# Youth Impact Communication

# The Alternative Journey To Social Justice: The Map Design Project Of Qibao Ancient Town In Shanghai

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# Summary

"You see, in the commercial district, the building was modeled after the old architecture to visitors. The residential areas...are old and lack of basic infrastructure." Interview from a local lived near the QiBao Old Street, Shanghai.
In these years, Shanghai has experienced a great change in terms of the urban landscape, and, as a result of the economic development, reconstructing the existed area is one of the methods to alleviates the land resource in deficiency. However, the decrease in the living condition and live quality of the local residents during the process of regeneration sometimes was ignored, and the significance of this phenomenon, therefore, needs to be placed under the term of social justice.
A typical case in the point is the QiBao Old Street in Minghang, Shanghai, which is one of the most successful "Old Street" in the city, due to the closest location to the city center. In September 2000, the Qibao government, for the sake of developing tourism replacing the original primary and secondary industry in the region, started the reconstruction project of QiBao Old Street and completed the first stage in 2001. With the development of sightseeing and tourism in the following years, the target audience of the local services also shifted from the residents to the tourist, and the change in target leads to the change of functions, which eventually caused the decay of their living conditions and life quality.
In order to convey the Key Message "A comprehensive understanding of Urban redevelopment", we chose to use a guidebook to help more people understand the old city regeneration in Qibao area and its various impacts on the lives of the indigenous people. In the guidebook, the brief history of the Qibao Old Street and the interview against locals would be covered. Furthermore, in the guidebook, a map with the marks of the local residential area, the commercial area and the scenic spots would be attached, demonstrating the distribution of them in a visual way. Originally, our plan was to distribute the guidebook freely in the Qibao Old Street, however, due to the outbreak of the Covid-19 pandemic, we are not allowed to go to public spaces and physical contact with our audiences. Therefore, we came up with the solution: change our platform online, for instance, WeChat. We uploaded the electronic version of the guidebook and shared it with the public with a survey collecting the data for analyzing the impact of our product.

# Identify the Topic

## Topic Description

Along with China's reforms to open its economy, cities in southeast coast of china such as Shanghai have a great change in terms of the urban landscape. As Zongyi Huang (2004) said, Shanghai reformed using the model of "global city" development to boost the capital movement. In this development, new immigrants such as professionals received preferential treatment in urban space, but on the other hand, the living condition and space of the local residents have been ignored. Obviously, there are conflicts between them. Although the issue above should be criticized, there were special development and compensation for demolition in china, thus citizens are not able to realize the social justice of development problem. Cuifang Zhang and Jingqi Xie (2008) points out, along with the promotion of reconstruction of the city, since people in demolition are able to extricate the backwardness and have a new living space with higher living condition, therefore are not usually oppose to the reconstruction of the city.

## Why it is important

This topic has two important aspects. First, the reconstruction is relating to social justice. If citizens want to live in an impartial society, the awareness of social justice is very important. Our topic is aiming to strengthen people's awareness of the old city reconstruction and its social justice issues. Second, according to the data from the national bureau of statistics in 2017, there are about 30 percent of the country's people now live in cities. If the general public does not have certain cognitive or even critical thinking ability for the problems that may arise from old city reconstruction (for example, the old city reconstruction ignores the daily needs of ordinary people while serving a certain class of people), then many people may be affected unconsciously. This topic emphasizes the impact of reconstruction on local people positively and negatively. On one hand, we evaluate the problem triggered by reconstruction. On the other hand, we discuss the positive impact that old city reconstruction bring to locals. Through the topic of old city reconstruction, we raise people's awareness of social justice, and they can judge social event independently.

# Project Objective

For the tourists who come to visit Qibao Old Street, on account of being the service objects of Qibao Ancient Town for the reconstruction, they may not have an unambiguous critical consciousness of this development process. Instead, they focus more on valuing the tourism and consumer services provided here. In other words, tourists cannot realize that the customer behaviors they are engaging in Qibao Old Street, are based on the impacts of urban redevelopment on certain groups' (most the local residents) daily life. In this regard, this project believes this social phenomenon can be solved through specific action plans. For instance, providing tour maps that present the urban redevelopments of the Qibao area for tourists to enhance the perception of impacts has led to more people being aware of the problems that urban (re) development may bring.

