

CATEGORY 4 RESOURCE DEVELOPMENT

Group ID 4-062
Project Echo

Declan See Tho 4P1
Gerrard Ng 4P1
Yuji Boo 4P1
Zhu Li 4O1

ABSTRACT

Project Echo is a resource package aimed towards educating students aged 13 to 21 about the Deaf community. The resource package consists of an Instagram page, where we are able to post facts, tips and information about the Deaf community as well as conduct interactive quizzes to test the knowledge of our audience. Eye-catching posters were also made to raise awareness of the Deaf community with interesting statistics and information. To allow our audience to gain a better perspective of what life is like for the Deaf and the troubles they face, we also created a concise yet comprehensive website with key information such as common misconceptions regarding the Deaf community and how we can better help them. Lastly, we made a playlist of short videos on Youtube teaching our audience simple and basic sign language. Through our resources, we hope to foster a better understanding towards the Deaf community and educate our audience on how to better communicate with them.

1 INTRODUCTION

1.1 Rationale

In Singapore, we feel that many still do not understand who the Deaf community are or even the concept of deafness itself. This causes many common misconceptions and stereotypes pertaining to the Deaf surface, such as how some people think that the Deaf are incapable of success because of their inability to hear, or how some people think that the Deaf are intellectually challenged. As a result, many of the Deaf have to live their daily lives while facing such stigmas, which could easily take a toll on their confidence and mental health in the long run.

Moreover, if others are not aware of the Deaf and the troubles they face, they may not actively reach out to offer help. When the Deaf community do not receive the help they require, they may face more obstacles in performing their daily tasks and activities. On top of this, they could easily feel isolated from society when they feel that they have to go through their troubles alone.

Locally, much has yet to be done to raise awareness about the Deaf community. Organisations such as The Singapore Association for the Deaf exist to provide assistance and raise awareness for the Deaf community, but they rely more on active participation in their activities and events, which may not seem very appealing for students who have little knowledge towards the Deaf community. Thus, we feel that our project can provide a more suitable way of educating and raising awareness among students within our age group about the Deaf community through the use of media platforms and our website to gain publicity.

1.2 Objectives

The objectives of Project Echo were to:

- To educate our audience more about the deaf community and their daily lives
- To allow our audience to be able to better communicate with the deaf community
- To raise awareness of the deaf community in Singapore

1.3 Target Audience

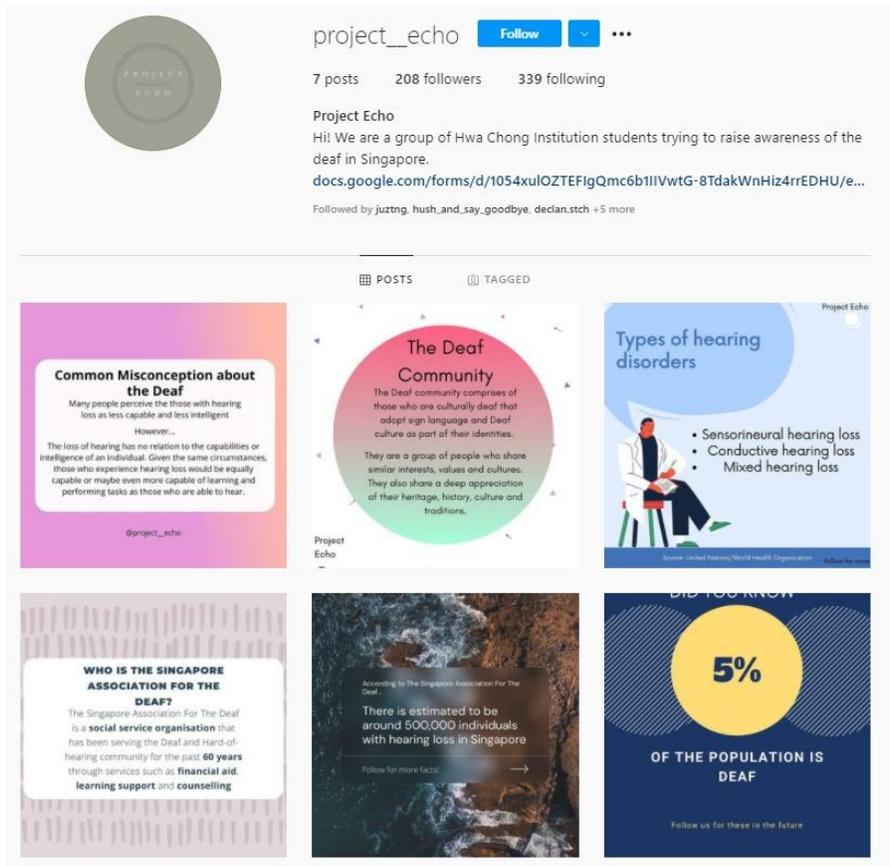
The target audience was youth aged from 13 years old to 21 years old who we observe to not have a high understanding of the Deaf community yet.

