

**Category 4**  
**Resource Development**  
**Racism**  
**4-029**

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## **Abstract**

With racism being a pressing concern in Singapore, our project aims to create awareness among people, especially among the younger generation, to stop being insensitive to their fellow countrymen. With racist acts on the rise in recent years and these cases have become very serious and we need to create awareness and educate our people. Our project aims to include educational materials to educate those from 10-16 years old on the importance of racial harmony, hoping to reduce the number of racial incidents that will happen in the future.

## **1. INTRODUCTION**

### **1.1. Rationale**

Racism is a problem in our Society. We created a Google form to find out how many people agree that racism is a problem in Singapore and **88.4%** of people from our Google Forms survey also agree that racism is a problem in our current society. With increasing racism in the world, we can start by influencing our home country, Singapore.

### **1.2 Objectives**

The objective of our project is to:

- Increase awareness of the impacts of Racism (especially to children)
- Encourage children not to use racial slurs

### **1.3 Target audience**

Our project aims to target children from 10-16 years old as we feel that children are most likely more able to understand how serious racism really is and an anti-racist mindset can be cultivated from young.

### **1.4 Resources**

The resources created for this projects were:

1. Website including captivating and inspiring quotes
2. Pledges/certificates
3. Videos
4. Social media platforms

## **2. REVIEW**

In a study carried out in 2016, out of 2000 Singaporeans, 53 percent indicated that racism is not an important problem in contemporary Singapore. This shows that Singaporeans are still taking racism lightly and do not feel that it is a big problem in our society today. However, in a study published in 2019, led by Dr Peter Chew, looked at the effects of race on hiring decisions in a simulated hiring decisions task. The study observed that Chinese participants rated Malay applicants as less competent, less suitable for the job, and recommended a lower salary than equally qualified Chinese applicants. This effect was found regardless of the strength of academic qualifications. At the same time, Chinese participants rated White applicants as equally competent, more suitable for the job, and recommended a higher salary than equally qualified Chinese applicants. These results show that Chinese participants discriminated against Malay applicants, which may be explained by Chinese participants acting on their negative stereotypes of Malays. On the other hand, they discriminated in favour of White applicants. This shows that the reason why Singaporeans do not think racism is a big problem, is that they simply do not realise

that they themselves have racial biases. Their decision making which could impact someone else in the future is clouded by these biases which may be unknown to them.

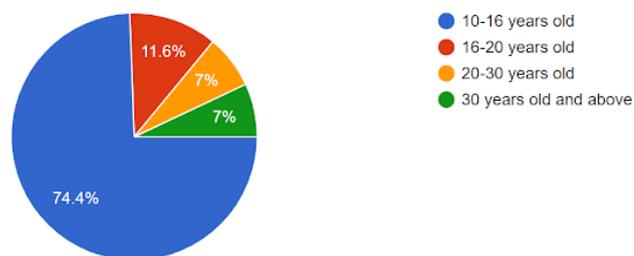
### 3. METHODOLOGY

#### 3.1 Needs analysis

We carried out a survey to our target age group of students which is 10-16 years old. Out of 43 people who responded, 88.4% felt that racism was considered a problem in our modern society, 74.4% of them saw acts of racism occurring in their primary school and 67.4% of them saw acts of racism occurring in their secondary school. The survey results have shown that a website might be beneficial to our target age group, 10-16 year olds.

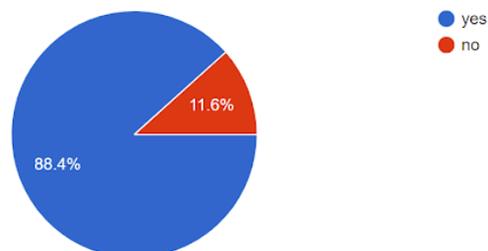
What is your age group?

43 responses



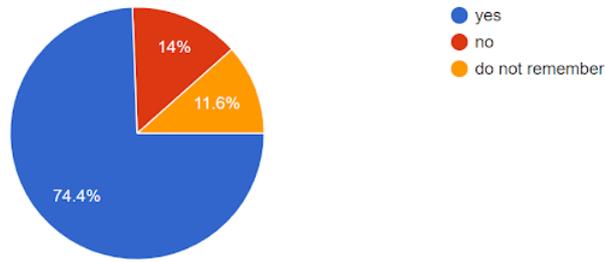
Do you think racism is a problem in our current society?

43 responses



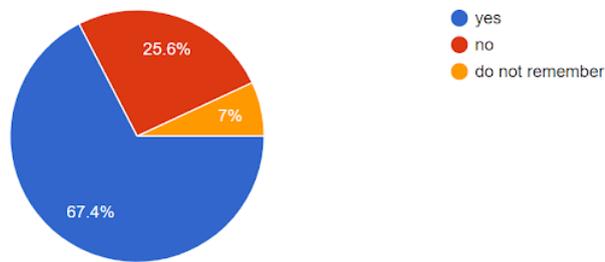
Have you seen acts of racism or casual racism in your primary school?

