different perspectives. There was this slight 10 to 15 per cent of the respondents who gave yes as an answer. This was the major problem.

Echo Chambers could have been like a disease where this 'illness' could spread was contagious. We are not able to confirm the reliability of the answers (whether the 10 to 15 per cent were truly in an echo chamber or they had just contracted a part of the 'illness'). However, this could pose a problem due to the fact that as technology advances and with increasing connectivity, the chances of being in an echo chamber will definitely increase.

In accordance with David Robson, he mentioned in his article that "Contrary to popular belief, we now hear more diverse voices than ever before – studies suggest that most people do not live in Facebook or Twitter echo chambers and 'filter bubbles'. So why is global politics still so divided?"
"Although millions of people are using the Internet to expand their horizons, many people are doing the opposite, creating a Daily Me that is specifically tailored to their own interests and prejudices," he wrote. They would, in effect, live in 'echo chambers', leading to greater polarization in a country's politics.
Users tended to seek out information that strengthened their preferred narratives and to reject information that undermined it. Alarmingly, when deliberately false information was introduced into these echo chambers, it was absorbed and viewed as credible as long as it conformed with the primary narrative. And even when more truthful information was introduced to correct or "debunk" falsehoods, either it was ignored or it reinforced the users' false beliefs.

If these problems were to continue on, more and more people would visit Echo Chambers and people would just stay around with the same group of people and the same group of perspectives and points of view. This will lead to a huge problem when two groups of people with different views argue and dispute. Thus, Online Echo Chambers are very dangerous, especially when they can hide their faces

Challenge 3 Reference:

Echo chamber (media). (2020, August 17). Echo Chamber (Wikipedia). Retrieved from:
https://en.wikipedia.org/wiki/Echo_chamber_(media).

Emba, C. (2016, July 14). *Opinion | Confirmed: Echo chambers exist on social media. So what do we do about them?* The Washington Post. Retrieved from: https://www.washingtonpost.com/news/in-theory/wp/2016/07/14/confirmed-echo-chambers-exist-on-social-media-but-what-can-we-do-about-them/.

Robson, D. (2018, April 17). *The myth of the online echo chamber*. BBC Future. Retrieved from:
https://www.bbc.com/future/article/20180416-the-myth-of-the-online-echo-chamber.

Challenge #4: Reliability of News or Information on Social Media

Our survey on 21 - 30-year-old adults, shows about 72% of the mid-20 group noted the many benefits of social media and believe that they are a good source of news. They stated that news on social media is fast, efficient (easy to access), updated and bite-sized. And the percentage dropped to 48% and 55% of the respondents in youth and late-20 groups respectively.

This is not unanticipated, especially news published by the media was now open for discussion. People could Tweet about it (and a tweet doesn't just reach your friends list, but the world). They could add comments underneath articles, send articles to their friends with the click of a button. They could even influence all their friends on Facebook by sharing a certain article. Your opinion could now be everywhere. You could even start a blog, with just your opinions. People tend to trust what they read in the news, because low and behold, it's the news, which is written by trained journalists.

Social media is ideal for spreading rumours because it lacks censorship. Confirmation bias and echo chambers (or filter-bubble) effects further amplify the spread of unconfirmed information. Fake news on streaming platforms and IM services is particularly concerning because it contains visual content, which is more persuasive than mere text posts. Also, IM may reinforce the credibility of fake claims because people are more likely to follow trusted social contacts blindly.

Most people who shared what was happening on social media never stopped to check the facts. The truth grew ever-increasingly subjective. Which leads to the remembrance of another great quote by George Carlin. "Never underestimate the power of stupid people in large groups."

In 2017, the Las Vegas shooting was first reported on social media. No doubt, people warning of shooting as soon as it happens is great as it allows for people to take the action needed, such as not entering Las Vegas/leaving their homes in Las Vegas, providing blood to hospitals, etc.

