

Youth Impact Communication

Eliminate Prejudice Of Shanghai Middle School Students In Local Curriculum Against Chinese Students In International Curriculum

Yufan Wu, AIC Education

Yutao Pu, AIC Education

Yanqing Ma, AIC Education

RUOYUN LI, AIC Education

JIAMAN GU, AIC Education

Hongrui Yan, AIC Education

Feifan Zhao, AIC Education

Summary

For our project, we did an investigation on whether there is implicit prejudice on Chinese students outside of the traditional education curriculum from middle school students under the traditional Chinese education system or not. We distributed surveys and did online interviews with some students under the traditional Chinese education system. We received different opinions. Some students think there is a prejudice on Chinese students outside of the traditional education curriculum while some students think there is not. We brought the term "implicit prejudice" into our project. We also analyzed the surveys we got back from our volunteers. In our project, we are going to resolve some people's misunderstandings of the life of the Chinese students outside of the Chinese education system and readers will be able to know more about implicit prejudice and the consequence it will bring to our society.

[📄 The Implicit Prejudice during the Pandemic](#)

[📄 What is Implicit Prejudice?](#)

[📄 Interview video](#)

[📄 Questionnaire](#)

Identify the Topic

| Topic Description

The title of the topic indicates the ultimate objective of our team, which refers to our intensive attempt to lessen the stereotype of Shanghai middle school students in the local curriculum against Chinese students in the International curriculum. This contestable prejudice has been deeply realized especially by us, a group of Chinese students in the international curriculum, from both mentally and linguistically. Although situated in such an international city with highly developed information—Shanghai, we still find that people's understanding of students who are planned to study abroad in all aspects is completely immature during the process of getting along with our peers. It is our sincere belief that Chinese students outside the traditional curriculum are equally deserving of fair recognition and respect in the face of heavy pressure on further undergraduate study. Thus, we chose Shanghai middle school students in the local curriculum as target audiences based on the accessibility and availability of the resources, for further action implements in local middle/high school.

Our team consists of international high school students from Shanghai and Chinese students who are studying in U.S. high schools. All of them are applying for international programs, so we defined prejudice received students as Chinese students in the international curriculum.

| Why it is important

For centuries, discriminations have existed—white to black, lord to slave, and male to female. And the history has proved that all these discriminations have been eliminated or have been eliminating. Discrimination derives from ignorance, resulting in physical and mental infliction on people. Now, there comes new discrimination. In China, students can be roughly ascribed in two types: International students, who are going to study abroad, and students in civic education system who are going to attend Chinese university. Students following Chinese curriculum often considers international school students as a spendthrift, doodler, or, anyway, bad student. But this is not the case. International students suffer more in addition to mere studying. The prevalence of this discrimination creates an illusion to most Chinese parents and students that international school

are inferior to Chinese civic schools, and to study in international school is a waste of money and time. Moreover, international students are not respected by the civic students. To stop discrimination itself is a meaningful and inevitable action which has been corroborated by history. And since we are international school students, in some extent, it is our duty to dispel people's misconception towards international school and help people truly familiarize what international school is.

And here comes the concrete impact of our project.

First, eliminating the discrimination between international schools' students and Chinese civic school can enhance the study environment. Many international schools were established just beside their host high school, so students from international school and traditional school can meet each other quite often. It is urgent and essential to eliminate the discrimination. After eliminating the discrimination, everyone can realize that although the education system is different, their aim is the same, developing the student who is morally, intellectually and physical good. Each of the educational systems has its own advantages like in the Chinese civic school, your basic skills will be more solid and in the international school, you will be open-minded. We should show respect to everyone's choice. If this discrimination can't be solved properly, the deep misunderstanding and conflict will be long-lasting. There is no benefit for improving the whole educational quality and the cross fire between them will become more violent like internet bully, which will have negative impact on one's mental health. Moreover, according to the psychological theory, we know that comparing with each others can't be avoided in human nature. If this can't not be solved properly, the process will come to a deadlock. It is hard to eliminate the stereotype that has been rooted deeply in people's mind. Sometimes it will become even worse if some words infringe their weakness.

| **Project Objective**

The goal of our program is to ensure that international students are treated with the respect they deserve and are treated equally in terms of language and opinions. As the students in middle high schools are not familiar with the life and learning system of international students, they have some prejudices against international students. We hope that through this project we can eliminate prejudice, let them know more about the real-life of international students, treat the international students with respect and equality, and draw closer relationships with our peers.

