

# Youth Impact Communication

## Can Culinary Skills Be Used To Change The Dependence Of Youth On Take-away?

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# Summary

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Cooking is an art. It is artistically ornamental, creative, cohesive and pure. It is beautiful.

Youth is also the most magnificent age in human age.

When the two are combined, the essence is sublimated.

The first change: the change of the five teenagers

We are a team, but we are not familiar with each other, we do not know each other's ability. We can raise questions and opinions, but we cannot act as a group. These are the five teenagers who started the program.

Our journey began to move slowly, as we lay like silkworms on the leaves, little by little we defined our main idea and outline. There are countless pauses along the way, but you can still restart later. These are the five teenagers in the middle of the program.

Our thoughts can converge, we can perfectly organize one task after another, we can coordinate with each other, and we don't retreat. A silkworm gradually changed into a butterfly and spread its wings to fly.

The second change: the change of a group of youth.

They are vague about the meaning of cooking and never seem to understand or bother to understand. That ordering takeout is more efficient and valuable than cooking for yourself. The lack of self-discipline in life became extremely common among the young people we surveyed.

They become interested in this particular art, they express their opinions about cooking and take-out, they debate the difference between the two. Some of them are already talking about cooking techniques with people around them. This is the first time for us to release our activity concept and the performance of the surrounding youth on the social platform.

They want others to see what they have created, and they have a clear sense of their health and independence. They gradually had a ripple effect on another group of young people, and more people joined our activities. This is the feedback we received as we completed a series of publicity and activities.

Our mission:

T = Teenager

H = the Health

I = Independent

S = Share

THIS

The beginning of our lives.

# Identify the Topic

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## | Topic Description

The renewal of mainstream of the times leads to all walks of life rise and fall. In just 10 years, we have witnessed a lot of infant industry and sunset industry, which are closely related to our daily life. Take-out is a derivative of the time savings. It has gradually taken up a part of the life of teenagers, and even some people rely on take-out for all meals. This greatly influences the life rules that teenagers should have, and causes most of them to lose the essential life skills of cooking. This fact has become so common that we decided to explore whether teenagers can reduce their dependence on take-away and improve their culinary skills.

## | Why it is important

While the popular take-away brings convenience to our lives, it also comes with some hidden problems, among which the most worrying is the self-care ability of current teenagers, and cooking ability is the most obvious one. Cooking is a compulsory course for teenagers, and we can't rely on take-away for our lives. Now more and more self-dependence young people who have entered the society are choosing to go to restaurants or buy cooked ingredients, has fully reflected the aging of culinary skills. If this trend continues, the 'white pollution' from take-away will cause further damage to the environment. For teenagers, if they treat take-away in a wrong way, and don't reduce takeaway times and improve their culinary skills, then unhealthy takeaway safety will ruin their bodies. However, the increase of inertia will reduce their positive subjective initiative and generate resistance to independence, thus affecting their study and future. So cutting back on takeaway and improving culinary skills is a positive step for the present and for the future to the teenagers and society.

## | Project Objective

Our program will focus on developing the learning and advocacy of culinary skills for teenagers to reduce their dependence on takeaway, and help them aware of its

impact on our physical and mental health.

And in the form of network questionnaire, in order to provide a visual data of take-out on teenagers' life-style.

# Identify the Target Audience

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## | Who Are They?

They are the students as the main component of the teenagers and all the people around us that we can help. Their common characteristics are lack of independence, do not master cooking this basic life skills. We are in the international department and will study abroad in the future and live alone abroad, so that we can better understand the importance of independence and learning life skills. Students and friends are our peers, we will have more in common, there will be no communication barriers, the impact on them will be more smooth.

## | Why Are They?

We are so familiar with teenagers since all of us are students. Through a survey, we found that part of teenagers of our generation can't cook, and heavily rely on take-out food with the development of society. Besides take-out food, they prefer instant noodles. What attracted our attention is, people depend too much on instant food. All instant noodles are sold out in supermarkets due to this terrible disease, and the demand for take-out food is rising sharply. Teenagers are the future of our nation. In order to improve their self-care ability and life quality, allowing them to better know about traditional Chinese culture of food which has a long history, we choose to help them.