On the flip side of the beneficial work social media ,it also helped spread a series of hoaxes which were far less helpful. For example, the fake news website YourNewsWire spread false information about a second gunman who was shooting from the fourth floor of the hotel.

By the end of the day though it boils down to all of us to take responsibility for where we get our information, how we process it and what we choose to share on social media. Top of Google, or top of your Facebook feed, doesn't always supply the truth. And if we want to help the general public to become aware of this, we have to educate them.

Challenge 4 Reference:

Askew, L. (2018, July 14). *Social Media As a News Source - Reliability of News on Social Media*. Miappi. The Visual Content Engine. Retrieved from: https://miappi.com/reliability-of-social-media-news-source/.

Gao, W., & Cha, M. (2020, April 1). *Detecting Fake News in Social Media: An Asia-Pacific Perspective*. ACM. Retrieved from: https://cacm.acm.org/magazines/2020/4/243640-detecting-fake-news-in-social-media/fulltext.

Morris, T. (2019, October 29). *Is Social Media Now a Credible News Source? - GlobalWebIndex*. GWI. Retrieved from: https://blog.globalwebindex.com/chart-of-the-week/who-are-news-networkers/.

Challenge #5: Social Media compromises our free will

Based on our interviews with 103 young adults between the age of 21 to 30, we found out that when asked whether they would have felt that they have increasingly lost your "free will" due to the highly curated content and the influence of others' views and opinions on social media across all 3 age groups, more 80% of the early and mid-20 group and 85% in the late-20 group replied no. Many expressed that the choice is still theirs, and would constantly remind themselves to make their own decisions. On the other hand, this also means that about 20% of all groups felt that they have lost their free will due to the highly curated content and the influence of others' views and opinions on social media. Although only 20% of respondents felt they have lost their free will, the rest might have lost they're free will subconsciously.

With more and more users of social media, tech companies like Google are employing more and more algorithms to obtain data from us, some even our personal data. Just in the last five or ten years, nearly everyone started to carry a little device called a smartphone with them. Through algorithms employed when we use social media via our smartphones, we are indirectly getting controlled by social media of things we love to see and hear. Thus, increasingly losing our free will.

According to Jaron Lanier's book, 'Ten Arguments for Deleting Your Social Media Accounts Right Now', We are being tracked and measured constantly and receiving engineered feedback all the time. Algorithms gorge on data about us every second, the kinds of links we click on, videos we see, the music we hear, website we visited, the platform we used. All these measurements and many others have been matched up with similar readings about the lives of multitudes of other people through massive spying.

Algorithms correlate what you do with what almost everyone else has done. The algorithms don't understand you, but there is power in numbers, especially in large numbers. The so-called advertisers can seize the moment when you are perfectly primed and then influence you with messages that have worked on other people who share traits and situations with you. As we continue to use social media we will be monitored on our behaviours and gradually lose our free will through content curation targeted advertisement.

Challenge 5 Reference:

Lanier, J. (2019). *Ten arguments for deleting your social media accounts right now*. Picador, Henry Holt and Company. No link.

STEP 2. Craft the Underlying Problem

Using the challenges listed in Step 1, identify a problem of major importance to the chosen community / organization in the future. Write your Underlying Problem making sure your question clearly explains the action that will be taken and the desired results/goal of that action.

Incorporating Challenge(s) # 4

Underlying Problem:

Given that the curation of content and connectivity on social media will increase, how can we enhance the reliability of the information found on social media so that youths can be more discerning consumers of information in the years 2030 and beyond in Singapore.

STEP 3. Produce Solution Ideas

Generate solution ideas to the Underlying Problem in Step 2. Choose the 5 most effective solutions and write the elaborated ideas in the space provided. Include applicable research with appropriate in-text citations.

Solution #1: Create a fact check feature on social media.