1.4 Resource

The resources created for this project were:

1. Instagram Page
2. Posters
3. Website
4. Educational Sign Language Videos

Instagram Page



Posters

Deafness and Hearing Loss

Typically, an average person would have hearing thresholds of around 0-20 decibels.

Someone who experiences hearing loss would have hearing thresholds higher than this and as a result, would not be able to hear as clearly.

Degrees of Hearing Loss

01	Mild Hearing Loss May not be able to hear soft sounds. Speech in noisy environments may also be difficult to hear.	Green
02	Moderate Hearing Loss May not be able to hear soft or moderately loud sounds. Speech in a noisy environment may also be difficult to hear.	Yellow
03	Severe Hearing Loss Sounds at normal conversational level may be inaudible. Even loud speech may be difficult to hear.	Orange
04	Profound Hearing Loss Only sounds that are very loud are audible. Most sounds cannot be heard or recognised.	Red

INTERACTING WITH THE DEAF

Basic Do's and Don'ts

Always face the Deaf person while communicating with them

To get the attention of the Deaf person, tap their shoulder lightly or wave casually

DO'S

Make sure the Deaf person understands the conversation before continuing

Inquire on what would be the best mode of communicating before starting the conversation

Do not raise your voice if the Deaf person does not understand what you said

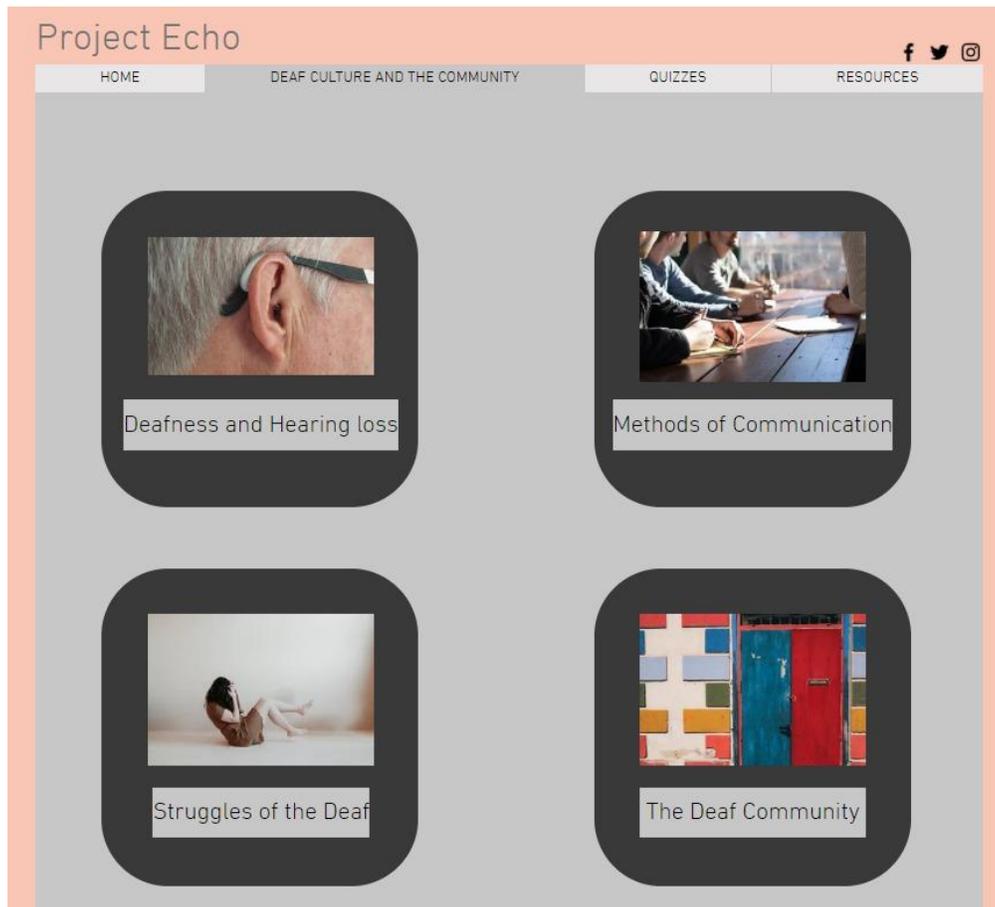
Do not slow down your pace of speech if you notice that the Deaf person is lip-reading

