Youth Impact Communication

Let The Voice Of Left-behind Children Be Heard: Help Left-behind Children Build Confidence By Spreading Their Literary Works

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Summary

Our project focuses on fighting for "left-behind children," a new group emerging from China's urbanization. These kids are left in remote areas, often with grandparents, while their parents go off to work in big cities to make money and support the family. They frequently lack proper care and attention, and so we hope our efforts can bring them public attention and make their voices heard.

Our project began with a field visit to Yueyang to learn more deeply about the poems of those left-behind children. We were completely amazed by their imagination. However, we also found that because they are left at home either alone or with their grandparents, who knew little about literature, their works receive little positive feedback from others, leaving them with self-doubts. As a result, we decided to help them spread their works and collect positive feedback to further stimulate their interests and confidence.

We first conducted an online questionnaire on people's perceptions of left-behind children and found that their perceptions were largely influenced by the media and that stereotype were common. As a result, we made videos of our field visit to Yueyang and posted them on online platforms like Weibo and Bilibili, hoping to show the public that the left-behind children are not "poor and miserable." Many dreams of being poets exhibit great talent and ambition. We also collected poems from the left-behind children and created a poetry collection and sold it both online (on Taobao) and offline (in our school's bookstore), hoping more people could be exposed to these poems and be amazed these children's minds and words. Both the positive feedback they receive and the proceeds raised would then be donated to the children.

Identify the Topic

Topic Description

As the process of China's modernization has accelerated, a large number of the rural labor force joined in urban construction. Many parents do not raise their children personally, which has produced this group of "left-behind children." Due to the absence of their parents for long periods, left-behind children are unable to enjoy a conventional upbringing, including the education and care of their families, and are prone to be hyperactive, anxious, introverted, and neurotic.

Artistic creation is helpful for children to express their ideas and inner voice, but the works of left-behind children are not appreciated by their loved ones, nor can they be understood and accepted by society due to the lack of communication channels. If we can help left-behind children establish channels of communication with the public, find admirers of their work, and share recognition from the outside world, their self-confidence will be strengthened and their interest in artistic creation stimulated, forming a positive cycle and promoting the healthy psychological development of left-behind children.

Why it is important

Promoting the works of left-behind children and getting positive feedback will help improve their confidence levels. The environments left-behind children find themselves in do not typically provide them with enough positive feedback. If we can establish a publicity channel for the works of left-behind children, it could help them gain public recognition for their works. On the one hand, left-behind children can gain confidence through artistic creation, which is conducive to their personal and social development. On the other hand, they will also have a stronger interest in artistic creation.

Project Objective

Our project aims to raise the public's attention to left-behind children's poems, giving these kids positive feedbacks, so that they gain confidence and interest in literary creation. We will first conduct research, focusing on the awakening of left-behind children's literary consciousness. Through survey questionnaires and interviews, this study will investigate the left-behind children in Wuxi, Jiangsu Province, and Yueyang, Hunan Province, in order to explore the impact outside attention has on children's psychology, and then propose possible methods to provide assistances needed for left-behind children.

After a theoretical analysis, the team will look for and communicate with left-behind children, collect their works of art, mainly poems, and edit them into a book, which will then be publicized online through "We Media" and offline through physical distribution. Our team will record the daily creative processes of left-behind children in the form of videos and release them. The purpose of the team is to increase the publicity of the works of left-behind children, so that the society will become more aware and children can feel affirmation and encouragement.

Identify the Target Audience

| Who Are They?

Primary and high school students in Wuxi are our target audience. We hope they are willing to learn more about the poems written by left-behind children and give them positive feedback.

| Why Are They?

We choose primary and high school students in Wuxi as our main audience because they are about the same age as those left-behind children and can understand their thoughts and ideas better. Thus, they can feel the emotions expressed in the poems and enjoy the imagery and ideas. Moreover, students tend to be more interested in poems and have more free time than adults, so they may be more willing to learn about the poems written by these left-behind children. Last but not least, since they are of similar ages with the left-behind children and may have similar dreams and life experiences, their feedback would be more valuable to and appreciated by those left-behind children, being better able to encourage them.

| What is your scope?

We mainly focus on 45 left-behind children in an after-school poetry class in Yueyang. The poetry class is run by a charitable institute, which aims at providing better poetry education for left-behind children.

| How to reach them?

First, we can reach our audience by making and uploading promotional videos about the life and poems of left-behind children to applications like Bilibili and spread the videos in our q-zone or WeChat groups. Since nowadays students frequently use phones, there is a high chance that they can watch our video and learn more about the left-behind children and their imaginative poems. Second, we

will collect the poems written by the left-behind children and design a poetry collection. We will print the poem collection out and distribute them among students on commencement day or during sports meeting, hoping to reach as many students as possible.

Identify the Key Message

The Key Message

Generally speaking, our goal can be summarized as "encouragement through promotion." As we conducted the survey, we found that people living in cities generally believe left-children from the countryside have talent in sensing and describing nature. However, people in developed areas have few chances to get to know the real works created by these children. Therefore, the team focused on spreading the poetry of left-behind children, hoping the public can accept those works.