## | What is your scope?

Our scope is by the international-department of our school and then extend outward most teenagers (junior/senior high school students) and even some have stepped into the young people of the society, today's youth has become the mainstream of take-away consumption, we have found that their self-care ability, especially cooking skill have big shortcomings. Therefore, the purpose of our survey is to find out their views on take-away, we hope that we can indirectly cultivate their self-care ability and develop their cooking skills by solving their excessive dependence on take-away.

# | How to reach them?

We mainly focus on network publicity. In this age of developed information, the network is often more attractive than the reality. We send some information about this activity in our classes and campus groups. The campus website is also an important way. Not only the International Department, but all students on campus can understand and participate in our activities. Since the social circle of teenagers is relatively wide nowadays, we can spread it to the teenager around us, not only in schools, but also teenagers in urban society. We will also take an interview to get a closer look at the voices of today's youth.

# Identify the Key Message

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## | The Key Message

Our key message is independence. We firmly believe that independence is the foundation of life. Independence is a sign of a teenager's maturity, and it is essential for them to be self-reliant. Independence is a comprehensive quality of a person, which is reflected in many aspects such as being able to complete things by oneself and having their own ideas. This is exactly what teenagers need. It can make them more confident and well-regulated in later life, so they become more energetic and purposeful. Because this is so important, so whether it is our topic "Can culinary skills be used to change the dependence of youth on take-away" or all the surveys and activities are conducted around "independence", the purpose of all these is to enable teenagers to be independent. Not just the cooking of food literally, we want them to be the chefs of life, able to cook a wonderful and rich life on their own. After this point is clear, we can more clear direction to complete the work, the results will be more meaningful, can more practical help to our audience, because "Keeping to your original aspiration leads you to success".

## | The Tactics Behind

We mainly make inferences. Data is the most objective way to get answers. We collect a lot of data when we do the questionnaire and other activities, which can help us make correct inferences, make us more targeted to solve problems, and make correct guidance for the audience. Because we find that most of the young people, including our own relatives and friends, have not cooked their own dishes. When we ask about the usual diet, many of the young people after 00 blurted out to take out, while those older than us, who had little contact with take out in their youth, and so on, many of them have cooked in person, so we infer that Nowadays, young people rely too much on takeout and lose the ability to do it by themselves, so their ability to be independent will decline, By extrapolating from this, we know that what we should do next is know more about the eating habits of the youth around us. We want to explain the disadvantages brought by takeout and the benefits of independent cooking. We can let them learn how to cook by themselves, taste the delicious food they cook, experience the joy after their work, and let everyone know the pleasure of "do it by yourself, have plenty of food".



As a group, we realized through this activity. Teenagers are not unwilling to learn life skills such as cooking, but because they do not have a platform and an opportunity to learn, if they learn from their parents at home, it is bound to be less interesting. So to change a group of teenagers, the first thing is to capture their interest, is that they are more active and consistent in doing certain things. At the beginning of our activity, in the questionnaire survey. We found that if the content is not of interest to them, the attention will be greatly reduced. Therefore, we will focus on interest attraction in the following activities. For example, give our videos on bilibili a more interesting title.

And in between, we found more to think about. After so many teenagers have embraced our message and shared their work, we are still thinking about how we can make that impact more lasting. But what we've found is that as a result of that sharing, the conversation among the teenagers around us has slowly changed from games or celebrities to cooking tips. This is the kind of climate we expect to see, not just for a long time, but for a wider range.

And at the end of the day, we found that it wasn't just young people who were involved, but many, many adults, some of whom may have experienced it. Because our attention has always been focused on teenagers, we were surprised and delighted by this phenomenon, which shows that I can spread the word across the age group.

# Choose the Platform

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## | The Platform Chosen

Our activities will be divided into online and offline parts.

Online, we will:

Publish research articles during the epidemic so that teenagers are better aware of their dietary changes during the particular period.

Share pictures and tips on how teenagers can cook on their own by joining us get more people interested in our activities through social media.

Share our post-epidemic survey data.

Offline, we will:

Our team members make sandwiches by hand, which can solve temporary hunger in school, so that everyone can better understand the meaning and results of our activities.

