

# Youth Impact Communication

## Promoting Sex Education In Chinese High School: Be Safe And Correct Misconception

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# Summary

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The project aims to promote the sex education both in physiological side and mental side by correcting the misconception and long-term prejudice on sexual behavior. In the beginning, we distributed the survey to high school students and collected the data about teenager's interests on sex education and how well they know about the sex education. Then, we designed and published our test about sex knowledge on WeChat and QQ platform. By taking this test, people can get learn the knowledge about sexual organ, sexual harassment, venereal disease, etc. Later, we published articles about sexual assault on WeChat and Bilibili.com, which tightly associates with the nowadays news and our daily life. Finally, we hold an online lecture about sex education, which solved and deeply discuss the sexual harassment surrounding us, and we taught the participant how to protect themselves.

# Identify the Topic

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## | Topic Description

The project mainly focuses on promoting the sex education both in physiological side and mental side. We want to correct the misconception and long-term prejudice on sexual behavior by publishing articles, producing video, and giving lecture. In the beginning, we will distribute the survey to high school student, and then we will do the research and analysis data. At the same time, we will take advantage of media to promote our idea and influence the teenager. In the end, we will finish a report summarizing our promotion and give the suggestion.

## | Why it is important

The purpose we want to do this topic is because sex education in China, especially between adults and teenagers, is something they avoid to talk about and widely spread. As the consequence, tens of thousands of teenagers always get to know relative knowledge by devious functions which is wrong and useless.

The primary reason for doing this project is that Chinese teenager are patchy about the sex education, which results in high abortion rate, unaware of sex harassment, and infecting the venereal disease. Our project' s value is to correcting the misconception about the sex, and promoting teenager, especially for high school students, to say no to the sexual harassment. We hope this project would bring the positive influence which includes supporting the teenager who suffering from sexual assault and letting more voice about promoting sex education to be heard.

## | Project Objective

Our project aims to raise the awareness of the importance of sex education, in terms of sexual harassment, basic biological knowledge about sexual organ, and precaution for venereal disease. Moreover, we will investigate the present situation of sex education in Chinese high school and give the proper suggestions based on contemporary circumstance.

# Identify the Target Audience

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## | Who Are They?

Generally, Chinese high school students are our mainly target audience.

## | Why Are They?

The high school students ranging from 15-18 years old are in a transitional period to the adulthood. Therefore, learning professional and correct sexual knowledge would be conducive for these teenagers by providing them methods of self-protection and forming positive value about sex in advance. What's more, since that we are high school students too, we are more familiar with high school student's mind and their lifestyle.

## | What is your scope?

15-18 year-olds Chinese teenager, especially the high school students who are educated in Beijing.

## | How to reach them?

Because of the popularity of social media, we have selected WeChat as our mainly platform to reach our target audience. Firstly, we published the survey and an interesting quiz about sex on the WeChat by using the tool "Wenjuanxing". In the end of our quiz, the recommendation of our public account established on WeChat would be showed to every participant who have done the quiz. By using this method, we not only enlarged our audience base, but also gravitated their interests on sex education.

What's more, we have decided to publish the articles on our public account and upload original video on one of the most popular video websites in China—bilibili.

By taking the above-mentioned actions, reaching our target audience would be much easier.

# Identify the Key Message

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## | The Key Message

1. Ignorance on sex is not innocence but sin.
2. Only those who know nothing about sex will consider sex education is pornography

## | The Tactics Behind

We take advantage of the curiosity on sex to gravitate people' s attention. By listing several commonly misunderstanding concepts, we promote our audience to know the importance of sex-related knowledge and the reason of why we have to erase the stereotype. Moreover, we also use the reasoning method by telling the relationship between the wrong perception on sex and the discrimination on some people, especially women. The cause and effect would be clarified in our articles, which could enable our audience to know the logic and avoid to make the mistake.

# Choose the Platform

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## | The Platform Chosen

Our project has chosen the social media as our mainly platform, especially on WeChat—one of the most influential social media platform in China. Our team established a WeChat Official Account to publish our articles and videos about sex education. Our WeChat Official Account is “minority人类研究所”, which can be translated into “Weird Human Report”. On this account, the articles of sex-related knowledge, questionnaires, and other form of media would be published.

## | The Alternative Platforms

For alternative platform, our project has chosen Bilibili- one of the biggest video media in China- to present our idea which may be difficult to understand when showing knowledge only in words or graphs on our WeChat platform. In our video, we would adopt interactive features to reach more audience and gain more attention.

In the other hand, salons and lectures are our alternative platform either. Holding Salons and lecture provide us a far more interactive way to communicate with our audience. Only through face-to-face talking can people get deeper insight on sex and sex-related problems. Furthermore, we could directly receive the suggestions and different perspectives.

## | The Criteria to Evaluate

1. High popularity and large user base.
2. Allow us to show our creativity.
3. Young Chinese people often use these platforms.
4. Have freedom of speech on these platforms.

## | The Rating Sheet

The rating sheet was included in the "Rating Sheet of platform" profile.