Identify the Target Audience

| Who Are They?

Our target audience are the students who are studying in the Chinese educational system and we want to focus on the middle school students in Shanghai specifically. The expectation is that these students have never study abroad.

| Why Are They?

We choose all middle school students in Shanghai in the Chinese educational system to be our target audience because we want to eliminate some existing prejudice from them on international school students and overseas students. We want to give them a clear image of how is life different or similar between them and the students outside of the system. We do not want the misunderstanding and some false trend lead to some prejudice that is not good for anyone.

| What is your scope?

Our scope is middle school students (from grade 6 to grade 12) in Shanghai.

| How to reach them?

Since most middle school students in Shanghai have mobile phones and access to the Internet, we plan to contact them by posting messages on social media and popular websites.

We can receive information about the target group and identify the existence of some specific prejudice about foreign students through electronic questionnaires; online interviews, which one is more serious, the reasons for the existence of prejudice; the degree of concern of middle school students about the implicit discrimination similar to that of foreign students.

We will write the public account tweets in WeChat and send videos in Bilibili, so that the target audience can further understand the existence of discrimination among

overseas students, reduce their prejudice, and call on them to find the implicit discrimination around them.

Identify the Key Message

| The Key Message

Treat students in different curriculums equally and respect their efforts

| The Tactics Behind

Our key message implies that we should not only treat equally, and show respect to students in the international curriculum which is closely related to the project title, but also pay equal attention to students in the local curriculum to situate ourselves in a neutral position. In this way, we are able to appeal to audiences' emotions so that larger-scale recognition can be obtained.

Choose the Platform

| The Platform Chosen

The main platform that we will choose is the WeChat platform. As we all know, WeChat is the largest social networking platform in China, with around 1 billion users and more than 500 million active users per month. WeChat supports fast and free voice messages, videos, pictures and text across the network (which requires a small amount of network traffic) across communication operators and operating system platforms, as well as data sharing through streaming media content and location-based social plug-ins. Up to now, we have several plans to conduct on the WeChat.

First, we plan to set up a public account to publish some of our articles and surveys, and we will go to the circle of friends to increase our page views and expand our influence. At the same time, We will also forward some popular science videos we made on bilibili or Tik Tok(alternative platforms) to our moments because our target audiences- institutional students are only allowed to use WeChat on the telephone and banned using other social apps like microblog. So it is convenient for them to know about us through WeChat platform. Considering our small influence, we plan to cooperate with some big public platforms such as north American students(if possible and necessary) to publish some articles about us, which can expand our influence rapidly.

Second, if we want to conduct a survey about <Eliminate prejudice of Shanghai middle school students in local curriculum against Chinese students in international curriculum > and gather everyone' s view and suggestions, Wechat will be the best platform because it is not only easier for others to complete the task online, but also more convenient for us to gather and analyze the data.

| The Alternative Platforms

1 Douyin(tik-tok) This is a short video platform that we can post how international school is and explain the difficulty as a international school student. The content of the video is diverse. But since Douyin is a short video platform, if we select douyin as our platform, we have to make our video capable of attracting people in just a few seconds. In this case, we may not have enough time to expand our topics to the visitors.

2 Bilibili This is a video platform and we can upload our video dispelling misconception hold by teenagers who study in local school rather than international school. The advantage of this platform is that it is often visited by teenagers who is also our targeted people and the video has no time limitation. We can have enough time to elaborate on our topic. But, there are so many videos on bilibili, and unlike short-video, it is hard for our video to be discovered by people.

| The Criteria to Evaluate

1. Popularity: more than 1 million active users 1 more than 10 million 2 more than 50 million 3 more than 100 million 4 more than 5 million 5
2. Preparation time: acquire time to learn skills(more than 5 hours) 1 3-5 hours 2 1-3 hours 3 less than 1 hour 4 no need to learn new skills 5
3. Cost: more than 10000 cost 1 more than 5000 under 10000 cost 2 more than 1000 under 5000 3 more than 500 under 1000 4 under 500 5
4. Frequency of use once per month 1 once every week 2 3 times every week 3 almost everyday 4 everyday 5

| The Rating Sheet

Popularity all of these are major media in China. Among them, Bilibili is comparatively small while it directs to our targeted people. Douyin and Wechat, though are not direct to teenagers, also have enormous user base. So, for popularity, they are the same almost.