DON'TS

Do not refer to a Deaf person as "deaf and dumb" or "disabled"

Do not dismiss a conversation if the Deaf person is having a hard time understanding what you are saying

Website



<https://181903w.wixsite.com/my-site>

Educational Sign Language Videos



2 REVIEW

Existing resources like SADeaf Sign Language Courses require payment that may not be ideal for students who are not able to afford them. Other non-official resources such as Youtube sign language videos are typically not concise and are very lengthy (more than 10 minutes). Said videos also contain a broad range of content and are hard to narrow down to specific signs for effective learning. Current websites such as those by the World Health Organisation contain information that mainly focuses on only one aspect of the Deaf community, and often presented in a more wordy and unappealing manner. As such, our resources are best suited for our audience as it provides concise information in a more interesting and appealing way that they can easily access and learn from.

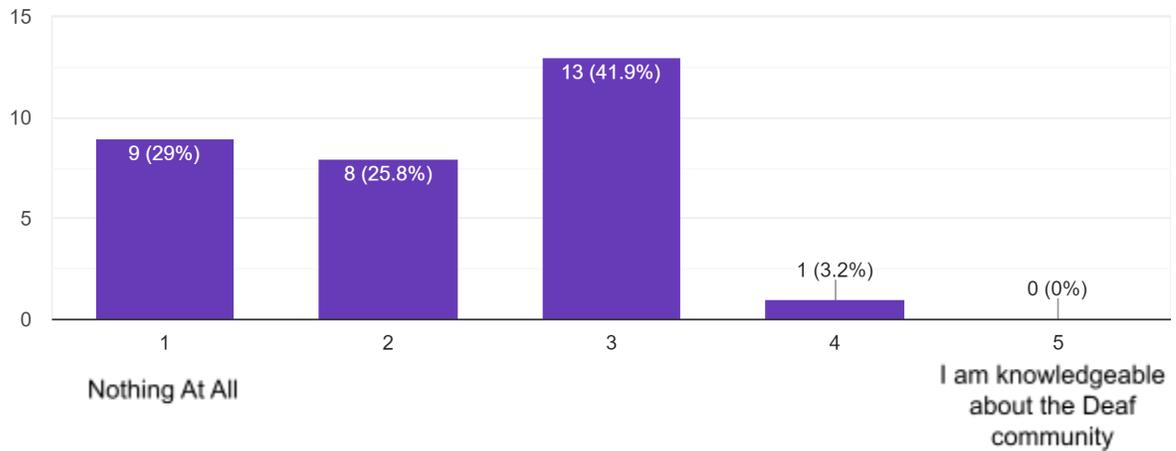
3 METHODOLOGY

3.1 Needs Analysis

A survey was conducted to find out about teenagers and youths' understanding about the deaf community. Of 31 respondents ranging from 13 - 21 years old 29% did not know anything about the Deaf community, 41.9% knew something about the deaf community while 0% were well educated about the Deaf community.

How much do you know about the deaf community?