# Identify the Target Audience

## | Who Are They?

Our Target audience is tourists in Qibao town. They come from all places in China, even foreign countries, mainly from the Yangtze River Delta. As the research indicates, most visitors consider themselves more of a consumer of local delicacies or souvenirs than someone interested in local culture and history, which they have much concern about the impacts of the regeneration on the town. Most of the visitors have no understanding of the change of local resident's life under the regeneration of the town. In order to solve that problem, we are playing the role to tell the tourist about how the residents live in nowadays and before, and how is the impact of the industry of tourism. To find out how visitors perceive town and the ignored part, we decided to send a survey to the tourists, also interview and collect old people that previously lived there. And supervise them at the site with the question to have an accurate survey. We will find the interviewee walking through the town or buying vegetables.

## | Why Are They?

Regeneration plays an essential role in current human society. However, under the unique Chinese relocation compensation system, people know little about the dark or negative impacts. Qibao town is one of the examples of old city regeneration, the old residents are facing problems, including inconvenience. Nevertheless, visitors now don't actually understand it, they even don't notice those negative effects. To improve the current situation, visitors and tourists are good audiences to arouse their perception of spatial transformation in historic urban sites. Although, they are only a small group of people, but we think visitors have the right to gain a comprehensive perception of the regeneration of the place they visited and uphold justice.

## | What is your scope?

Our target audience can be narrowed to any visitors who visit Qibao town, but willing to know more about it, instead of the foods. The actual product will be conveyed in both Chinese and English, which they have to understand Chinese or English. Also only if people are interested in the real side of city regeneration can be our clients. Therefore they will use the product——map to find out stories in Qibao Town.

# How to reach them?

Analyze the habits and behaviors of our target audience so we can understand how they receive, consume and accept information, which relates to their media channel, physical routes and ways of recognition. Since our target audience is tourists, they are aimed to have fun here. Tourists may not be serious or pay attention to the survey, so we are going to supervise them with the survey in paper copy, and select the reliable or usable ones to gain an accurate result. We don't use social media, because we can't ensure the accuracy. And survey is able to find out the opinion of the majority. We will find the interviewee walking through the town which there are a lot at the weekend and festivals.

# Identify the Key Message

## The Key Message

"A comprehensive understanding of Urban redevelopment"

## The Tactics Behind

After investigation and research, the purpose of the vast majority of tourists who come here is not to understand the history of Qibao, but to treat it as a scenic spot and pay more attention to the taste of food. Therefore, we have made the historical changes of Qibao into a travel guidebook. When guiding tourists to visit the attractions, we will take them to understand the urban changes of Qibao and its impact on the lives of the indigenous people.

# Choose the Platform

## | The Platform Chosen

We chose to use a guidebook to help more people understand the old city regeneration in Qibao area and its various impacts on the lives of the indigenous people. We introduced the historical changes of Qibao area in the guidebook, and also briefly introduced the transformation of the old city to help tourists gain more insight about the transformation of the old city experienced in Qibao area. We interviewed some residents living in Qibao on the transformation of the old city and asked their views on the transformation of the old city and whether it has affected their lives. Furthermore, we have drawn a map of the Qibao area, which indicates the division of the Qibao area after the old city transformation. The locations of the residents interviewed are also marked in the map so that visitors can understand the old city transformation more clearly Different impacts on different citizens. This guidebook will be placed at the visitor center of Qibao Scenic Spot and the entrance of the scenic spot. These two places have a large number of people and are the only way for tourists to visit Qibao. They will pay more attention to this guidebook.

## | The Alternative Platforms

We also considered orchestrating our ideas into electronic manuscripts and writing tweets to various social media platforms, such as the WeChat public account. However, considering that many details on the ground cannot be represented by graphics alone, and even if many people see this tweet, they will not know about Qibao specifically if they are not familiar with or heard about Qibao Urban change. We have also considered collecting photos before the renovation of Qibao Old Street and taking the pictures after the reconstruction at the same place for comparison and appreciation, making a promotional video, and publishing it on the platform network. However, there are very few previous photos of the Qibao area that can be found, and it is difficult to find enough photos. And if it's just a comparison of past and present through photos, it's hard to tell and reflect the impact of the old city transformation on the lives of residents. It can only show the change of the old city's appearance to the city, but it can't reflect the residents' attitude towards the old city transformation. Overall, rewriting the interview's

processes and contents is a more efficient means. Therefore, we considered editing a blog with our researches and interview of Qibao Old Street. In the Blog, we will explain our purpose and write down our "field trip" in detail, furthermore, the answers of interviewees will turn into words for showing comprehensive aspects of Qibao to the crowds. To be more convincing, we will attach the voice records of the interview and the pictures we take during field trips.

