

Youth Impact Communication

By Peer Pressure To Do Better Yourself.

Zhiwei Wu, RDFZ Chaoyang Branch School

Mohan Ye, RDFZ Chaoyang Branch School

Jingyi Huang, RDFZ Chaoyang Branch School

Meng Zhang, RDFZ Chaoyang Branch School

Hongjing Xu, RDFZ Chaoyang Branch School

Zeqi Wang, RDFZ Chaoyang Branch School

Summary

First of all, we would like to thank the organizer for creating this activity and the teachers of the school for giving us such an opportunity to show ourselves. It was an activity, a trial and a special challenge for all of us on the team.

We learned logical analysis. We will apply the analysis in the materials and books to the actual operation. Discuss and test the best among the many methods promoted and write our own solution. This includes every step. For example, the preliminary survey, only to know the needs of the masses and determine the existence of problems. So we can take the next step. And then for example, we know the problem so we want to solve it and appeal to something. Then we had a discussion about how to spread our ideas and get more impact. We've had a good impact on our efforts. Our article got about 83,000 views; In all, about 75,000 videos have been played. On top of that, we have the official support of "Sina Weibo Technology" without the purchase. They published an article on peer pressure on Weibo and used a video made by our team. This further increased our influence. We are very proud. We did a reinvestigation after the campaign. We found that more than 90 percent of people understood what peer pressure was after watching our videos and presentations. And more than 100 percent of people think it works and say they will love life and their mental health more.

We learned to think for ourselves. In the process of preliminary topic selection, we paid attention to many social issues and read many hot news. We wanted to get more ideas out of it and get a "big theme" that would be awesome. But we're missing a lot of essential things. Only when we look beyond the surface of a news event to consider and explore its underlying causes can we create truly touching projects. Finally, we chose "peer pressure" as our theme. This theme is a project that actually happens in the vicinity of investigators and can be more empathetic to us. This is not only for our own youth, is for more people. After a series of surveys and analyses, we learned that most of the peer pressure occurred among adolescents, so we identified the target audience. We hope that all those who suffer from peer pressure can face it with courage and a positive attitude and turn it into motivation. We also want more people to value peer pressure. Not only do we need to help our stressed friends and strangers around us, but we also need to take care of our own health. Peer pressure is actually a phenomenon that exists on a large scale, it is caused by latent.

We learned to grasp the nettle. This year is special because of the global

outbreak. We had to alter our original plan. Through half a month of discussion and exploration. Finally we decided to promote the program by an alternate method. In the later practice, of course, we encountered a lot of sudden difficulties, but our members united and never had thought of giving up. Our project became more completed and influential after constant deliberation and reflection.

This is not only the project summary of our team, but also our philosophy process. More on the process and results of our project we write in the details below. Thank you very much. We hope more people can love themselves, love life. We hope the children can grow up healthily.

 [Peer pressure](#)

Identify the Topic

| Topic Description

First of all, peer pressure is defined as "because of the desire to be peer acceptance, recognition, and affirmation, in order to avoid excluded, so choose produced by the psychological pressure against his will." It is roughly divided into two types.

Conformity: force you to follow your partner with "consistent"; Competitive, forcing you to become outstanding in-group pressure. China's technology and population are developing rapidly, and social pressure and selection are everywhere. Peer pressure exists in any group and at any age, but the sources of peer pressure vary with age and group. According to the survey, with the accelerating social rhythm and increasing pressure, the proportion of teenagers suffering from depression is also increasing year by year.

In fact, whether peer pressure is good or bad for people based on the attitude towards stress. If we can face the pressure with optimistic attitude, the end will only be more setbacks braver, to success; On the other hand, if we don't build good sense and coping strategies when facing peer pressure, the result will be worse, including physical and psychological issue.

Our team hopes to through this activity, let more people understand and attach importance to peer pressure. Peer pressure can also have a positive effect and it can enhance our confidence. Because when your partner to do something, that thing you do for a while, to show you the possibility of "people can do it". Therefore, the best way to relieve stress impacts negative emotions is that: adjust the good state of mind. Find out about the outside pressure and give their own pressure, the balance point between "Peer pressure" and "do better".