Put up posters of eating habits at school

## | The Alternative Platforms

We had envisioned holding a cooking conference after the holidays, so that not only could some students show off their usual neglected excellence, but other teenagers could get interested in cooking in various ways. But because of the outbreak, we had to cancel these large gatherings. But sharing online is also a good alternative.

There is a vacant room on the ground floor of the international department of our school, where there used to be a coffee bar. But for some reason it stopped working, so we talked to the teachers and decided to reopen it, but the students are the shop assistants, and the students can make some simple and convenient food at home on the weekends and bring it to school to sell. Because we know that there are a lot of teenagers around us who have a lot of skills in this area, like making coffee and cakes.

## | The Criteria to Evaluate

After the comparison between online and offline, we come to the following conclusions:

In the current special times, online sharing and investigation will be more convenient, complete and safe. Because of their studies, most teenagers find it difficult to take the time to communicate with us seriously. Generally, a 20-question questionnaire is the largest activity they can participate in. Therefore, through social media, the most efficient way to attract their attention is to combine multiple pictures with fewer words without delaying their other time. However, this approach is the most expensive in terms of time, because we need to spend most of the time editing and making web pages after adopting various shareable content, and we need to ensure the number of viewers. For example, in the process of releasing the questionnaire, we encountered most teenagers using mobile phones. Although we noticed the questionnaire, we still had no intention to fill it out, which led to our survey of 100 people spending a lot of time.

And the biggest advantage of offline is that it can materialize our results and give the teenagers around us a greater impact. We observe that in school, students' attention is always concentrated in two places: the study and the food in the canteen. After studying for a long time, students are inevitably hungry, but they can't eat directly at home, so the healthy snacks we finish in advance at home will be a highlight. On the first floor of the international department, there is a room where food can be stored. There are several refrigerators and microwave ovens in the room, so the food prepared by students themselves can be well preserved and eaten. However, the disadvantage of this approach lies in the health and safety of food. Covid-19 is still our focus, so we require students to wear masks and gloves when making it, and ensure the safety of food materials.

## | The Rating Sheet

We first conducted a self-assessment, and we need to observe our activity execution from the following aspects:

1. Number of participants, we can ensure that there are more than 100 teenagers around us who are fully aware of our activities and interested in participating, and many teenagers who have watched our videos on many large social software programs and provided support with thumb up.
2. Activity influence, officially ended after the activity, we expect to see more people will be in their own social media published on their own cooking works and thoughts, to do so is the second transmission, which can lead to the scope of our activities influence gradually broad, of course, the most hope is after the

understanding to our activities, to their own survival skills have a basic or advanced understanding and attention.

3. Duration of the activity, because cooking skills will affect a person for a lifetime, we believe that most teenagers will have a long-term impact after mastering such a skill. However, we can't rule out that some people just do it on a whim, so we will continue to release relevant questionnaires at the later stage of the activity, but unfortunately we cannot complete the survey during the activity.

Most of the metrics will be presented digitally.

# Set the Agenda

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## | Set the Agenda

2019.12.20

All the members decided on the final topic: outselling as the cornerstone, expanding to the cooking abilities of teenagers.

2020.1.10-1.31

Together, all the members developed a master plan of action, completed the expansion of the main idea, etc., and made up for the defects found.

2020.2.15-3.15

The questionnaire survey was published, and valid data were obtained. The obtained data were analyzed, and the plan for the later part of the activity was made again.

2020.3.18-4.18

Produced and published the first WeChat article and received a lot of feedback, reading and sharing.

2020.4.19-4.25

We published our video clips on various video websites, and received many clicks and attention.

# Design the Packages

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 [Wechat Article](#)

 [QR code of our Wechat Article](#)

 [Wechat Article](#)

 [Group Meeting](#)

 [Group Meeting](#)

 [Group Meeting](#)

 [Available microwave oven and fridge](#)

 [Coffee Bar](#)

 [video](#)

# Create and Track the Impact

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## | The Execution Plan

In the first part of the questionnaire survey, we received a good response. This gives us an opportunity to properly analyze the real eating habits of contemporary adolescents, and the data from the questionnaire will be presented in a quantitative manner in the next section.