# The Criteria to Evaluate

During the platform choosing process, the popularity of the platform, the potential cost after choosing the platform, relatedness to the topic, the time cost, the sustainability of the platform and the safety of the platform, are the criteria to evaluate. The popularity of the platform will be measured by the number of page view, number of Like and number of forwarders.

# The Rating Sheet

📄 the rating sheet

# Set the Agenda

## Set the Agenda

📄 set the agenda

# Design the Packages

📄 package

# Create and Track the Impact

## | The Execution Plan

According to our plan, solving the problem and collecting information are two necessary steps before we could start designing the map, and all of our teammates would contribute to this step, finishing it before January 1, 2020. The guide map is designed to remind people of the spatial transformation process of the old city transformation, and before January 10, Nan Fei needs to finish designing the map. After completing the guide map, we will distribute them at the entrance of the scenic area to tourists for free, so that they can have more knowledge of the town and pay attention to the issue of urban transformation. Xu Hehuan and Zhang Zichuan cooperated to complete this section, and the deadline is January 25. In order to understand how this map works, we will investigate the user experience (UX) of tourists, and further understand the changes in the perception of the public about the transformation of the old city. Based on the intention to let more people know more about the transformation of the old city, we will also provide an electronic version of the map on the Internet, hoping that more people will get access to relevant information and pay attention to the inevitable development problems in the process of urban development. Yang Chuqin is responsible for these steps and she needs to finish it before February 15.

## | Impact Statistics

In the original plan, we had hoped to visit the Qibao Old street to test the user experience, but the implementation was postponed due to the impact of the COVID-19 epidemic. That said, we tried to capture the public's view of our guidebook through online surveys. In this online survey, our main purpose is to find out users' comments on our designed navigation map through questionnaires. During the days of 2020/04/13-22, we surveyed 135 users. Preliminary findings are as follows. According to the survey we gathered, 81.6% of people claim that they have been too old streets before, but only 24.5% have been to Qibao old street before.

From the survey, we find out that the quaint atmosphere of the old street is the most attractive thing for travelers. However, based on our research, most travelers

do not gain any new information after they visited Qibao old street, people are just buying goods and eating foods there. The reconstruction of an old street is not only for commercial usage, but it is also crucial for people to understand the history and culture value of the street. According to the survey, 93.9% of the audience declared they know more about Qibao old street after reading our guide.

From those people who learn more about Qibao old street, 35.3% of people believe they learn more about the history of Qibao old street. We provided a vast amount of information about its history and reconstruction, and it makes such an impact on the public. Furthermore, 30.6% of people considered they gain more knowledge about the procession of urban development in Qibao street. Meanwhile, we provide different cases of a resident who witnessed the reconstruction and development of Qibao old street, and those cases are matching with the information provided on the map. About 27.1% percent of audiences suggest they have learned about different sceneries and regional planning about the old street. We have callout the function of different areas in Qibao old street, some areas are using specifically for food, some only serve for clothes. This map has provided people a clearer into where should they go, and what can they play in the old street. Overall, this travel guide has made a great impact on the audience and they enjoy reading this guide and make their life easier when traveling to Qibao old street.

After all, we will continue this project for other several months after the submitting, due to our enthusiasm on this topic, and we will carry on the original Execution Plan, which is distributing the issues in the Old Street directly giving to our target audience when the pandemic situation gets better.

# Collect Feedback

Due to the COVID-19 pandemic, we can't reach a face to face interview in Qibao old street. However, we provided an alternative of online survey which collects quantitative data. The solution to this section is that we also collect qualitative feedback by online survey. According to the survey, we received the comment that our guide is useful to guide them in Qibao old street. Moreover, audience take this guide as a way of learning the history and as well as the culture of Qibao old. We are proud of ourselves that it makes others life easier in traveling to Qibao old street.