That's why we need to call for advocacy: Companionship is both pressure and motivation. The most important thing is to find our uniqueness and value.

| Why it is important

This kind of peer pressure is roughly points for two reasons. First, the environment, don't want to because of their different ideas and action with the people around

you, and much attention by the others or exclude, finally forced against their will, select "consistent" with his fellows. (an individual or group of individual behavior influence/anxiety) due to our different. Second, in today's society promoting the model of "success" young people, almost all the time trying to tell you: "only your worldly success, you have the value", by themselves and comparing these models, you will feel great pressure, because you don't know how to do it as good as them. (different ability level of psychological gap/anxiety due to we like others too).

This kind of peer pressure brought about by the anxiety, was due to the mentality of the people is not good. : People can't set a good value and unable to cope with pressure. First of all. this will cause people to reduce "self-worth", become not confident. Face the companion's question, do not understand or even suspect that people feel embarrassed, lose yourself, have no definite view, slowly become not confident. Cause people didn't have a chance to show their own unique side, flood in the sentient beings, even without the innovation and social development. Second, it will reduce people's well-being and negative attitude. Create a: "all the people living life in our life so happy, in addition to my own" illusion. Leads people to complain and negative energy increase, even suffering from mental illness.

China's science and technology are in rapid development and population, social pressure and filtering is everywhere.No matter you are to the look and feel, is love or hate, you can't avoid affected by peer. Network data according to the survey, the number of adolescent depression proportion is rising year by year. Recently, a lot of the cause of life stress and jumping events. As their compatriots, we feel very sad and sorry.At the same time, we realize: this world there are a lot of people need help.Whether calls to treat each stress around or suffer from depression and other mental illness, or to help you and respond.We all hope to provide a warm this world. Let more people calm in the face of pressure and told them the best way to face the pressure must not waste your life, but efforts to life.

Last but not least, every person should aware that under skin everyone is cut out of something. Be confident and love yourself.

| **Project Objective**

The very first goal is make more people understand and attach importance to peer pressure. When most of people face peer pressure, they can set up the correct values and attitude to look at it, but there are more proportion of people view peer pressure as a bear companion, especially the student population. Therefore, we hope that we can raise the aware of people, especially for students.

The second goal is that we want to advocate “every person has their own shining spot” . Most of the students just covered by keep comparing themselves with others and fail to realize their own flashing spots. If everyone could be confidence and alway believe that they are the best, the pressure will not become a barrier for them anymore.

Identify the Target Audience

| Who Are They?

According to the previous research, most of the people affected by peer pressure are middle and high school students, around 15-18 years old. To more specific, we decided to limited our main target audience is the students in Rdfz Chaoyang Branch School since they are the closest and most accessible students we could reach. Moreover, due to the specific situation, we decided to broadcast and stream our idea in video form so that we develop our secondary target audience into a broader extent—high school students from different area as Internet users. Also, their parents can also be one of our audience.

| Why Are They?

We narrowed down our target population to students group since we find out that student is the biggest population which get negative effect of peer pressure. In the questionnaire we surveyed, we find that student groups are the most susceptibility to peer pressure among other industries, 313 out of 361 (86.71%) of students choose the option that they faced peer pressure. People worked in the energy sector are less susceptibility to peer pressure, 8 out of 13 (61.54%). In order to make more targeted investigations and actions, students groups are our main target population to make influence. Adolescence are mentally immature and sensitive with external influences. Without knowing the the important of establishing self-confidence and excellent psychological quality, they are easily suffering from peer pressure.

 [The results from questionnaire](#)

| What is your scope?

Our scope is the students who always lack of confidence. On the question about investigating the causes of peer pressure in our questionnaire , we found that the strength of self-esteem and lack of self-confidence accounted for 60% of the

population. Whether students or adults, when people see others who are better than themselves, they will easily lose confidence thus suffering from peer pressure.

| **How to reach them?**

In the early stage, we used questionnaires for research. Our main purpose is to understand the public's perception of peer pressure, so as to make targeted suggestions and publicity. For the promulgation of video, we decided to use social media, including micro-blog(main channel), WeChat, B station, and jitter. It was hard to imagine that a person has no contact with the Internet nowadays, and those platforms were either the most popular and fresh-minted to young people. High school students were the one of the commonest visitors of those platforms, having the regularly checking everyday.