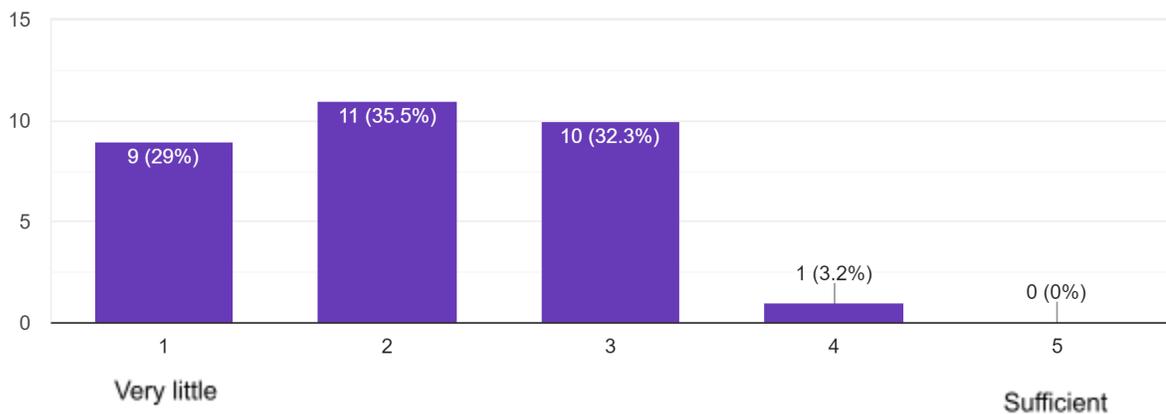
31 responses



29% believed that not enough had been done for the Deaf community, 32.3% believed that just enough had been done and 0% believed that plenty had been done.

Do you think enough is being done to promote the deaf community?

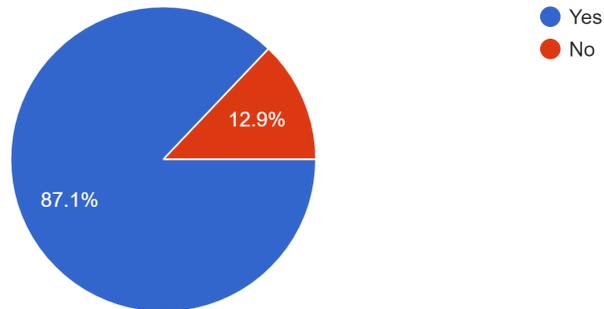
31 responses



83.9% expressed that they would like to learn more about the Deaf community, and 96.8% felt that our online resources would come in handy in helping them do so.

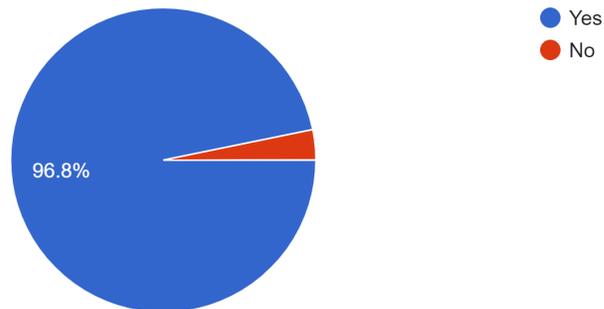
Are you interested in learning sign language?

31 responses



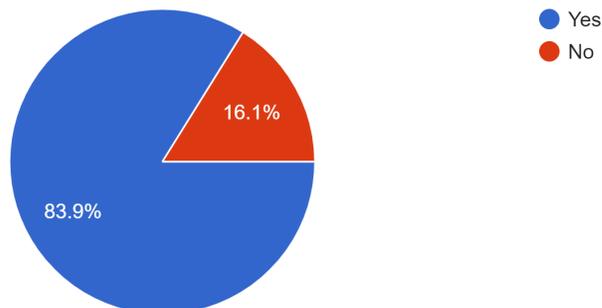
Do you think if such online resources will be beneficial to your understanding of the deaf in Singapore?

31 responses



Would you like to learn more about the deaf community?

31 responses



Based on our survey results, we could conclude that more had to be done to raise awareness and educate youths that fall within the age range of 13 to 21 about the Deaf community, with the majority expressing that they lack knowledge and exposure in this area. Our results further ascertain the feasibility of our project as a large portion of respondents show interest in learning about the Deaf, and feel that our resources would be beneficial in helping to do so.

3.2 Development of Resources

We did extensive research online to find out more about sign language and SgSL, our members learned the signs and practised them in order to present them in the form of educational videos. These videos were uploaded to our YouTube and website to provide learning resources for our audiences. We also designed posters and infographics that provided information regarding the deaf community and posted them to our Instagram page daily so that our followers are able to access such information easily and conveniently. On top of this, we made contact with The Singapore Association for the Deaf via email, who gave us some feedback regarding the development of our ideas and granted us permission to use links from their websites and images in our resources.