Preparation time: wechat requires the least time. Since WeChat allows us to upload both video and words, we can have many options. While the other are video platform, a video costs a lot of time from acting to rendering the whole video.

Cost: for WeChat, the minimum requirement is just a computer to type while video requires high computer performance for editing the video and post-rendering.

There is only one cost that we will need to consider and pay. That is, we cooperate with the large public account.

Frequency:The 500 million monthly active users are enough to justify the high frequency of WeChat usage. Moreover, our target audiences are institutional students, and WeChat is one of the few apps they can use. With that in mind, I think WeChat is by far the most appropriate platform.

Set the Agenda

| Set the Agenda

2019-11 Initiate fundamental ideas and form the team

2019-12-22 Lead a discussion to brainstorm project title for the first time and limit the scope to 'prejudices' which are not frequently discussed

2019-12-27~28 Conduct researches on 'prejudices' based on social psychology and further zoom in one topic

2019-12-30 Reach an agreement on the title and submit

2020-01-25 Lead a discussion on specific methods to organize and practice based on our title to create social impacts, resulting in through articles (posted on WeChat account) and videos (posed on Bilibili)

2020-02~04 Work on questionnaires

- Design questionnaires
- Distribute through WeChat moments and QQ
- Collect and analyze data

Work on the first article

- register a WeChat official account
- Lead several discussions to confirm the structure of the article
- Allocate tasks to every group members
- Write several drafts according to data
- Decorate and edit drafts
- Post through WeChat Official Account (1st: April.17th, 2020 | 2nd: April. 23rd, 2020)

2020-03~04 Work on video

- Discuss the composition of the intact video
- Research and collect resources
- Contact interviewees and ask them to film a 90s video
- Put all resources in order and start editing
- Add sound effects and pictures into the video
- Complete the video and upload it through Bilibili (April.22nd,2020)

2020-04-20~25 complete the rest parts of ProjectGuide

Design the Packages

Create and Track the Impact

| The Execution Plan

- 1 Design two different questionnaires, one for students in international curriculum, one for students in local curriculum, and design interview questions.
- 2 Start sending out questionnaires online and conducting interviews.
- 3 Collect questionnaires and related video materials.
- 4 Analyze the data we collected
- 5 Draw a conclusion based on data analysis
- 6 Integrate videos and post them on Bilibili, Tik Tok and other short video websites
- 7 Apply for a WeChat official account and start making public tweets based on the data and our discussion.
- 8 The team conduct several reviews and discussions on the article, and finally revised the most perfect article.
- 9 The article is classified according to the theme and published several times on the WeChat official account.
- 10 Expand influence through multiple transmissions in the 'moments'.
- 11 Summarize valid/important information from each passages into a more concentrated article and try to contact a larger platform to help repost it.
- 12 Statistics on impact data (the amount of video viewed from the reading of the article) summarize the errors based on the video or comments received from the article.
- 13 Write report based on data obtained above

 [Executive Plan](#)

| Impact Statistics

The below diagram is the first survey about 218 students in Shanghai.

This is the second followed up survey for the precious 218 students answering our survey after our video and WeChat.

Ignoring the 7 percent null result, conclusion can be drawn that our efforts do have a positive payoff. Near 25percent of previous discriminated international school vanished. And more and more people get familiar with international school. Things are improved after our efforts.

However, the number of people who are implicitly discriminating international

school does not—this is due to the people who previously explicitly discriminate international school change into the implicit. So, the overall effect is good. The increment in implicit discrimination people do indicate a positive sign. There is still long way to bring true equality and no discrimination. But, in contemporary, I would say the result is promising.

In addition, the number of our official account has surpassed the previous surveyed people—318, indicating that our efforts has spread out into a larger scale. If the number of followed up survey is increased, the result would be better off as more and more people have viewing our passage. Besides our official account passage, we also releases video on the site of “Bilibili” to further spreading our idea of equality. Due to the fierce competition on the video site, and longtime video may take, the browsing number is little bit smaller—211. But as more and more people will see this video, I believe it will keep increasing and letting more and more people know about what international school is.