 [Rating sheet of platform](#)



# Set the Agenda

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## | Set the Agenda

1) Feminine hygiene products

2) Sexual harassment

Phenomenon & how to protect yourself

3) Sexual orientation

Homosexuality, heterosexuality, bisexuality

4) Pregnancy, contraception, sex

5) Reproductive organs

6) sexually transmitted diseases

Types and Prevention

7) Family sex education

# Design the Packages

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 [Sex-related quiz for High School Students](#)

 [Sexual knowledge questionnaire](#)

 [Poster for online salon 1](#)

 [Poster for online salon 2](#)

# Create and Track the Impact

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## | The Execution Plan

Because of the outbreak of 2019-nCoV, we decided to adopt the plan B since the 3/01/2020

 [The execution plan A&B](#)

## | Impact Statistics

By now, 357 peoples had finished the test, and 119 peoples had finished the questionnaire.

 [the statistics of sex knowledge test](#)

 [the statistics of sex knowledge questionnaire](#)

## | Collect Feedback

After publishing the test for sex knowledge, some people left the comments on WeChat platform, and there are mainly three perspective.

1. People who discuss the correct answer and their score

A senior student from Beijing: "Why I only got 50? I think I am pretty knowledgeable about sex."

A senior international student (now study in America): "The multiple choices are so difficult. As a boy, how can I know these sanitary?"

2. People who support our program

A senior student from Tianjin: "Your program is incredible! I would share this test to my friends too! I hope I can help you to advocate this project."

3. People who ask question about the content of test

A senior international student (now study in America): "Unbelievable, I never thought that women who never have sex could get gynecological disease. Is that true?"

# Review and Reflections

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## | Overall Self Check

*This part is absent or not available temporarily.*

## | What Are Successful

The form of test successfully grativates people's attention, so more people could raise their awareness about sex education. What' s more, by taking the test, the participants could correct their perspectives on sex: some people begin to know about gynecological disease; some people begin to aware the range of sexual harassment. Our program uses a creative form to promote sex education, and this form of sex education temperately change people' s mind and correct their misconception .

## | What to Improve

During this process, our group members had encountered some inefficiencies. For example, when we were designing the questionnaires, we were not sure about which kind of questions could be the most suitable for our contemporaries at first. So we tried different ways to design those questions. Then at last we chose the questions that are nither too generous nor too intricated to present it to the targeted students.

And about the essays we posted on the media, there is concern that not many people might be able to see it. Although it's hard to attract public's attention at first, we tried different ways to make our essays more appealing and added some different features in it. Moreover, we tried to post them on different kinds of social networks and welcomed our friends to write comments about them. We all find those methods useful at last.

However, we still need to improve our connection with the social media and update the informations more currently. Furthermore, our essays should be more creative

and unique and different from other academic articles in order to attract more people.

## | Summarize Learnings

During this whole process, we learned about the present situation that most of our contemporary students know about the importance of sex education but still lack the knowledge of how to avoid risks from happening or how to look upon some topics about sex. Just like all kinds of social media, our aim is to propagate the right information to people, but we present them mainly to high school students because we think this is the best time to understand those knowledges. Our group members ourselves have also learned a lot about the topic of sex education, such as the organs of generation, some special kinds of venereal diseases and even some social problems with gender or sex.

During this time of epidemic situation, we realized more deeply about the importance of social media and propagating, we also learned that bad or false information being propagated can lead to unnecessary panics in the society. So we all insure that our information are positive-going, and we wish to lead a positive effect to the society.

# Team Credits

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Yifei Zhang, Huanyu Chen and Jiaying Liu are responsible for setting agendas and platforms

Yuqing Liu and Linghan Qiao are responsible for focus on target audience

Guanqi Wang and Fanting Xu are responsible for writing key messages

Guanqi Wang also made two bills in order to make propaganda.

All of the members made a small website to regularly send and introduce informations relating to our project. We also together designed several questionnaires to investigate people about whether they know anything about sex educations and physiological hygiene.

# Judge Comments

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" Great topic idea. And you' re pursuing it for all the right reasons. Excellent job narrowing your audience to Chinese high school students. Keep your audience focused will allow you to better prepare your messaging. I think your first key message is great. That' s an important point to clarify and delineate. Your second message may be a bit too abrasive. Keep people interested in your topic and your message, don' t alienate them. I' m not sure about how your account name translates. It' s interesting, to be sure, and I' m certain translations aren' t always clean. But that probably doesn' t matter, considering your audience. Solid mix of online and offline platforms. It' s good that you didn' t get sucked into only online outlets as a way of conveying your message. I would' ve liked to see more explanation about your offline materials and what information was included in them. You showcased the quizzes you composed, which are well-conceived. What a great idea to create a quiz. That makes the project interactive, and it gives you some knowledge with which to tailor your messaging. I think the pre-questionnaire is solid. Based on those responses, you can figure out what to cover. The questions you asked on the larger quiz are solid, but leave room for open-ended queries, as well. Those can often give you more fruitful information. I thought I' d see more under your design packages heading, though. You mentioned a video and WeChat materials, but I didn' t see any of that. I' m not sure what you produced and what you showcased to your audience. Good work getting more than 100 people to respond to your questionnaire and more than 300 to finish the test. Good work pivoting after the pandemic hit. The feedback responses are interesting. But what were you hoping to achieve before the project? And did you get the results you desired? You didn' t have an overall self check for me to view. But great reflection about the questionnaire. You raised excellent points, and it' s great that you were thinking about how to write the questions. Your project had and has great potential. I wish you had included links to more of the materials you produced. You have some really great ideas about how to present this message.

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