# Review and Reflections

## Overall Self Check

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## What Are Successful

During the process of making the product and writing report, everyone in the team has greatly put their effort. We have learned to cooperate with each other with a clear division of work, and we practice our social skills to work with others. The most successful part of our project is the product, which is the guide brochure. The words are precise, the layout is organized and the illustrations are also great. From my point of view, we reach the goal we set in the beginning, but because of the coronavirus, we haven't tested the impact yet so I am not able to tell how successful is the impact. Again, sorry for the inconvenience of the COVID-19.

## What to Improve

In terms of data collection, we didn't gather sufficient cases to support our statement. In the course of our investigation, we found seven cases of local residents and we apply three of them into our travel guide. We originally assumed to have more cases, because it's better to have more cases and compare the data with each other. However, we should be more considerate in planning exactly how many cases and interviews we want. Moreover, as we mentioned, we can't test our impact through a physical interviews with tourists due to the COVID-19 pandemic. Even we find an alternative to conducting an online survey, but its effectiveness is not good as face to face interviews.

Another inefficiency is the quality of the online survey, according to the survey, only around 25% people have been to Qibao old street before. The purpose of this survey is to test the impact on tourists in Qibao old street, but not all of the audience been to Qibao old street so they can't provide us much feedbacks.

# Summarize Learnings

From the project, we learned how to create an effective solution for a specific problem, which is a valuable experience that can be utilized in the future. We also learned to reflect on ourselves regularly and make improvements since we made mistakes. This is a group project, we cooperate with each other, and we practice our communication skills and social skills during the project. Additionally, we develop critical thinking skills while evaluating the feasibility of solutions to the problem. We can also apply this into real-life situations, for example, we have three options to go to the field trip to QIBAO old street: subway, taxi, high-speed train. We evaluate the strength and limitations of each option and conclude the subway to be the most economical plan. Lastly, the most valuable thing we have learned in this project is not the knowledge but the thinking process and the way we deal with problems.

# Team Credits

Our group divided the work to each member to achieve high efficiency.
Zhang Zichuan:
In the investigation part, Zhang Zichuan was in charge of recording different kinds of stores located in different places of the town. He was also responsible to all the data analyze, he leads other team members to explore the problems occurred on local resident that caused by the regeneration of the town, and also the evaluation of our survey to test our result.
Yang Chuqin:
Yang Chuqin was in charge of the interviews and stories from local residents, about how their lives changed due to the regeneration of the town, such these results are shown on the map. Moreover, Jenifer was responsible for spreading the digital map on the internet and collecting data for the survey of the evaluation results.
Xu Hehuan:
Xu Hehuan was responsible for the interviews of an original resident who already forced to move out because their home is demolished, which contribute a lot to the final map. In addition, Xu Hehuan was in charge of designing the survey for the evaluation of our map.
Nan Fei:
Nan Fei is responsible for creating the first survey for tourists that shows the lack of realization of social justice. Furthermore, he was in charge of organizing all the collected data and design the map, which made the product.

Our group divided the work to each member to achieve high efficiency. First, in the investigation part, Zhang Zichuan was in charge of recording different kinds of stores located in different places of the town. To have a brief idea of the problems, we developed the survey together and separately had surveys on the tourist. Yang Chuqin and Xu Hehuan were responsible for the interviews and stories from an original local resident, people live beside about how their lives changed due to the regeneration of the town. After that, Nan Fei was responsible to organize all the collected data and design the map. Jenifer Yang and Xu Hehuan is in chat

# Judge Comments

" Would have really loved to see the guidebook uploaded here to be able to give feedback on design, applicability, etc. As far as plans go, yours was very, very good. The targets and messaging all seemed on point considering the topic you were addressing, and it was great to see how you didn't let the pandemic completely halt all of your progress. While COVID-19 might be unprecedented, it's still always important in communications to have backup plans should circumstances dictate a new strategy. Both your measurements and your reflection seem to do a great job of quantifying the impact of this project, even if as you mention the virtual questionnaire lacks the same level of authenticity as in-person interviews. "