Identify the Key Message

| The Key Message

Understand that stress is not scary.

Growing up with stress.

Face pressure with the right mindset.

Everyone has their own shining point

| The Tactics Behind

Our team initially decided to study this topic because there were a number of stressful teenage deaths. This makes us very sad. First of all, through a large number of questionnaires, we understand the target audience's cognition of peer pressure. It concludes that peer pressure is common and rarely valued. So we set out to design a way to change the lack of peer pressure. We once analyzed the promotion effect of various communication channels in modern times, and finally chose "creative video". This type of micro video is very popular with young people. For creative videos, we use appealing to emotion. At the beginning of the video, we used the accompaniment with strong emotion and rhythm to match the subtitles, and threw out one after another manifestation and question of pressure to the audience, which aroused the resonance of the target audience. Then, a simple animation design and tree graph are used to illustrate the knowledge of peer pressure. Based on the stories of friends around us who are affected by peer pressure and our reasoning, we designed short animated films about peer pressure. We will "creative video" published on various websites, hope to get more attention.

Choose the Platform

| The Platform Chosen

Nowadays, there are many popular social media platforms, each with its own characteristics. Our team finally chose "microblog". It is the most famous social platform in China, integrating news, discussions, articles and videos. We are through the text introduction and creative video format for promotion and publicity. In order to test the publicity effect, we have also launched on other platforms, but microblog showed the largest influence.

We combine real-time news. According to a hot topic on the micro blog forum: many student netizens don't want to go to school, the reason that they don't want to go to school is largely due to peer pressure. Students don't know how to face the new semester and new classmates. So they resist and fear the start of school. That's what we're trying to solve. We hope that through our publicity, let more students calmly face the pressure, thrive.

The reason why we choose the promotion method of stop-motion animation video is that compared with other methods such as papers, articles and videos, it is more suitable for this fast-paced society, so that more people can use their leisure time to watch our videos

| The Alternative Platforms

We also considered "douyin" and "Little red book".

Douyin is a popular micro-video platform among young people. He took advantage of today's fast-paced, short, visually charged videos to make them more appealing. There are few educational videos on douyin's platform. Therefore, our video type does not match the douyin type, and after trying, we found that there is no high attention.

"Little red book" is a newly arisen platform. The original author through Little red book public number published comments and influence. But considering our target population is the international high school students, Little red book limited our audience to mainly young female. Also, this platform is more like a places where people used to express the mood and life. This is not conducive to advocacy and

publicity.

From the above, we finally selected the most widely used "microblog" which integrates news, discussion, articles and videos.

| The Criteria to Evaluate

We considered our platform from three dimensions: popularity, creativity and reaching our target population accurately.

Firstly, we could publish our video on Weibo with the tag linking with students community. Thus, this video will emerge on the forum where people usually hold the discussions of the issue of students' school life. In this case, we have high proportion to reach students who indeed face the pressure pressure in their school.

Also, some students in our school have set up microblog accounts and have more than 1000 fans. She often publishes some real-time dynamic and life photos, and the number of likes will exceed 200. Thus, we consider micro-blog as our main channel for propaganda.

 [The results from questionnaire](#)

| The Rating Sheet

Weibo

Score: five points

Advantages: wide audience interaction high operational maturity

Cons: low start

Trill

Score: four stars

Pros: popular relaxation

Disadvantages: lack of educational significance

WeChat

Score: four stars

Advantages: high quality

Disadvantages: low efficiency

Set the Agenda

| Set the Agenda

1 , Questionnaire

Date: 2020.1.30

Location: Online questionnaire/ received roughly 589 questionnaires conducted by Annie, Airlia, Chelsea, Molly, Tony, Phoenix, Ann

2, Report on questionnaire

Date: 2020.2.6

Accurately analyze data and draw the conclusion conducted by Annie, Airlia, Chelsea, Molly, Tony, Phoenix

3. Planning and designing promotional video

Date:2020.2.19

Based on the results of questionnaires, i

Location: WeChat online call

planned and conducted by Airlia, Chelsea, Molly, Tony, Phoenix, reported by Annie