We suggest social media companies have joint cooperation with AI companies to create a fact check feature on social media. Using AI, they can fact check posts and information on social media. This way they can fact check more efficiently and on a greater scale, at the same time maintain reliability of information on social media. They can start with news and journal outlets as well as influencers and public figures. This fact-checking should be objective. Only if it is a falsehood and not an opinionated statement, fact-checking can come into place. With fact-checking, it increases the credibility and reliability of news sources and information online. This way, social media can be of benefit to youths and others and not a platform where false information thrives. Fact-checking can reduce the chances of misinformation. Hence, youths can be more discerning consumers of information on social media.

According to Assistant Professor Elmie Nekmat, there is a nudge effect in fact-checking. Nudges operate on systematic biases or "rules of thumb" that guide decision-making by reconciling humans' semiautonomous "planner" self (that works to "promote long-term welfare") and "doer" self (that is tempted to react based on habits when making choices and taking actions). For example, loss aversion bias, the tendency for people to avoid potential losses, "helps produce inertia" for action the same way that status quo bias produces a "yeah, whatever" heuristic that discourages people from taking actions that can potentially alter their relationships with others in the society. Therefore, theoretically speaking, fact-check alerts warning users of misinformation in a piece of news would heuristically accentuate potential loss and nudge users toward intended directions—to not believe and share the potentially false news with others on social media to preserve personal reputation and credibility.

Solution 1:

Nekmat, E. (2020, February 19). *Nudge Effect of Fact-Check Alerts: Source Influence and Media Skepticism on Sharing of News Misinformation in Social Media - Elmie Nekmat, 2020*. SAGE Journals. Retrieved from: https://journals.sagepub.com/doi/10.1177/2056305119897322.

https://www.makeuseof.com/tag/smart-news-apps-avoid-fake-news-trustworthy-reports/.

Solution #2: Blacklisting accounts

We suggest social media companies to blacklist accounts that frequently post one-sided or incorrect news. Blacklisting will occur when there are multiple reports made by other users regarding the account. There will be Artificial Intelligence (A.I.) verifying the reports to determine the authenticity of the reports. Accounts that are blacklisted will receive a warning which warns them not to repeat their offences. Their post which is deemed to be unreliable will be removed. The account will also be constantly monitored by A.I. Repeat offenders will be banned from posting for 24 hours. Hence by monitoring unreliable news and quickly removing them, youths will be able to view more reliable news and be more discerning consumers of information in the years 2030 and beyond in Singapore.

Journalism is in a state of considerable flux. New digital platforms have unleashed innovative journalistic practices that enable novel forms of communication and greater global reach than at any point in human history. But on the other hand, disinformation and hoaxes that are popularly referred to as "fake news" are accelerating and affecting the way individuals interpret daily developments. Driven by foreign actors, citizen journalism, and the proliferation of talk radio and cable news, many information systems have become more polarized and contentious, and there has been a precipitous decline in public trust in traditional journalism. Fake news and sophisticated disinformation campaigns are especially problematic in democratic systems, and there is growing debate on how to address these issues without undermining the benefits of digital media. In order to maintain an open, democratic system, it is important that government, business, and consumers work together to solve these problems. Governments should promote news literacy and strong professional journalism in their societies. The news industry must provide high-quality journalism in order to build public trust and correct fake news and disinformation without legitimizing them. Technology companies should invest in tools that identify fake news, reduce financial incentives for those who profit from disinformation, and improve online accountability. Educational institutions should make informing people about news literacy a high priority. Finally, individuals should follow a diversity of news sources, and be skeptical of what they read and watch. Hence removing unreliable news helps to gain public trust for reliable journalists and allow youths to be more discerning consumers of information in the years 2030 and beyond in Singapore.

Solution 2:

West, D. M. (2017, December 18). *How to combat fake news and disinformation.* Brookings. Retrieieved from: https://www-brookings-edu.cdn.ampproject.org/v/s/www.brookings.edu/research/how-to-combat-fake-news-and-disinformation/amp/?amp_js_v=a3.