 [Additional images](#)

| Collect Feedback

Due to the spread of COVID-19 disease, we can't deliver a speech to the public unfortunately. But we made a lot of online materials to enlarge our influence. We have made a survey about the <The understanding degree and attitude of Shanghai junior high school students to junior high international school students>. Before doing the questionnaire, we have consider some factors like whether to do it nationwide or just in Shanghai. At last, we decided to conduct a research just in shanghai because we want to focus on certain place to maximize our influence. Up to now, we have collected more than 200 samples and concluded that the implicit bias to the international school students is actually existed so we have to take actions.

Later, we have published several articles about implicit bias on the Wechat and we had more than 500 views in few days. What's more, we are trying to cooperate with the platform called North American students daily to popularize our ideas. Besides that, we also made short videos to introduce the implicit bias and conclude different views on the implicit bias between international student and institutional students. After finishing the video, we put it on the bilibili, one of the biggest social platform in China. In several days, we have gained more than 100 views and several useful comments.

In addition to the qualitative data, We have collected more than 30 comments from parents, international students and institutional students. Here are some of responses:

1. Prejudice is a very serious and realistic problem because a person's stereotype is

difficult to change, no matter to say invisible prejudice. For example, although some people may say don't be sexist, the idea that they have been influenced by the potential stereotype may also lead to some hidden bias in their speaking. Hopefully there will be less prejudice and everyone will be equal.- By international school student Nisa

2. The topic of implicit bias has never been well understood and noticed by the public. But implicit bias is so pervasive in our lives that it's hard to recognize negative thoughts. I myself may have had an implicit bias against international students, such as ease of study and more free time to play. But what people don't know is that these biases do a lot of damage to the target group- international school students. If we don't reveal this implicit bias, the prejudice will get much deeper and at that time, it is hard to negotiate between international students and institutional school. I don't want such poor consequence happened because I have a lot of friends from international school and I don't want to be an enemy next time when I meet them. Instead, we should treat everyone fairly and respect everyone's choice. By an institutional students Mike

3. It is really a big challenge for me to send my child to the international school because we haven't know about the international school. In most parents' minds, they think that sending child to the international school means that they don't have the ability to stay in China any longer. My child's grandpa strongly disagree that his grandchild studied in the international school. But after we entered the international school, we found that this idea was ridiculous because the students in the international school are as excellent as the institutional students. The international students have to prepare for the IB, Tofel, SAT and activities. They don't have more free time than the institutional students. By international school student's parent

Review and Reflections

| Overall Self Check

This part is absent or not available temporarily.

| What Are Successful

We chose two directions after deciding the topic, one was the text part, and the other was the video part.

We first made a questionnaire and distributed it to all the students in the Shanghai area, and we collected a total of 218 questionnaires.

On the basis of the questionnaire, we made two tweets introducing the hidden bias, and made a video by interviewing students in local curriculum and international curriculum and posted it on Bilibili.

Later, we collected feedback from some students, who all said that after reading the tweets, they had a deeper understanding of the hidden bias, and they also eliminated some prejudice against overseas students. They decide to treat everyone with fairness and respect.

| What to Improve

During this project, the electronic questionnaire asked students in either traditional courses or international courses about their perceptions of discrimination against foreign students and implicit bias. Since prejudice is a bad phenomenon, students might tend to answer that they are not biased, which leads to errors in the survey results. In my opinion, the way to improve is that after the questionnaire is made, we invite some students to fill in the questionnaire and ask them whether they think these questions are misleading or irrelevant to the topic.

Moreover, we filmed the video and posted it online in order to have a wider impact. However, we couldn't get together or invite others for interview to shoot a video because of the unexpected epidemic, so we had to communicate online which was inefficient for us, though we finally made a nice video.

Last but absolutely not the least, we were supposed to post our tweets through

'COLLEGEDAILY' in order to expand our impact. Unfortunately, we failed to keep in touch with their staff, so we may try again in the following weeks.

| Summarize Learnings

First of all, since this project is to participate in the form of a group, the most important element is the cohesion of the team, and all members should be involved in. As a team leader, this project taught me how to communicate with the team members in the most effective way to stimulate vitality and supervise efficiency.

