

Connecting Curations

Group ID: 10-20

Future Trends Report

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

Community / Organisation Studied:

TOUCH Cyber Wellness

STEP 1. Identify Challenges

Challenges

1.Addiction

2.Cyber safety and vulnerability to hackers

3.Easily influenced

4.Online scams

5.Spread of fake news

Online addiction

Based on the survey results, the average number of hours teenagers spent on social media and games, is three hours each day. Hence, we can conclude that teenagers today can be addicted to online content easily as they lack self-control and the necessary discipline, which can open up a huge market opportunity for digital content curators to attract them to spend more money on that game. A Singapore study was conducted in 2014 where it is reported that 52.1% of 2735 teenagers (mean age of 13.9 years) used more than 5 hours of Internet everyday.

Cyber Safety

Based on our survey, more than half our respondents have received messages from companies who put up their advertisements and more than 75 percent of them think they are affected by curated content. Digital content curators use specific “advertisements” or “surveys” based on an individual’s favourite to attract teenagers’ attention, which will allow them to steal their personal information and private data and sell it to social media platforms to make money. Teenagers may also have the risk of being hacked by the people who have their personal information and data. According to research done by the National Cyber Security Alliance, many teenagers in the US have online activities and accounts without their parents’ knowledge.

62% of these teenagers admitted that they have created an account on social media where their parents were unaware of.

Easily influenced

Based on our survey, every single teenager is using at least one social media platform and spending at least 3 hours on social media daily. Teenagers can and are very easily influenced by what is happening on the internet and social media, which may lead to an impact on their thoughts. In a survey conducted in 17 countries in 2019, around 37.5 percent of respondents stated that the genre K-pop was “very popular” in their country. The survey found that the popularity of K-pop reaches far beyond South Korean borders. K-pop has been around for quite some time but has only been widely recognised in the 2000s, while other k-pop bands such as BTS and Blackpink have also been popular in recent years, and the overall number of people who listen to k-pop on youtube have increased drastically, reaching close to 850 million views worldwide.

Online Scams

Based on our survey, about 60 percent of our respondents mentioned that they are affected by curated content. This may lead to teenagers being susceptible to online scams as they believe that they cannot be scammed easily, thus leading them to do things that may be dangerous without thinking twice. In addition, they have a lack of experience to differentiate scams from advertisements and believe things too easily, which results in them being preyed on by digital curators. Moreover, they also have a bad habit of sharing their personal information online without proper verification. Adapted from a news article, Mr Chong Ee Jay, assistant manager of TOUCH Cyber Wellness, said

that online predators are getting more creative in exploiting the young and vulnerable. Research conducted by PEW research centre shows that 25 percent of people between the ages of 13 and 18 in Singapore have claimed to have been victims in a scam.

Spread of fake news

Based on our survey, each respondent uses at least 3 online platforms and spends an average of 3 hours on it. Thus, they will be exposed to many types of news, whether they are fake or not. The spread of fake news is false stories that appear to be news, spread on the internet or using other media. However, many teenagers have little awareness of the news and information they see online and are thus oblivious to them. This may lead to them sending unverified information to their friends and family through social media, which would definitely lead to a rise in the spread of fake news. According to a study conducted by Stanford University, in the 7804 students from middle school through college, 82% of middle-schoolers couldn't distinguish between an ad labeled "sponsored content" and a real news story on a website.

STEP 2. Craft the Underlying Problem

Incorporating Challenge(s):

1.Addiction

2.Cyber safety and vulnerability to hackers

3.Easily influenced

4.Online scams

5.Spread of fake news

Underlying Problem

Given that 91% of 13-18 year olds use the internet for social networking in Singapore, how do we reduce the occurrences and impacts of the negative impacts of curated content on teenagers here from now on?

STEP 3. Produce Solution Ideas

Solutions

- 1.Educating teenagers about cyber wellness
- 2.Implementation of screen time
- 3.Software validation
- 4.Setting good examples as a parent
- 5.Interacting more in real life

Educating teenagers about cyber wellness

Firstly, we can increase the number of lessons for teenagers to learn about cyber wellness. These platforms aim and give teenagers more opportunities to equip themselves with an understanding of online behaviour and enable them to be responsible for their own well-being in cyberspace. Education not only brings an effective change of mindset for these teenagers, but also to give them more interest in doing other things and help to raise awareness which could be applied later on when they are on the internet. In addition, education will influence these teenagers' minds and provide them with useful information that will benefit them greatly on social media. Thus, this can help to protect themselves from cyber attacks on the internet and online scams and cause teenagers to also be more well-behaved when on social media platforms, reducing the occurrences and impacts of the negative impacts of curated content on teenagers.