Solution #3: Online account to promote cyber wellness

The Infocomm Media Development Authority can create a new online account, similar to Gov.sg on Facebook, IG, and related IM,etc, The Infocomm Media Development Authority will work together with the Ministry of Education to ensure all young social media users to sign up or to follow the account. Its function is similar to the Health Promotion Board's function but is different from existing Gov.sg. Gov.sg mainly function is to update Covid-19 situation, clarification on widespread fake news against Singapore Government, and keys announcements on Government policy and news.

Whereas, this new online account is to promote cyber wellness, giving tips on social media behavior, and encouraging social diversity for all social media users. This new online account will be monitored by a team of cyber-experts from Infocomm Media Development Authority. In addition, there will be a small section in the webpage for user to enter and authenticate the new sources, so that the users can easily verify the sources of information and news, without searching by themselves. And of course, the verification will be done by the team of cyber-experts when the user entered the data. In this way, the youths will still be able to access social media, while remaining connected to social media. At the same time, they learn to be able to distinguish the reliability of the information and contributing positively to social media without creating xenophobia on races and foreigners.

The Singapore government announced the launch of two new media platforms – Gov.sg Telegram and Twitter on Thursday 2 April 2020. These platforms have been set up to complement its other digital media platforms such as Facebook, Instagram and WhatsApp to offer more options citizens to get information on COVID-19.

Currently the Ministry of Communications and Information uses Gov.sg social media and online channels to share important COVID-19 messages to the public at relevant times, including updates on cases, messages on misinformation as well as advice on good hygiene practices and social responsibility.

The purpose of launching further online platforms is to ensure updates are available on as many platforms as possible and reaches as many citizens as possible. The Ministry of Communications and Information will launch a new Gov.sg Telegram channel and a refresh of the Gov.sg Twitter channel . These channels will share the same COVID-19 messages as what can be found on the Gov.sg WhatsApp channel.

Solution 3:

Singapore Government. (2020, March 17). Gov.sg on WhatsApp: how to sign up. Retrieved from: https://www.gov.sg/article/govsg-on-whatsapp.

Sagar, M., Sharon, A., Dharmaraj, S., & Dhawan, V. (2020, April 3). *Singapore government launches more digital resources to keep public updated on COVID-19*. OpenGov New. Retrieved from: https://www.opengovasia.com/singapore-government-launch-more-digital-resources-to-keep-public-updated-on-covid-19/.

Solution #4: Create a series of games regarding cyber wellness

The Ministry of Education will assemble a team of IT experts who will create a series of online "games" and make it compulsory for students aged 13 and above to attend this series of games as part of the school curriculum. The main purpose of these online games will allow the students to explore the digital world by themselves through the help of the games. From that, the student will learn how to promote cyber wellness, the importance of digital security, reduce social addiction time, and highlight the importance of the reliability of the information and news. Furthermore, this team will create an interactive Artificial Intelligence in the online games which can easily answer any queries from the students relating to the digital world.

In this way, the youths will learn to be actively participating in social media without the fear of missing out while maintaining a good social consciousness in social media. They will learn to be able to scrutinize the information first before making any comments or share the information with their circle of friends. Hence, this would allow them to contribute positively to social media and the society we live in.

Good habits start young. Educators and parents play an important role in helping children and young to develop digital intelligence — the social, emotional and practical skills needed to successfully navigate the digital world. Even for preschool children, it is never too early to instil good habits, and as your child gets older it is useful to keep reminding them of these basic digital intelligence principles: respect, empathy, critical thinking, responsible behaviour and resilience. These are also principles you can emphasise with your child when things go wrong.

1. Encourage safe and responsible behaviour

2. Work on achieving a healthy balance in your child's online and offline activities and set boundaries for digital device use in your home.

3. Remind your child of the importance of safeguarding personal information that can be used to identify or locate them.

4. Explain why they should be suspicious of unsolicited messages and emails, and avoid clicking on pop-up ads on websites. Some pop-ups that seem safe can lead to inappropriate sites or ask for personal or financial information.