The second is the video or photos of teenagers to cook their own meal, happily, after listening to our sharing and introduction, there are dozens of teenagers like to record their hands-on cooking video and share with us, and they each have their own specialty skills, or can't wait to want to show the new cooking techniques from their elders. We received most of the responses from teenagers and produced WeChat articles and videos which were distributed and distributed everywhere.

WeChat article:

'T' means 'Teenager', 'H' means 'Health', 'I' means 'Independent' and 'S' means 'Share'. 'NJ' is the abbreviation of our school. Adhering to the goal and concept of the YIC activity group of Nanjing International department, it aims to spread the concept of healthy independence to young people based on cooking skills. In the first post, we shared with all the readers the food and process of the three distinctive teenagers.

Video:

We edited all the materials we got into a short and cheerful video, which included a brief introduction of the activity of group leader Charlie at the beginning of the video, and the rest was the kitchen work process of several teenagers. We have put videos on various video websites, including: tencent video, bilibili, iQIYI.

## | Impact Statistics

As mentioned above, we issued two different sets of questionnaires to conduct the survey.

The first was a basic survey of takeout and cooking in everyday life, and the second was a survey of people's takeout and cooking during a particular outbreak, and the

quantitative results surprised us.

We conducted a total of 104 teenagers in Jiangyin to radiate our online questionnaire in the form of a circle of friends, because in this way, the corresponding data can be obtained faster in a small city like ours.

In general, more than half (55.32 percent) of teenagers order takeaways in their daily life, mainly at lunch and tea time. In terms of cooking skills, most people are limited to simple cooking, accounting for 65.96% of the total. While 21.28 per cent do not do it at all, only 10.64 per cent can handle the daily grind of cooking. However, most people are willing to learn cooking. After analysis, we believe that the reason why many people are interested in cooking but won't is the lack of such a platform. At home, many people have other things to do while their parents are cooking, so they are not careful to learn and observe.

In another questionnaire, we calculated the situation during the outbreak. All were home for long periods of time. Then there are some more interesting statistics. During this period, only 45.61% of people ordered takeout, and all of them ordered takeout less than five times. This is much less than we expected. After investigating in various aspects, we learned the following reasons:

The parents are at home, someone is cooking. (analysis: most of the people who order takeout at ordinary times are their parents who are not at home, and they can't handle the food by themselves, so they order takeout.)

2. Fear of the safety of takeout (e.g. whether there is a virus)

3. During the period, the city required each community to be blocked, which made it extremely hard to take out takeout.

In addition, 49.59 percent of adolescents learned basic cooking with their parents during the outbreak.

Total sample number: 105 significance digit: 104

 [Chart](#)

## | **Collect Feedback**

Through social circle and daily chat

Ideas from friends and comments on the Internet

——Cooking is a basic skill for those of us who will study abroad in the future

——I used to think that I just need to be able to cook simply, until my parents were



out of the house for a while and takeout was banned

——Takeout leads to my lazy mind

——Takeout is like a double-edged sword, after I covet the convenience of the moment, it has an impact on my health

——You can't imagine how much fun it would be if you didn't try cooking for yourself

——A meal cooked by oneself tastes better

Mrs. Midlane, an English teacher in Nanjing International Department, said, "For a teenager, there are four advantages to mastering cooking skills. The first is independent, after mastering this skill, teenagers can survive better outside alone. Secondly, a healthy diet, because takeout is not always clean, food materials may appear problems, but cooking by yourself, can ensure the health of food materials and cooking process. Third, creativity. Cooking is a do-it-yourself process, during which you need to regulate the amount of seasoning, so teenagers can create their favorite dishes according to their own preferences. Finally, the tradition, the favorite dishes of the family, can be passed down, so that the dish becomes a kind of similar culture, can leave a good memory and hope in the family.

# Review and Reflections

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## | Overall Self Check

*This part is absent or not available temporarily.*

## | What Are Successful

One of the highlights of our activity is the amount of attention and enthusiasm of our participation. During the process of producing WeChat articles, we received many submissions from teenagers, and they expressed their desire to share their production process with the public. We were very excited about this and felt a pressure to live up to the expectations of these teenagers, so we carefully selected beautiful templates during the WeChat article, and selected beautiful pictures with text to show to the public. The results have been very successful, with more than 100 views on the first day alone, and a growing number of comments and thumb up. Many teenagers expressed their surprise at such an activity in the comments, and many adults also Shared articles to show their support for the activity.