3.3 Pilot Test

Our pilot test was conducted in the form of a survey over Google Forms which contained various links and images of our completed resources. The survey assessed the impact our resources had on raising awareness and educating our audience on the Deaf community. The survey forms were sent out to an audience that were aged 13 to 21 and were also publicised through our Instagram page.

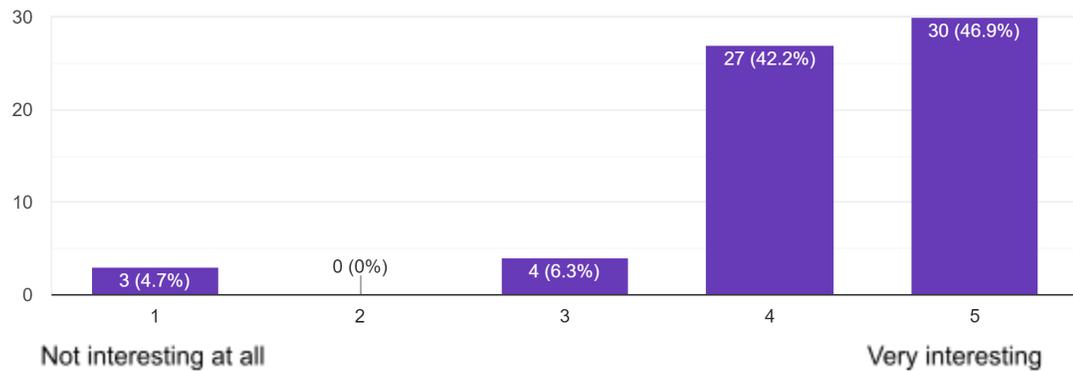
From our pilot test, we could conclude that a majority of our respondents felt that our resources were useful in helping them learn more about the Deaf community. Regarding the informative website and the Instagram page, many felt that they were able to convey information in an interesting manner while being effective in raising awareness about the Deaf community. For the educational sign language videos, a large proportion of respondents felt that they were effective in teaching sign language, which could allow for better communication with the Deaf. Lastly, most of the

respondents also expressed that the posters were very appealing and exposed them to the different aspects of the Deaf community.

Feedback on Instagram Page

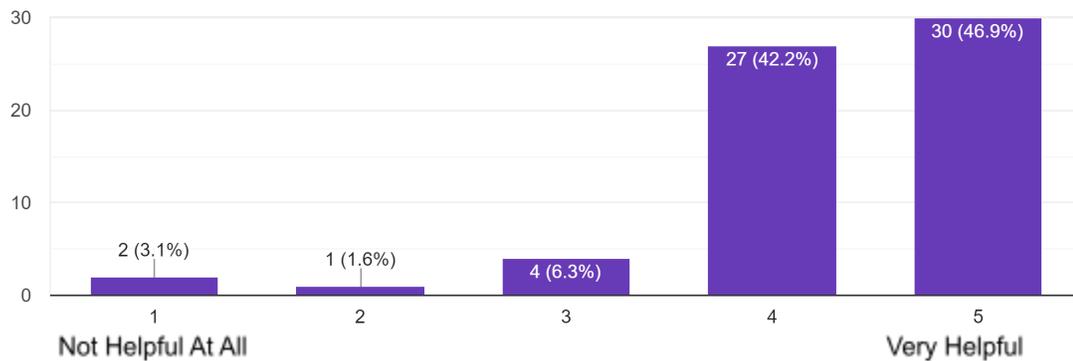
How interesting do you find the content on the page?

64 responses



How helpful to you think our posts are in raising more awareness about the Deaf community?