Limiting screen time

Secondly, we can implement online sessions or assemblies conducted throughout neighbourhoods for parents to educate them on why they should limit their teenagers' screen time. Screen time refers to the amount of time someone is allowed to spend on their phone. As most teenagers lack self control on the amount of time they spend online daily, by implementing workshops, parents would understand how and to what extent they should implement screen on their children's phones, it would

be beneficial to them by controlling their usage of phones and reducing the chances of them getting addicted to curated content. This also allows them to have more time for studying and engage in other activities. The results obtained would be very beneficial and effective towards the teenagers as when parents themselves control their children's phone usage, it would teach the teenagers to become more responsible and learn the importance of self control after this experience.

Software validation

Thirdly, we can create a bot that scans every advertisement to make sure that everything is safe instead of allowing people to put unverified information on a website. Software validation is the process of checking that a software system meets specifications and that it fulfills its intended purpose, which may also be referred to as software quality control. By doing this, it brings various benefits that includes increased safety, credibility of source and reduced influence of curated content. This also checks if the software meets the user requirements, the credibility of the website or if there are certain aspects of curated content that would provide potential influence to the reader. From a survey done by PEW Research Centre in 2018 about the benefits of software validation, 58% of the respondents indicated that they were pleased to see a verification statement on the web page to ensure credibility of the source. This helped to reduce their chances of encountering fake news.

Setting good examples as parents

Fourthly, we can advise schools to give assembly talks to parents on how they should set good examples to their children and how effective it is. Parents should not only show their children good manners and behaviours, especially on the internet, but also educate them at the same time. Through interacting with their kids, parents can understand more about them and would thus be able to help them if they are facing problems like addiction or influence online. However, in order for parents to teach certain moral values and interact more with their children, schools must make it clear for students and parents the benefits and importance of doing so by conducting mass assembly talks with both the parents and the teenagers. This way, both parties will be convinced of the purpose and will therefore be more willing to bond more with each other. Close relationships will help teenagers to develop a positive mindset and will want to learn more from their parents, thus this can be established through simple activities like watching television but resting your eyes in between or even refraining from using their phone when families are together. Parents must make it a point to set good examples for their children as young people can observe very well and follow the actions and habits of their parents. Thus by changing the mindset of these children, parents must educate them through setting good examples for better effectiveness. For example, a 2016 research conducted by PEW Research Centre towards parents of children from the age of 13-17 found out that only 37% of them spend more than half an hour interacting with their kids daily, while 26% spend less than 30 minutes with their kids everyday. After these results were gathered, PEW Research Centre surveyed the parents who interacted more with their children and found out that 85% of their kids do not have any problems online like addiction or being influenced.

Interacting more in real life

Last but not least, we can encourage parents to actively spend more time with their kids in real life, through the use of posters and the spread of messages in workplaces and schools. Most teenagers are reluctant to spend time with their parents due to a number of personal reasons, mostly being rebellious to what their parents say. This causes a lack of opportunity for parents and their kids to spend more time together and bond from the experience, which would further distance their relationship away from each other. One way of doing this is to plan family activities, such as going outdoors to places or playing board games or singing together indoors, in advance using their phone as a reminder to when that day will come. Parents should then put away their phones to interact more with their children on various topics of interests, like favourite books, movies and food. Through their close interaction and bonding with each other in real life, teenagers will learn to spend more time with their family and thus reduce their usage on phones and online activities. This is because of the enthusiasm and excitement they will enjoy when bonding with their families in real life instead of spending time online on their phones. For example, 84% of parents worldwide are worried about their children's online safety, according to the latest survey commissioned by Kaspersky and conducted by the market research company Savanta. Nevertheless, 62% of the parents try to spend time with their children by having a simple conversation with them to learn more about how they think and feel. On the other hand, 34% of parents try to plan family activities like going to parks or watching a movie together, in order to spend more time with their children and bond from the experience. The results were extremely promising, as 78% of these teenagers surveyed said that they enjoyed it and are willing to reduce their time spent online in order to engage in more activities with their family.

STEP 4a. Select Criteria

1. Most effective

2. Shortest time taken

3. Most beneficial

4. Easiest to implement

5. Most appealing

(Explanations): For the first criteria, we want to evaluate the solutions based on their effectiveness, whether it has significantly convinced teenagers of the purpose to keep them safe from dangers online.

For the second criteria, we want to find out which solution can use the least amount of time to keep teenagers safe from negative impacts of curated content on the internet.

For the third criteria, we want to evaluate the solutions to see which one of them provides the most significant benefits to teenagers to see if they are really useful.

For the fourth criteria, we want to see which solution can be carried out more smoothly, as easier solutions can take lesser effort to be

carried out.