The Tactics Behind

Our team seeks to apply both appeals to emotion and reason. All of our works, like promotional videos, poetry collections, and posters, are intended to make people sense the creative energy of these children on a subjective level. For example, some have commented under our advertising videos that they were astonished by the left-behind children's passion for study, boundless imagination, and their creative talent. We also wrote a research paper to test our ideas. Through questionnaires and interviews, we found that lack of opportunities is the biggest factor that prevents urbanites from getting in touch with the works of left-behind children. And so, we decided to engage in promotional work.

Choose the Platform

The Platform Chosen

We chose to deliver to the public by using Weibo and Bilibili (one of the largest video-streaming websites in China) by keeping uploading videos and posting blogs to attract more people and advocating more people to repost and see. These three platforms have a huge number of potential views and are quite feasible. We can easily upload and post new detailed information in dynamic ways, making it intriguing and exciting to read and watch.

The Alternative Platforms

WeChat and QQ are our alternative platforms. We post up-to-date information about our activities and make sure it circulates in our school community. These two platforms also help us get to know the reviews others leave.

The Criteria to Evaluate

Views: We will check these four platforms twice a week to find the exact number of viewers.
Popularity: We will track the number of "likes" or "thumbs ups" to figure out the popularity. We will also choose a few students and adults around us as samples to ask about their views on the project regularly.
Positive remarks ratio: We will carefully read every remark below the video or blog and make a chart to analyze the results.

The Rating Sheet

Wechat & QQ: We can deliver both video and text. The potential viewers are limited; only about 200 people can receive.
Bilibili & Weibo: Most videos will be uploaded here. These platforms are more

interesting and convenient in addition to having broader viewer groups. Thousands of people will be directly involved in and touched by our project.

Set the Agenda

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1. Present the public with the genuine life and literature talents of the left-behind children
a) video-record our field visit to Yueyang (Jan 2020)
b) interview some of the left-behind children about their life (Jan 2020)
c) make a comprehensive video about the children's life (Feb 2020)
d) upload the video to online platforms like Weibo and Bilibili (Feb 2020)
2. Give public positive feedbacks to the left-behind children
a) collect the great poems of left-behind children (Jan 2020)
b) design a poem collection (Mar 2020)
c) sell the poem colleciton both online (on Taobao) and offline (in our school's bookstore) (Apr 2020)
d) video-record the positive feedbacks of the readers (Apr 2020)
e) make a comprehensive video of the positive feedbacks and send them to the left-behind children (May 2020)

Design the Packages

📄 The research on left-behind children
📄 Sample 1 of the poem collection
📄 Sample 2 of the poem collection
📄 Sample 3 of the poem collection
📄 Cover of the poem collection
📄 Advertising video episode 1
📄 Advertising video episode 2
📄 Advertising vidoe episode 3
📄 Questionnaire survey for theoretical part

Create and Track the Impact

| The Execution Plan

The Execution Plan

Online Publicity

☐Bilibili Video Website

☐Post our group's field research video (ddl:3.15)- Angela

☐Wechat official account

☐Post and introduce our activity to the school's students&&faculty&community we are in (ddl:4.15)-Angela

☐QQ zone

☐Post our activity by using our personal network (ddl:3.15)-Rachel&Angela

☐Weibo

☐Post our daily agenda& share stories during we were getting along with the left-behind children (ddl:2.1)-Angela

Resource needed: Website account for each

Selling & Chain Impact

☐Bookstore

☐Sell the notebooks&post cards with left-behind children's poetry which we designed at our school's bookstore(ddl:4.10)-Steve

☐Plan B(due to coronavirus): automatic/unmanned selling stall

☐Taobao

☐Sell the notebooks&post cards on the biggest online shopping website in China(ddl:4.15)-Vincent

Resource needed: The products have to be printed.

The support of our school management layer to agree us to sell

Follow-Up Plan

☐Documentary

☐Keep tracking the left-behind children annually& make into documentary(no define ddl)-All four of us

Resource needed: The support of Yueyang Poetry Association

The agreement of

Time devotion interviewee

Photographic Equipment

Impact Statistics

The article we published on Weibo gets 6727 readers.
The video we published on Bilibili gets 478 watches and dozens of feedbacks.
The questionnaire we sent out on WeChat received 74 pieces of answers.
We use the school bookstore to show our project to nearly one thousand students and teachers at school.

Collect Feedback

Our interviews suggested that direct economic aid might have a limited impact. One member of the Yueyang Poetry Committee praised our project and showed great interest in it. He said that this project helps Chinese teachers like him reconsider how to interact with left-behind children in class. We also received support from three more local teachers and a well-known local musician who writes songs for children. They said that they would pay more attention to left-behind children's creations, try to give them more positive comments, and encourage them more. They as well as some grandparents of the left-behind children also reported that this project (in our field research stage) the children became much more extroverted and confident.and confident.