4. Published the articles regarding the Peer pressure

Date: 2020.3.22

Location: Official Account on WeChat and Weibo

5. Published the video on social media(the secondary propaganda)

Date: 2020. 3.23

Location : bilibili

6. Collecting the feedbacks by online interviews

Date:2020. 4.13

Location: WeChat phone call

Design the Packages

 [The link of origin micro-blog](#)

 [PPT](#)

 [article](#)

 [The questionnaire report about Peer Pressure](#)

Create and Track the Impact

| The Execution Plan

Previous research:

2019. 12.24. We will have an individual research first to have a general understanding on the issue. Then we will hold the discussion, the target audience's habits and environment would be an important factor affecting their input information and output feelings. Therefore, in our questionnaire, we will also refer to everyone's habits and environment.

Questionnaire:

On the data 2020.1.30 8 a.m., we posting the questionnaires on the WeChat. Since our target population is international high schools' students, we spread the links of questionnaire through our school WeChat groups. In this questionnaire, we included both quantity data and quality data. On the one hands, we could build a general understanding about what extent the population understand or concerning in regard to the Peer Pressure. On the other hand, filling the questions might trigger the thinkings and recalls of participants

Through the questionnaire, we can further analyze the impact of peer pressure on the target audience. After collecting the answers, we will divide the work and each of us is responsible for a module. By analyzing the answers and the number of answers, we try to have a deeper understanding of people's understanding of peer pressure and how they are affected by peer pressure. After that, we will summarize the general situation of each module, and combine these conclusions to draw a clear conclusion.

Promulgation Video—Molly' s story

We will hold a discussion on 2020.3.2 to decide to make our conclusions into stop-motion animations and post them on various video websites to get people's attention to peer pressure. Our division of labor is that five people will question about peer pressure to write the script, tells about a young girl in different stages of life in the face of what different peer pressure as well as her how to solve of, the rest should be good at video clips, and a member of animation, is responsible for our play with dolls to make stop-motion, by editing the voice, in the story of a little girl at the same time also introduces the different types of peer pressure to the

people, and what we should do to solve the problem of pressure.

Published the video

On 2020.3.22, after the success of video production, students with different video platforms will upload our works in order to get people's attention.

Collecting feedback

After receiving a number of views and follows from our video, we will narrow down to interview some students in RdfzChaoyang Branch School about their feeling or any changes after seeing the video. This interviews will be held on WeChat phone calls. The feedbacks will be recorded in our member's phone and have analyze later.

 Planning

| Impact Statistics

For the questionnaires collecting, we had received 589 answers from various groups of people, including students, white-collars and workman. Those feedback provided us either quantity data (personal opinion about the peer pressure) and quantity data (the number of each cause leading to peer pressure).

The total page views of our official account is 745 and the times of recommending or sharing are 80 times. The hook and questions in the article triggered people to continue reading and to view the video we made. In this case, more people can build a general idea about types of peer pressure, where are the peer pressure comes from and why it is important to hold a positive attitude while facing it. People who see the content had gave direct comments to us group members. They told as that most of them feel resonance, meeting the similar situation in their daily life. Furthermore, the total number of video views of our published articles reached 74000, and the number of video views was 73000. We got 88 comments, 350 thumb up and 103 times of forwarding. Our video was also quoted and forwarded by "Sina technology", a blog that has 19.47 million fans, which undoubtedly increases the impact. On the bilibili platform received 50 views and 6 forwards.

| Collect Feedback

Our whole process is mainly divided into two parts. One is a questionnaire survey, the other is to publish videos and spread them on social networks. First is the questionnaire section. The team members of our group work together, each raises

their own questions. After the discussion, we pick out the most suitable questions. Finally, we set up a total of 16 questions. These 16 issues, including people's views on peer pressure, the impact on life, corresponding solutions, etc., are broad and comprehensive. After sorting and analysis, a total of 589 valid fill-ins. "589" is a relatively large number, including people of different occupations and ages, which can give us a more accurate picture of peer pressure in different groups and help us to move forward. Through the questionnaire, we can clearly understand the peer pressure in the different populations, including people's views on peer pressure. Among them, teenagers make up a lot, and after discussion, we decided to spread peer pressure in a simple but attractive way such as video. According to the data of referrals, there are many people who are fans of stars, and most of them are students. The fan effect in the current environment is very strong, which further expands the scope of communication.