For the fifth criteria, we want to find the solution that is most liked or suitable for the teenagers, because if they prefer a certain solution, they would benefit more from it.

STEP 4b. Apply Criteria

<u>Step 3 Solution #</u>	<u>Solution Idea</u>	<u>Criterion 1 Most Effective</u>	<u>Criterion 2 Shortest time taken</u>	<u>Criterion 3 Most beneficial</u>	<u>Criterion 4 Easiest to implement</u>	<u>Criterion 5 Most appealing</u>	<u>Total</u>
<u>#1</u>	<u>Educating teenagers about cyber wellness</u>	<u>5</u>	<u>3</u>	<u>5</u>	<u>3</u>	<u>4</u>	<u>20</u>
<u>#2</u>	<u>Implementation of screen time</u>	<u>2</u>	<u>5</u>	<u>4</u>	<u>4</u>	<u>1</u>	<u>16</u>
<u>#3</u>	<u>Software validation</u>	<u>1</u>	<u>4</u>	<u>1</u>	<u>5</u>	<u>5</u>	<u>16</u>
<u>#4</u>	<u>Setting good examples as a parent</u>	<u>4</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>13</u>
<u>#5</u>	<u>Interacting more in real life</u>	<u>3</u>	<u>1</u>	<u>2</u>	<u>1</u>	<u>3</u>	<u>10</u>

STEP 5. Develop an Action Plan and Evaluate its Feasibility

Action Plan

Educating teenagers on the importance of cyber wellness. Education not only brings an effective change of mindset for these teenagers, but also to give them more interest in doing other things. Educating teenagers on the importance of cyber wellness and the methods to do so would definitely raise awareness and be applied later on when they are on the internet. Teenagers will learn how to protect themselves online and be more well-behaved when on social media platforms through education. They will also develop better habits and interests, preventing certain dangers posed by curated content on the internet. Education will influence these teenagers' minds and provide them with useful information that will benefit them greatly on social media. From the survey of 3000 secondary school students and 1900 primary pupils done by Touch Cyber Wellness, 63% of the secondary school students stated that they would like to receive cyber wellness education to learn how to protect themselves online. 54% of the primary school students also said they would want cyber wellness education to be included in their school curriculum. This shows that students feel that this solution is highly effective. As of now, Cyber Wellness Education is very limited towards teenagers and such sessions only occur a few times a year. Thus, teenagers tend to forget about their safety on the internet and thus suffer from the negative impacts of curated content. Therefore, we would like to include Cyber Wellness education into the main school curriculum, which will bring larger significance and benefits to the students and will convince teenagers to be more alert when they surf the internet. Lessons can occur weekly for half an hour.

Implementation Timeline

From now to January 2021, we will get permission from MOE to try out our

action plan. From January 2021 to June 2021, after approval from MOE, we will implement our action plan in a few schools to evaluate its effectiveness and feedback from students. From June 2021 onwards, we will then fully implement our action plan after evaluating feedback and improving our plan.

Evaluation of action plan

For our feedback survey, 106 teenagers within the age group of 13 to 18 years old responded. From the results we got, most of the feedback was positive. 61.3% of the teenagers responded that they thought our solution was excellent and wanted it to be carried out, while 10.3% said it was great and 14.9% thought it was acceptable. The other 13.5% thought that the solution was ineffective and inconvenient to them.

When asked on a scale of 1 to 5 how much they thought our plan of bringing cyber wellness education into school curriculum would benefit them, (1 meaning it would not benefit them at all and 5 being it would benefit them a lot), 32 out of 106 respondents chose a number of 5, 37 chose the number 4, 14 people selected 3, 16 people selected 2 and only 7 people selected the number 1. Most of the respondents who chose 4 or 5 said that our solution would be able to teach them additional information to take note, and will change their attitudes and behaviours online as they would be more attentive and cautious. The rest of the respondents who chose the number 1-3 responded that they may not enjoy the cyber wellness lessons, and thus did not want to engage in this activity.

However, we believe that education can change the attitudes of these teenagers and once they try out the lessons, they may change their feelings and enjoy it.

Possible assistors:

- Teachers
- Educators

Possible problems:

- There will be less time allocated to other lessons and subjects/ students have to spend more time in school
- Students may feel bored from these lessons which occur weekly

Solutions to overcome these problems:

- Make Cyber Wellness Education an essential part of assembly
- Use online platforms and organise kahoot quizzes for students during the lesson

Why these solutions would work:

- As many classes will be assembled together for the lesson, there is no need for multiple lessons as every class will be attending the Cyber Wellness lesson at once, which saves much more time.
- Kahoot quizzes are fun and engaging, which would interest the students and prevent them from feeling bored.

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