43 responses



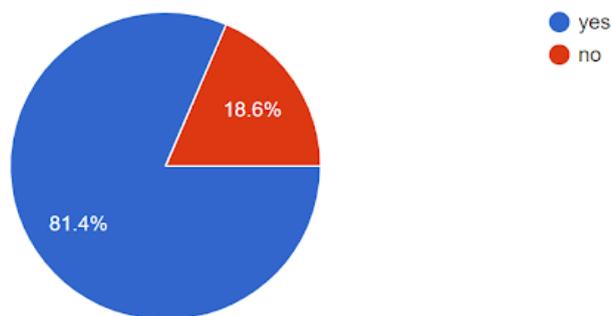
Have you seen acts of racism or casual racism in your secondary school?

43 responses



Do you feel a website containing reasons on why racism is an increasingly concerning problem, reasons why derogatory remarks towards people of a certain skin colour or country is not the right behaviour, and how one can do their part to help reduce acts of racism in schools would be useful?

43 responses



### **3.2 Asking for opinions on our website**

As we intend to help children in Singapore to better understand about the bad effects of racism and how to avoid racism through our website, we need to gather feedback on how to improve our website. We shared a Google Form to our friends. In the Google Form, there are pictures and a link of our website. After they have seen our website, we can ask them for their opinions on it. Questions like how useful they think our posters, website page, pledge idea, and videos are in helping them understand more about racism will be asked and responses will be compiled. We will also provide links to our social media platforms for them to give feedback and ask questions about our website.

#### 4. Outcome and discussion

The final product is a website with videos that shows our young ones how racism is bad and how it could affect Singapore greatly if this is not controlled.

There will also be posters that children can print out which can be easily understood, with bright flashy colours that will capture their attention. With slogans like "Say no to racism!" and "I stand against racism", we believe that children would understand the seriousness of the matter and know that it is up to every one of us to stand and fight against racism as one Singapore. We also aim to use the educational materials such as the posters and videos to change people's racial biases and encourage people to form mutual bonds of respect and friendship with others of different races, therefore reducing the number of racist acts. We intend to make use of several social media platforms to "advertise our product" and hopefully bring this to the masses. The power of social media is not to be underestimated in this age. We hope that through social media, people who also believe in the cause would share our posts and links to our websites to their friends, family and even relatives. Using popular hashtags such as #stopracism and #blacklivesmatter, we could essentially spread our message to a larger audience. This way, more people would be convinced to join in the cause to fight against racism.



#### 5. Conclusion

From this project, we have not only learnt how to create a website, but also learn to manage our time more effectively and understand more about racism. Our group consists of students from two classes, so our timetables are not synced most of the time. So it is rather challenging to arrange for a common time slot to meet to work on our project. Our CCAs are on different days and therefore it makes it even harder to meet. Furthermore, some of us have other commitments, thus deciding on a time to meet up together is even more difficult.

This project was aimed towards the less sensitive communities, but I have come to realise that this has impacted us even more than we have expected. In the past, even though we are socially aware, we still let some casual racist statements slip up. But now, as time goes on and as we spend more time on this project, we can observe that we have almost completely gotten rid of these bad habits, and we hope that through raising awareness, others can also do the same, making our society a better and safer place for our minorities.

## **6. Credits**

<https://www.jcu.edu.sg/news/releases/racism-in-singapore-examining-how-racial-discrimination-impacts-hiring-decisions>

[https://www.google.com/search?q=say+no+to+racism+poster&source=lnms&tbm=isch&sa=X&sqi=2&ved=2ahUKEwjpgd6Es6XyAhV8SfEDHayODDwQ\\_AUoAXoECAEQAw&biw=1368&bih=801#imgrc=VVvqbLIH37nYyM](https://www.google.com/search?q=say+no+to+racism+poster&source=lnms&tbm=isch&sa=X&sqi=2&ved=2ahUKEwjpgd6Es6XyAhV8SfEDHayODDwQ_AUoAXoECAEQAw&biw=1368&bih=801#imgrc=VVvqbLIH37nYyM)

[https://www.google.com/search?q=stop+racism+poster&source=lnms&tbm=isch&sa=X&ved=2ahUKEwjM7q\\_JtKXyAhUCfX0KHV\\_2C3kQ\\_AUoAXoECAEQAw&biw=1368&bih=801](https://www.google.com/search?q=stop+racism+poster&source=lnms&tbm=isch&sa=X&ved=2ahUKEwjM7q_JtKXyAhUCfX0KHV_2C3kQ_AUoAXoECAEQAw&biw=1368&bih=801)