And there are many influencers who comment on their blogs to express their personal opinions, such as ": Contemporary society, why do we have difficulty in feeling happiness? If school starts tomorrow, are you ready? Have you adjusted your mind to face the new semester? Do you have a fear of being in contact with your partner because of your prolonged isolation? "Peer pressure" is a universal but lack of attention in the era of rapid development. This is because people face the burden and pressure of life, it is difficult to hold the right attitude to treat. " This comment comes from a blogger with 50,000 fans. Apart from positive feedbacks and appeal for action, we got some suggestions for improvement as well: "But in fact, the video can expand the theme more fully—emphasis that no one is perfect, but everyone has unique advantages. People should play their advantages in the society and find happiness." Also, not only for students, several parents leaved their comments: " The way of thinking of children nowadays is very different from ours. They do things out of their own observation of the surrounding environment. They are very perceptual and human. As parents, we should always tell them they are the best rather than keep comparing them with others."

To sum up, we began to use questionnaires to investigate the views of different groups on peer pressure, and based on this data to determine the follow-up content. After the release of the video on the network to increase the impact, we got a lot of influencer support and indeed achieved good results.

 [The screen shots of the comments under the origin video.](#)

Review and Reflections

| Overall Self Check

This part is absent or not available temporarily.

| What Are Successful

After our group has decided to join this competition, we did many types of research and find the issue that most people are struggling with. And wanted to let more people get into an issue and help them how to face the problem. The last decision of our topic is peer pressure.

Based on the topic of peer pressure, firstly we did a lot of research on this topic and have a basic knowledge of this broad topic. For example, what kind of people will face this kind of person, what kind of feeling do they have after peer pressure, and how will they solve this problem. After building this knowledge, we sum up a questionnaire not only for these questions but also to add more questions that will help to our topic. Many people help us to resend the questionnaire and after two weeks collecting, we finally received 589 pieces of paper from other people.

Furthermore, we made a video based on the topic and think about the content can be used in the video together. We send the video into popular video websites and up to today, the click rates was more than 80000. The forwarding by Sina technology also demonstrated the public recognition of the importance of our topic. The other success of this project was that our group had a very well matched with each other and could help each other to solve the problem together. We believe that the message of "peer pressure is important" and "people should deal with peer pressure by finding their own spotting point" should be delivered toward people by our efforts.

| What to Improve

After posting the video on the Internet, we received many feedbacks and concluded mainly three improvements in the activities.

For the video, some audiences reflected to us that the speed of some parts of our

video is too fast, and they need pause to fully understand the contents. Also, some of the scenes were just a bunch of the words and information, the viewers might feel massy and bored so that less likely to concentrate on our idea. We could try to use more verbal explanations with few pictures on the screen for next time. This may increase the engagement for audiences.

In the online interviews, I planned to use WeChat phone call and recorded the important information by . However, we found that feel of the students were quite nerves and only provided few comments. Additionally, the range of feedbacks is relatively small. We want to hear it from broader students' group. For next time, we might to use face-to-face interviews in school for collecting feedback because more quantitative data can be collected, such as the facial expression and small body movements. Also, students might feel more comfortable when having direct conversation so that more information may be provided.

| Summarize Learnings

In November 2019, six of us participated in the "youth influence competition" with such excitement. So far, after five months, despite experiencing various difficulties, we have made unexpected achievements because of our persistence. This winter vacation is very special for us. Our country has experienced a very serious new crown epidemic, so we can't have a face-to-face meeting with our partners, which means that many of our offline activities can't be completed. However, we chose to take on the challenges and happen to have a high tolerance for changes. Our six team members united together and stretched ourselves: depending on the realistic situation, we conducted online research and made full use of the resources around us as video materials. Eventually, we used freeze-frame animation to create a vivid character, "Molly". We devoted a lot of time and energy to her, but it is worthwhile since we also improve ourselves along the process.

First of all, from selecting the topic, we first brainstormed several alternative topics. After numerous discussions, we chose "peer pressure" as our final topic because we heard that many students met this issue of comparison and integration among the group, but with no awareness of its potential risk. Thus, we wanted more people to pay attention to "peer pressure", and, even the most significant, to find people' s own glistening.