Review and Reflections

| Overall Self Check

This part is absent or not available temporarily.

| What Are Successful

Give the lockdown, our team's part was well done. Aiming to understand left-behind children's daily lives and their processes of creating poetic works, our team went to Yueyang, Hunan, immediately after the semester. We spent four days there, sharing our interpretation of poems and helping the teacher revise the children's work. By communicating with left-behind children face-to-face, we understood their motivation to write and their desires gained recognition. The team also recorded their creative life and poems. However, the national emergency prevented us from conducting the original plan, which was to sell poetry collections in school. To expand the influence of our activities, we began to focus on online platforms. We used photos and videos to make promotional materials and disseminate them on the platform Bilibili to spread left-behind children's literary creations. The video has received over 500 views; the team also put it on Weibo and got hundreds of "likes." The poetry collection, the most important part, was made into an electronic version and spread online. It has received dozens of pre-orders so far. Many people commented under the advertising video that they had never thought left-behind children have such talent before. One was impressed. He said he thought left-behind children were poor and uneducated, and so it was their destiny to always live in small villages. But now, his view has been totally turned around. Our team gave him the first chance to get to know more about the special group in our country. He would like to work with left-behind children and help them achieve their dreams. The team has gotten feedback from children in Yueyang that they are encouraged by the focus from wider society, and they are more confident in their work now.

| What to Improve

The study first analyzed the status of the left-behind children, their needs, and possible change to left-behind children given current social recognition. Our group conducted the study mainly through three research methods: literature survey, questionnaire survey, and interviewing. For the questionnaire survey, we should have done better. Firstly, it's troublesome to design. The logic between every question was hard to identify. The team had to revise it twice after some logical gaps were discovered according to participants' reports. Secondly, there is the question of its representativeness. We received 74 bits of feedback in total. Though there was a clear consensus, it was hard to determine its representativeness.

Summarize Learnings

This project focuses on the gap between urban and rural area and the equality of opportunities in the process of urbanization in China. For us, the "gap" and "opportunity equalization" should not be two macroscopic and abstract concepts but concrete realities. So, we selected the left-behind children to study these subjects, and focused on the creation and dissemination of their poems, looking at the wider problems in urbanization through this specific lens. Left-behind children are a special type of group appearing in the process of urbanization in China. As the size of this group expands, the need to pay more attention to them is also increasing. This research focuses on the awakening of left-behind children's literary consciousness.

Through survey questionnaires and interviews, this study investigates the left-behind children in Wuxi, Jiangsu Province, and Yueyang, Hunan Province, in order to explore the impact outside attention has on children's psychology, and then propose possible methods to provide assistances needed for left-behind children. The research results show that the current acceptance of left-behind children's literary works is generally low, but social recognition can have a positive effect on children's self-confidence and motivation. By communicating with left-behind children in the field and recording their creative life, this research project endeavors to collect children's poems, anthologize these, and disseminate them electronically and physically in cities in developed regions, so as to verify our research conclusion that social recognition can help left-behind children build self-confidence.

Team Credits

Wang Yanjun first searched "carpet-style" for left-behind children's related information resources and WeChat public accounts and publishing platforms of children's poetry creation. Eventually he got hold of the Yueyang poetry association and began contacting local leaders to arrange field visits.

Zhou Zelin and Ren Yuxuan kept reading literature, analyzing the status quo of left-behind children and the solutions to the problems, and completing the paper.

During the field visit, Ren Yuxuan, Zhou Zelin and Zhou Leqi, three artistic youth, helped the left-behind children to make poetry creation enlightenment, and Wang Yanjun got along well with the children, promoting the efficient completion of the investigation and interview. Zhou Leqi worked part-time as a photographer and runs a social media platform. Later, she completed the composition and design of the poems.

Judge Comments

" You have presented an original project idea that has a clear focus and mission, and I applaud you for that. There's tremendous potential here. But I do have some questions. Why would their work not be understood or accepted because of the lack of communication channels? Don't they have access to the same channels? And why don't the children receive enough positive feedback compared to others? And what are the numbers here? How many children are considered "left behind?" At first, I was conflicted by your target audience choice. I wondered if primary and high school students were the people you needed to reach. It seems like you'd want to target an older demographic. But you justified your choice well, and perhaps starting with younger people is a solid strategy because it could create a more informed group of leaders down the road. I'd love to see your key message be a bit more detailed, while still be succinct. You put "encouragement through promotion" in quotation marks. Build on that. Be creative. Work more information about your idea into a suitable tagline that will be easily understood and recognized. You've chosen reasonable and appropriate online platforms through which to disseminate your message. But what offline platforms did you consider. How about a gallery of the work produced by the "left-behind" children that could be displayed in schools or other public places? Think more critically about all the options at your disposal. You produced what looks like a comprehensive research paper on your topic. I couldn't read most of it, but I absolutely did not count that against you in my judging. (I also couldn't read the poem collections and questionnaire survey you included.) The videos are the perfect length. People will watch those and come away with good information and new knowledge. I think putting human faces on this issue would've helped, maybe interviews with some of these children, who can talk about their experiences. You included some useful stats about the impact of your project. But what did you expect in terms of views and feedback? And what was your response rate goal for the questionnaire. It's unclear if you achieved the reach you hoped you would. You did offer a great assessment of your questionnaire and its possible limitations. That demonstrates good self-awareness. You have an interesting, unique project idea, and you executed it pretty well. "