The impact of getting support from the first group of people to be affected, and then carefully packaging that support and showing it to more people, is constant and growing each time. We got a lot of encouragement and support from that.

## | What to Improve

COVID - 19 epidemic brought a lot of sad things, and in some ways we also received a lot of restrictions on their activities and inconvenience, the original plans and expectations are the turning point, this is we discuss a new plan have to, but because of the influence of the blockade in cities and towns, we didn't have a chance to get together during the holidays in the full discussion. We then changed to online discussion on QQ, which led to a great reduction in the overall efficiency, because tasks that can be completed cooperatively at ordinary times now need to be completed separately. After adjusting slowly, the rhythm was set right again.

As a result, the last video was shared in a hurry. We could only give feedback such as the number of clicks in a short time, which made the activity incomplete and flawed. So what we need to correct is to adjust the pace of action in the face of things beyond the plan.

## | Summarize Learnings

As the leader of this activity, I have a new understanding of the word leadership. First of all, our YIC group acts as a leadership group to guide the youth in the right direction. As a group leader, I am deeply aware of my responsibility. During the activity, I felt for many times that the team members, including myself, would have lazy thoughts and emotions from time to time, which directly led to the stagnation of the activity process, and then I had to spend a lot of time communicating with the members, which was wrong. After many times of reflection, I think that as a team leader, to keep the team active for a long time, what is needed is encouragement from time to time. For example, after finishing an index, I should first praise all the team members, then point out the shortcomings, and finally put forward the next step to be completed. During this time, always ask if there are any problems with the team, to prevent a team member from getting stuck in one place. This is what the group leader learned.

# Team Credits

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Wang Anwei is mainly responsible for team leadership. For team members to determine the final theme, all parts of the requirements, and all the members of the organization for each meeting content and processes, in the team's lack of morale, talking to each member communication, ignited the team's confidence and determination, success, of course, also participated in all tasks of the production process, including the text edit check, action in the direction of the compass, production and release of editing video.

Xu Lanyan is a very positive member. He always responds positively and quickly to every suggestion and request he puts forward. He has a very good mentality and can quickly adjust to setbacks in the team and help other members overcome them. Her main responsibilities include: Identify the Target Audience, the composition and image integration of WeChat articles, and the publication of all contents.

Xie Jiongran is a member of high quality, who can provide us with exquisite articles every time and complete the task in a limited time quickly. His tasks include identifying the Target Audience, the Key Message and writing WeChat articles.

Pang Jingwen's thinking always jumps, which is a very important link for us, because people always have a fixed thinking, his existence, for us to find and put forward a lot of unexpected shortcomings and shortcomings, but also for us to broaden the idea, have many new ideas. He is responsible for tasks such as Identify the Topic, Choose the Platform, and perform secondary processing and inspection for tasks completed by all members.

Zhou Xiangyu's writing and thinking are the most quality in the team. He can finish the tasks he needs to do both in quality and quantity, and he can get a lot of attention for us through his social circle. His main tasks were: Identify the Topic, Choose the Platform, Identify the Key Message

# Judge Comments

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" 16 -

Very interesting metaphor, using cooking as a means for young people to be self-reliant and self-dependent. Often in education we stress the idea of learning life skills through specific training, so the impetus behind this project makes a lot of sense. While your survey certainly uncovered some very interesting statistics about the reliance and detriment of takeout food, your project probably could have benefitted from more deliberate outward facing education. The project didn't particularly show others how to cook, or provide much in the way of a public information campaign to encourage healthy lifestyles. Documenting your own journey makes for an interesting story, but it seems unlikely to have a dramatic impact on a wider range of your audience. Your video is a perfect example of this: It is upbeat and cheery, with lots of scenes to keep the viewer engaged throughout. However, there is little call to action, nor do the videos really have the level of detail to teach teenagers how to cook the meals being shown in the video. "