'Procrastination' is a normal behavior that will happen to everyone. If just simply urge others, it will be counterproductive for most of the time for one's mentally resistance and inertia. On the other hand, if use a gentle attitude to make specific explanations to imply the time urgency, and couple with appropriate encouragement, I think this is the most effective communication method to get effective results. At the same time, when brainstorming, we must learn to leave time and space for others to express their ideas because the power of an individual is often not as strong as the power of a group, and the ideas of an individual are not as comprehensively considered as the ideas of a group. Moreover, a leader must assign tasks according to each person's specialty, or time may be wasted to a large extent.

Secondly, we realized that the how interesting a posted article or a video itself directly determines its attractiveness to people. Compared to theoretical texts, people prefer to read articles that are combined with simplified but effective language and humorous pictures, because these trendy and interesting elements are able to trigger readers' desire to keep reading. In addition, if we want to expand our impact as much as possible, the most fundamental way is to convince the audiences who are interested in our topic. As soon as the posts are recognized by them, they will be willing to promote for you so that the influences can be improved with the increasing population forwarded.

Thirdly, while carrying out this project, we also learned a lot of professional knowledge about "invisible prejudice" and tapped into subconscious prejudice or discrimination against certain groups of people which should be corrected in the future.

Team Credits

Yanqing Ma is responsible for initiating project title & ideas, launching monthly meetings, team communication, distributing tasks, designing questionnaires and tweets, shooting & editing the video, and follow-up promotion as the team leader.

Jiama Gu is responsible for determining the questions of the questionnaire, formating the tweets, and publishing the videos.

Ruoyun Li is responsible for analyzing the data of questionnaires and writing tweets.

Puyu Tao is mainly responsible for initiating ideas, shooting videos in <the implicit bias within the institutional students against international school students>and writing some articles such as platform and data feedback.

Hongrui Yan is responsible for initiating ideas, shooting videos in <the implicit bias within the institutional students against international school students>and writing some articles such as platform and impact statistics.

Yufan Wu is responsible for writing and editing the articles and passages.

Judge Comments

" The title of your project and its description is a bit confusing in places. You want to investigate prejudice against students at international schools or against international students? So is that prejudice coming from Chinese students at traditional schools? And is it pointed at fellow Chinese students at international schools or international students at those schools? Or is it both? Some clarity here would be helpful. Now, with that said, I see great potential in your idea, if I'm reading it correctly. Good work focusing your audience. You have good justification for why you chose the group you did. You do want to make sure you filter out those students who have studied abroad, though, if that matters to you. I'd frame the key message around the people, not the curricula. I appreciate that your tag line is succinct and straightforward. WeChat is a fine platform to use. Good justification for it. But where will you also be posting popular science videos there? Do they tie into your larger project? I'd be careful about using Tik Tok, in part because it services quick content. But that can be overcome. Mainly, though, Tik Tok skews toward entertainment programming, so if you want to use it, then you'd have to tailor your message in a specific way to reach the audience you're hoping for. Did you consider any offline materials? There can be great value in going analog, as well. You included no materials under design packages. You linked to a couple of items you created earlier in your project description. I'm assuming those are the elements you produced. A couple of the posts offer some good detail about prejudice and its psychological effects. I didn't see anything related to the questionnaire. The video had problems loading, but I gathered that you were using it to inform your audience about prejudice. I think you'd be better served cutting it in half and using experts to help explain the topic. Viewers want to see people on screen offering insights. That would mean using web technology to conduct and record interviews, of course. Your topic is involved and ambitious, and so I was hoping to see more produced materials from you that define the terms, show the problem and highlight some of the people involved. Good job tracking your survey results and tying them to observed outcomes. Your testing plan was well-conceived. Nice work getting a good response rate. Still, it would've been nice to have seen the questionnaire among the items you shared in your project. Your reflections hit the right tone. You were right to consider how respondents may view questions regarding prejudice on a questionnaire. How you frame the topic and ask the questions matter. Great observations about reading habits and how to reach an audience, particularly a young one. It sounds like you learned a great deal about communications strategies while doing this project. "