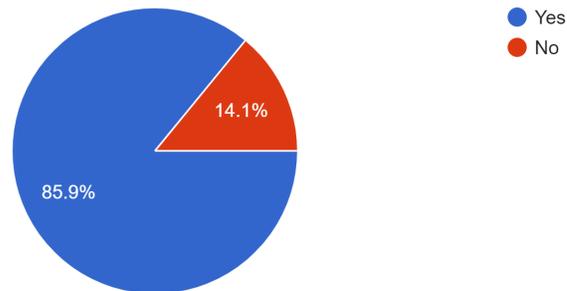
64 responses



Feedback on Informative Website

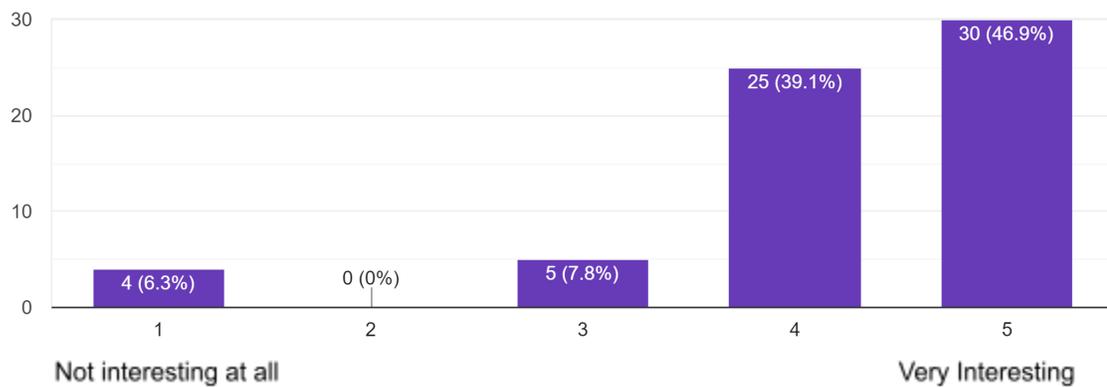
Do you think that our website has been able to teach you how to better communicate with the Deaf?

64 responses



How interesting do you find our website?

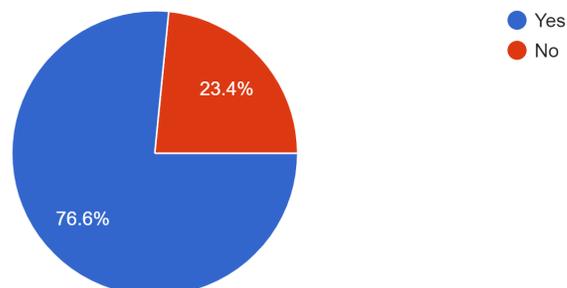
64 responses



Feedback on Educational Sign Language Videos

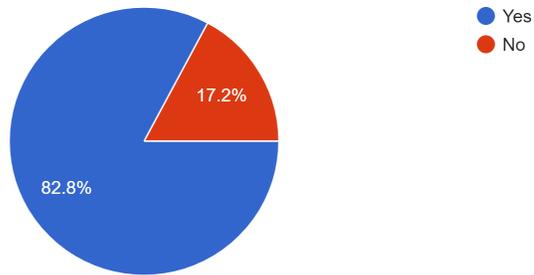
Do you think that these videos can allow you to better communicate with the Deaf?

64 responses



Do you think that these videos are effective in teaching sign language?

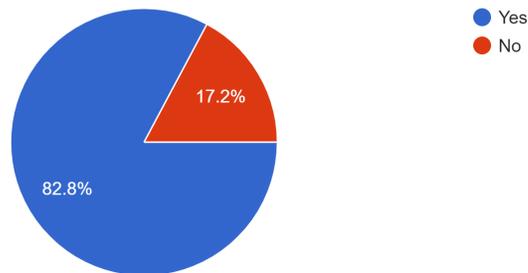
64 responses



Feedback on Posters

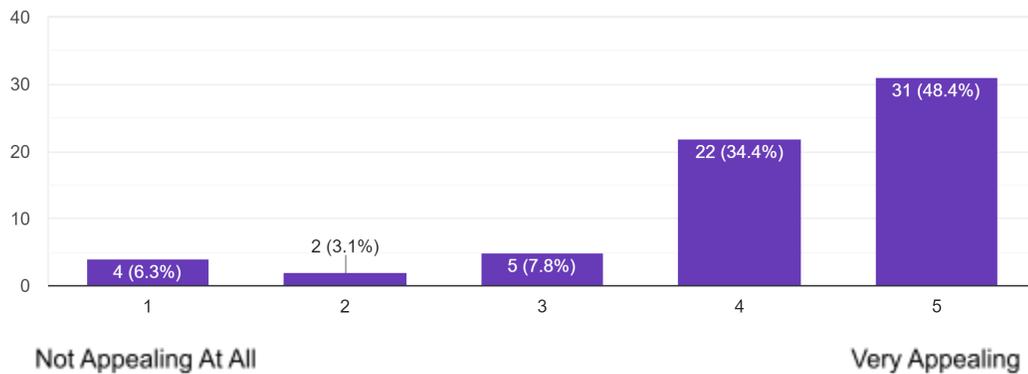
Do you think these posters have allowed you to learn more about the Deaf?