Secondly, for ensuring the project' s progress, we held regular online meetings. The purpose of the regular meeting was to find out the problems we were facing at present, to brainstorm, and to find solutions; at the same time, we arranged tasks in advance, divided the work in rational way, and improved work efficiency. Such an

opportunity enables us to improve the ability to analyze and solve problems, and our views collided with sparks, which was conducive to the progress of our project.

Thirdly, we improve the ability of questionnaire and video production, learning a lot of software skills! The questionnaire survey provides us with very favorable data. For this reason, we wrote a survey report. Through our survey report, we learned that in today's society, many people have this kind of pressure, especially the student groups; thus, we narrowed down the research objectives to student groups. In the process of video production, each of our members stretched their own ability. Some members took the responsible of writing the video script; some took part in drawing; some were responsible for dubbing; and some did the video recording and editing. Although it took more than one month to complete our video successfully, we felt a sense of achievement from the process.

Finally, we developed skills in promoting the video. Our TikTok platform includes micro-blog(main channel), WeChat, B station, and jitter. Since our target population was international high school students, we wanted to find some influential people to help us promote. We contacted Wang Yuan (one of TF boys members)'s fan group, and their comments and forwarding did bring us a lot of clicks. The second aspect was that our video had been commented and forwarded by several Weibo big V's who also gave us some suggestions. Their helpings had significantly expended our influence!

No pay, no gain! I believe our efforts will pay off in the end! Thank you very much for this project to let us exercise ourselves and improve ourselves. If we have the opportunity, we will encourage more people to participate.

Team Credits

Hongjing Xu (Annie):

As a team leader, I was mainly responsible for organizing every meeting, recording and summarizing the contents of the discussion, and clarifying our next goal. In order to ensure our progress, I will be responsible for assigning each individual task content and setting the agenda. I was also responsible for the management of official website records. In the questionnaire, I was responsible for designing most questionnaires, gathering the works from my group mates in to a well organization and revising. I published final version was published on the through WenJuanxing and spread it out. For the results of the questionnaire, I was responsible for the analysis of our target population (the group facing the most peer pressure) and narrowed down our main audiences to International students. In the video production, I was mainly responsible for the arrangement of our script, such as collecting works from my members and arranged them in order. Because of my limited ability on editing video, I tries my best to support my other group mates by selected the background music and illustrations in this part. I was mainly responsible for the publicity part of the final video. In order to let more people see our video, I first invited my friend who was Wang Yuan's fan, to forward it on Weibo. The results were out of my expectation, a large number of people actively responded to our video. I also collected some feedback to us from the bottom of micro-blog, and organized wechat voice interviews, in order to fully understand and expand our influence.

Zepi Wang (Chelsea):

In the questionnaire section, I participated as a member in the discussion, expressing my opinions and asking different questions. But my main job was to organize the data and made them into easy-to-see data picture contrast. In the follow-up discussion video, I participated in the discussion and put forward different opinions, modified the script and other links. When making video, I was mainly responsible for hand drawing the transition part of each video segment to make the connection more beautiful. I hoped I can be more active and participate actively in the discussions that follow.

Zhiwei Wu (Tony):

Through this activity, I learned a lot. For the first time, I deeply realized that teamwork can really speed up work efficiency, and everyone can play to their strengths and make the greatest contribution to their team, so as to achieve the effect of $1+1 > 2$. At the same time, I also learned how to communicate better with

others, how to compromise among different opinions of several people, so as to get a satisfactory answer from all of them, which requires communication skills that cannot be learned in daily life. What's more, this kind of activity teaches us how to think logically and demonstrate in a scientific way, apply the scientific research methods learned in science courses, deepen our innovative ability and practical ability to solve problems and benefit a lot

Meng Zhang (Airlia)

In this activity, I was mainly responsible for the production and dubbing of video, the task of art and the publicity of video. Of course, I also participated in some basic tasks, such as the design of some questionnaire questions, publicity questionnaire, search for video materials, etc. The most difficult and important part is video production and dubbing. In order to complete these contents, I learned a lot of video clip skills and practice oral English. In the video, I tried to make a lot of titles to attract audiences, which took a lot of effort. I added a freeze frame animation clip in the middle of the video. Molly, the protagonist in the short film, is a toy model of mine. In my life, I love collecting such toys, so I have the inspiration to use them to make stories. There are three scenes in the short film. The background of each story is drawn by myself and then pasted on the background board. First of all, I emptied my desk, put on some brackets, fill lights, tape for fixing, and so on. I turned the desk into a mini studio. After shooting, I planned the time of each picture and played it together to get the effect of animation. In the end, I recorded the voice for the characters, and the lines were all designed by myself. I recorded every sentence more than ten times to try to be perfect. After the video production was completed, I uploaded it on B station. The experience of this competition is unforgettable. It has trained me in many aspects and improved me.