5. Help them configure the strongest privacy settings on all the social media apps and sites they use. It is best that only their circle of friends can view their information, tag them in a photo or share posts. And get them to check their settings regularly as updates can sometimes change them back to the default.

Solution 4:

Good habits start young. eSafety Commissioner. Retrieved from: https://www.esafety.gov.au/parents/skills-advice/good-habits-start-young.

Solution #5: An app to scan for unreliable and fake news

Social Media Companies can create an app for all phones so that citizens can download it. This app will be able to scan for any fake or unreliable news on any website or article. As long as the user opens the app, there will be a pop-up screen for the user to activate the app using the 'start scanning' function. Based on reliable information from authorised sources of information, the app will compare the scanned website or article on Social Media to the reliable source and if something is incorrect, the app will inform the user. This is based on advanced technology which might be seen in the years 2030 and beyond.

There are currently six good ways to spot fake news. But, if technology could do that, this will bring convenience to people. Here are some of the ways.

1. Develop a critical mindset
This means it's essential that you keep your emotional response to such stories in check. Instead, approach what you see and hear rationally and critically.

2. Check the source
If you come across a story from a source that you've never heard of before, do some digging! Be aware that people who spread fake news and "alternative facts" sometimes create web pages, newspaper mockups, or "doctored" images that look official, but aren't. So, if you see a suspicious post that looks like it's from the World Health Organization (WHO), for example, check the WHO's own site to verify that it's really there.

3. Examine the evidence
A credible news story will include plenty of facts – quotes from experts, survey data and official statistics, for example. Or detailed, consistent and corroborated eye-witness accounts from people on the scene. If these are missing, question it!

The apps should be able to use these ways to spot fake news.

Currently, there are only apps that provide reliable information, but still no apps that are able to identify fake news. Thus, this app will be able to provide convenience for the people and also stop the spread of misinformation.

Solution 5:

Mind Tools Content Team. (2020). *How to Spot Real and Fake News: Critically Appraising Information*. From MindTools.com. Retrieved from: https://www.mindtools.com/pages/article/fake-news.htm.

Patkar, M. (2019, July 16). *5 Smart News Apps to Help You Avoid Fake News With More Trustworthy Reports*. MakeUseOf. Retrieved from: https://www.makeuseof.com/tag/smart-news-apps-avoid-fake-news-trustworthy-reports/.

STEP 4a. Select Criteria

Generate criteria to determine which solution idea does the best job of solving your Underlying Problem and/or addressing the Future Scene situation. Select the 5 most important criteria for measuring solution ideas and write them in the spaces provided.

Criterion #1: Ease of implementation

We chose this criterion as how easy the solution is to implement is important as the harder the solution is to implement, the less feasible it is.

Criterion #2: Effectiveness

We chose this criterion as how effective the solution is important as if the solution is not effective, it will not be useful as a solution to our underlying problem.

Criterion #3: Sustainability

We chose this criterion as some solutions might not sustainable in the long term. Some solutions can only work short term. We have to ensure that solution is sustainable in terms of cost and time in the long term

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Criterion #4: Greatest improvement over present measures

We chose this criterion as if the solution will not bring about much change to the current measures, the solution will not be very useful.

Criterion #5: Cost of implementation

We chose this criterion as if the solution requires a lot of cash, it might not be very feasible as it will require a lot of funding which is hard to get.

STEP 4b. Apply Criteria

List the solution ideas from Step 3 on the grid. Use each criterion to rank the solutions on a scale from 1 (poorest) to 5 (best). The weighting for one important criterion may be doubled if necessary.