64 responses



How appealing do you find these posters?

64 responses



General feedback

The resources are very good and helpful. This project is very meaningful, it taught me a lot about the deaf community! :)

-13 year-old Hwa Chong Institution student

Room for improvement: more posts and more quizzes for us!

-16 year-old Nanyang Girls High student

The website is quite interesting and I enjoyed attempting the quizzes that were made

-17 year-old Catholic JC student

Information is conveyed in a concise manner but still allows us to learn alot about the Deaf community

-15 year-old Hwa Chong Institution student

Posters look very good and I like the videos a lot as they are short and quick but are easy to learn from

-21 year-old NUS student

4 OUTCOME & DISCUSSION

Based on the feedback we received from our pilot test, we have concluded that our resources were effective in educating and raising awareness of the Deaf community among our audience, as well as in allowing them to learn to better communicate with the Deaf.

Nevertheless, we took into consideration the feedback from the pilot test and made improvements to our existing resources. We have decided to incorporate more interactive quizzes into our resources. For the educational videos, we have created Kahoot quizzes on sign language in which our audience can attempt after viewing the videos. For our Instagram page, we have also started utilising the Story feature to hold interactive quizzes relating to the Deaf community where our audience can easily participate in. We have also expanded on the range of content that we include in our informative posts on our page.

Sign Language Kahoot Quiz

Which public facility is this?



17

Skip

0 Answers

▲ Carpark

◆ Train station

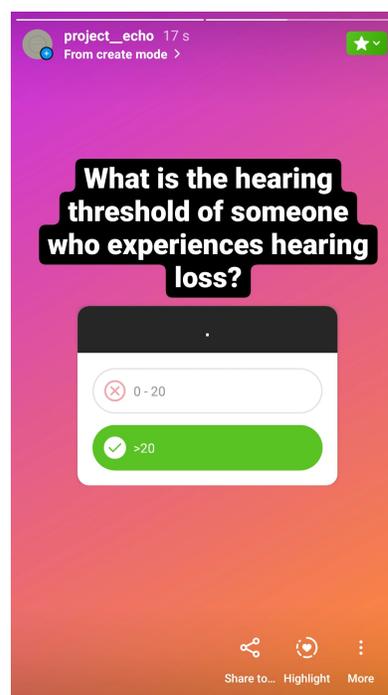
● Bus stop

■ School

4/5

kahoot.it Game PIN: 9095167

Instagram Quizzes



5 CONCLUSION

Project Echo was a meaningful and eye opening project for us to embark on as we have learnt more about the Deaf and their community while succeeding in sharing our

newfound knowledge with our target audience. Through heavy research in the various aspects that make up the life of the Deaf, we've been able to gain insights into the daily challenges that the Deaf community faces. Afterwards, we were able to incorporate these findings into attractive and digestible resources in order to convey the messages and information we wanted our audience to know so that the Deaf can be a part of a more understanding and considerate society.

6 REFERENCES

Research

1. Noise-induced hearing loss. (2021, March 03). Retrieved March 28, 2021, from https://en.wikipedia.org/wiki/Noise-induced_hearing_loss
2. World Health Organization. (n.d.). Deafness and hearing loss. World Health Organization. Retrieved May 2021, from <https://www.who.int/news-room/fact-sheets/detail/deafness-and-hearing-loss#:~:text=Hearing%20loss%20and%20deafness.moderate%2C%20severe%2C%20or%20profound.>
3. Sign Language & Sign Systems used. The Singapore Association for the Deaf. (n.d.). Retrieved May 2021, from <https://sadeaf.org.sg/about-deafness/about-sign-language/>.

Images

Photographs taken by Yuji Boo and Zhu Li