MouHan Ye (Molly)

To begin with the topic we choose, our group has a very good cooperation and decided the topic together. I searched on the internet to find more information that we can use based on this topic. We started to write or schedule, and I am been given a part of the question to write for with the detail and the deeper explanation. In the questionnaire, I participated as a member in the discussion and diffusion part. Also, I gave some idea about what kinds of question we need to involve in our questionnaire. After that our group write the result based on the data that we collect in our questionnaire. I wrote the part that what kind of things will affect students to have peer pressure. And I took part in the editing work and writing the relating words with the video during this time and used my own official account to diffuse this video to more people. Our group had a very good and tacit understanding with each other and make this project very well.

Jingyiyi Huang (Phoenix)

As the youngest member of the team, my greatest strength is that I am not afraid

to put in the time and effort. I took part in most of the data analysis. It's a great exercise for my logic. My contribution is divided into four parts. First of all, this topic of peer pressure was firstly raised by me. I did a lot of analysis and research on this topic, and when I personally determined that the topic was feasible and meaningful, I wrote a concluding article to show to my partner. This was my first step as an analyst on the team. The second part is about the program and link discussion. I contributed to both the data survey and the promotion activities. Because of the special situation in China, I proposed to make stop-motion animation about peer pressure and so on. The third part is about influence. In the team, I was most familiar with the operation of Weibo. Therefore, I published the main articles and videos on Weibo. I got a ton of influence and feedbacks. Of course, this was due to the support of my companions, especially the teacher and my team leader. They gave us a lot of help. The fourth part is about summary and project report. More than half of the whole project report was written after I analyzed it, including the summary.

I enjoy reviewing the process and the results. We are a very united team, thanks for the process of working together.

Judge Comments

" Great topic idea. And you were smart to tie this to mental health. Peer pressure is a cause of great consternation amount young people, and they don' t always know how to cope with it. I would encourage you to pay attention to your English grammar and usage. Some of what you wrote isn' t easily deciphered or understood. On the one hand, you did a great job narrowing your target audience to middle school and high school students. On the other hand, you relied on convenience by only targeting students in your school. If you want to generalize your results and broaden your reach, you need to get beyond your cohort. Your key message should include a tagline of some kind that mentions peer pressure. You' re focused on stress, which is assuredly a side effect of peer pressure, but your focus should be on your topic here. Clearly articulate peer pressure in the key message. You could play off the start of school pressure you mention to inform your messaging. I' m not sure I understand why stop-motion animation is better for a fast-paced society. I' m not saying you shouldn' t do that. Rather, I' m wondering how stop-motion is better than, say, a traditional video or an infographic. Your online platforms are well-considered. But thoughtfully consider more offline options. Are there non-digital items you could produce and disseminate that would work as well? The survey was a great idea. I think open-ended questions would' ve given you some great detail and anecdotes. Be careful phrasing your survey questions, as well. You don' t want to lead respondents toward specific answers. Your peer pressure video is interesting. I can see how stop-motion could be engaging. But a stronger visual impact may show peer pressure in action with humans. But the editing and audio are solid. I think you should reconsider the opening music, though, because it' s a bit ominous, and I' m not sure it' s the initial feeling you want viewers to have going into a video about peer pressure. Because you chose almost exclusively online options, you don' t have much to share in the design packages piece. Some kind of infographic/flier that features data would be useful here. You had a great response rate to your questionnaire. Well done. It also sounds like the materials you produced penetrated your audience well. You did some nice work tracking your impact. You didn' t offer an overall self-check reflection. Interviews would' ve been helpful. The pandemic didn' t allow them to happen face-to-face, but they could' ve been achieved via web chat. Great candor and reflection. "