Step 3 Sol'n #	Solution Idea	Criteria					Total
		1	2	3	4	5	
#1	Create a fact check feature on social media	4	4	2	5	1	16
#2	Blacklisting accounts	1	5	3	4	4	17
#3	Online account to promote cyber wellness	5	2	4	2	5	18
#4	Create a series of games regarding cyber wellness	3	1	5	1	2	12
#5	An app to scan for unreliable and fake news	2	3	1	3	3	12

STEP 5. Develop an Action Plan and Evaluate its Feasibility

Develop your top-scoring solution idea into an Action Plan. Thoroughly explain how the Underlying Problem is solved, how the plan will be implemented, and how the community / organisation will be affected. Explain how this Action Plan is feasible with secondary research consulted, preferably also with primary research (feedback from chosen community / organization)

Action Plan derived from Solution #3:

We would lobby the government to request The Infocomm Media Development Authority to create a new online account, similar to Gov.sg on Facebook, IG, and related IM (Instant Messaging), etc. In addition, we also will request The Infocomm Media Development Authority to work together with the Ministry of Education to ensure all young social media users sign up or to follow the account. With such a recommendation, the government will be seen to take the lead to enhance the reliability of the news & information in social media. Eventually, as the youths grow and mature, they have learnt to be able to distinguish the reliability of the information and contribute positively to social media.

The new online account is different from existing Gov.sg. Gov.sg's main function is to update Covid-19 situation, clarify on widespread fake news against the Singapore Government, and key announcements on Government policy and news.

Whereas, this new online account is to promote cyber wellness, to verify the sources of information and news, giving tips on social media behaviour, and encouraging social diversity for all social media users. Besides that, there will be a team of members who will search and check for any widespread fake news in Singapore. If found any fake news, the members will update and clarify the fake news on its online account.

In addition, there will be a small section for user to enter and authenticate the new sources, so that the users can easily verify the sources of information and news, without searching by themselves.

<u>Timeline</u>

To set up a new team will normally take about 3 to 6 months. So, to reduce this duration, we suggest that IMDA could create a new team in its current department, reporting to a team manager with an IT background. Once the team is formed, the members can proceed to create a new online account and its relevant contents. These will take at least 1 to 2 months.

Hence, in all, about 2 months is needed to create a new team and new online account.

<u>Potential assistors</u>

The Ministry of Education and teachers can promote this new online account and assign all youths to follow.

(Action Plan Continued)

Potential resistors

Currently, there are Government-linked (Gov.sg) account on Whatsapp, Twitter and Telegram. Hence, it may dilute the usefulness of this new online account.

Obstacles

The major obstacle is how to convince the youths to follow this new account. For the youth, they wish to be more independent and to have less senior or parent advice. And Government is like a parent to its citizens. Thus, there will be a trend for youth not to follow this account which is linked to the government. And for those who are willing to follow this account, would see as "unfashionable" by their peers.

How these difficulties will be managed and overcome

Besides assigning the youths to follow the new online, we could further encourage the youth not to unfollow the new account, by advertising its usefulness via major traditional media and social media. By promoting its usefulness and advantages, we believe as the time goes by, the youth will strongly believe the new account's usefulness and functionality. To add on, we can entice the youths with extra mobile data plan and e-coupons to be won.

Action plan would solve the Underlying Problem

This new online account will be a one-stop solution for the youth to learn cyber wellness and be able to distinguish between fake and true information. Good habits start young. Parents and Educators play an important role in helping children and youths to develop digital intelligence — the social, emotional and practical skills needed to successfully navigate the digital world. By promoting cyber wellness and increasing digital literacy, it will improve the user's knowledge and skills in digital world. This, in turn, enhance users the basic digital intelligence principles: respect, empathy, critical thinking, responsible behaviour and resilience.

As the time goes, the youths will grow up with their basic digital intelligence principles. As a result, the youths will post credible and reliable news and information on social media as they can be more discerning consumers of information in the years 2030 and beyond.

In this way, the youths will still be able to access and remain connected to social media. At the same time, they learn to be able to distinguish the reliability of the information and contribute positively to social media without creating xenophobia on races and foreigners.

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