

# **Youth Impact Communication**

## **The Status Quo And Future Of Teenagers With Autism.**

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# Summary

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The theme of our project is to care for autistic youth. We have set up a youth public welfare organization dedicated to popularizing autism knowledge and helping people with autism build a better future. Through this activity, our group members published nearly twenty articles on the official account, produced three videos, successfully popularized knowledge about autism, and enabled more people to understand this group and understand how to care for this group.

Furthermore, we also understood the importance of teamwork. In offline activities (for example, we organized autistic children to teach young people to do manual work and knead plasticine in mutual aid center), we had a clear division of labor, some members were responsible for teaching, some were responsible for photography, some were responsible for talking with autistic young people, and just because of our harmonious teamwork, this time of work It has been carried out with high efficiency and achieved satisfactory success again and again. It is the so-called high flame for people to pick up materials. Only by working together can the activities be carried out better.

We also organized a variety of events and activities to help autistic children in our community. In total, we planned and executed six offline activities to help the children. To help young people with autism better integrate into society, we launched the "Coffee Star" project. During the activity, autisms learned the skills of coffee making. When we taught them to make coffee, we saw them become more and more talkative. Our relationship with autistic youth has become more intimate. We even became friends. Since then, we have been in contact with them. We make a video call with them during the outbreak, seeing them help with housework at home, doing exercise, and reading books, these changes made us feel gratified about them and feel more confident to change people's impression about autism. We've thrown a benefit show to raise money for them. We've hosted two charity bazaar and used the raised money to buy supplies when Coronavirus hit Wuhan. We've given them classes on how to control emotions. We also had online video chatting when we were all in quarantine.

As for publicity, we've created a WeChat official account, a Weibo account, a website, a bilibili account, and a Tencent video account all named Autism Guardian to arouse people's attention on this vulnerable group. On these platforms, we posted our articles and three videos we made about autistic teenagers including a documentary, a Hand-painted animation video, and a small introduction video.

Because we realize that more people in society do not understand this group. We made this experience a documentary. In the documentary, the audience can see the current situation and difficulties faced by this group and may think about how to help them. Luckily, many people started subscribing to us and we were even reported on China Charity News letting more people notice this group under the dark.

To sum up, this activity is very meaningful for us. Our group has understood the difficulty and hardship of their lives through personal communication and contact with autistic children, and also has a deeper understanding of the sensitive groups in society. In this activity, we have done our best to bring joy to these autistic children. At the same time, we have published many articles, Let more people pay attention to and care for the autism group. After the activity, we will still actively support the public welfare activities related to autism, make some small acts of kindness for them, and bring them warmth and love.

The attachment is the summary of each member.

 [Summary](#)

# Identify the Topic

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## | Topic Description

We want to describe the anecdote one of our group members experienced as a breakthrough point for the project description, it is the first time she encountered an autistic teenager. The autistic teenager had been to America for treatment and study, and he recovered magically from his symptoms when he was seventeen. Inspecting into this case, we found out that his recovery was due to his friends' accompany, the warmth provided by the society, and his parents' open-mindedness. In America, people treated autistic teenager as ordinary people and provide him care and warmth secretly, which made us realize how essential the social environment is for autistic teenagers' mental growth. Unfortunately, in China, autistic children seldom receive equal treatment from society, let alone the care and warmth handed to them. Thus, our group members gathered together and launched a union called Autism Guardian, aiming at getting in touch with the autism group and provide them with care and warmth. We organized different sub-projects for reaching different positive impacts on the autism group. The "coffee star" project provides autistic teenagers a chance to integrate into society. In a café, they can learn some basic techniques of coffee making as well as coffee etiquette, and they can communicate with consumers in the café, who are invited to this coffee shop to talk with autistic children patiently. the specially designed teaching program is also on the process, rendering basic life skills to them. Besides these continuities of teaching, a charity fundraising event and a salon performance will be held as well to maintain the financial aid towards the autism group. We will also launch a Wechat official account, posting our project records and articles popularising pieces of knowledge about autism. Moreover, we will film and edit videos of this whole project then post videos on our website to expand a profound impact on the whole society. Touched by the stories and interviews in our videos, citizens will sure to step into the array with us, moving forward together to make Chinese society warmer towards the autism group.

## | Why it is important

Autism has been a highly debated issue in society for a long time. The perspective towards this group of people varies from person to person. We believe that autistic

teenagers should be treated fairly like the other normal children. They should have the same opportunity to go to school, play with their friends, and be respected by others. But in most cases in China, they are being isolated from their living environment and they are unable to tackle the situation on their own. Owing to parents' narrow mindedness and fear, they may not accompany their autistic children to step out of their home and integrate into society; Owing to classmates' unawareness of the autism characteristic, they may consider autistic children as freaks and hoax autism group. Thus, the importance of our project is that we could help autistic teenagers to integrate into the society, bringing the warmth and care from the outside world, at the same time, informing the whole society to treat autism group nicer. Our project will record how we get in touch with autistic children and therefore let the public know more about the autistic group. Many people now have an inaccurate impression of how the autistic will be like. Our program can solve this problem by illustrating our real experience with them and by writing articles associated with autistic children. The autistic children, they can't describe their feelings and what they are thinking successfully. So they really need others to understand them, and our job can help more people start to understand and realize what the autistic children are undertaking. Our program can help more autistic children to adjust their environment and help more people to know about them.

## **| Project Objective**

Our primary goal is to help autistic teenagers integrate into this society. Our objectives are progressive, upgrading gradually under the execution of different sub-programs. During the first phase, our goal is to let autistic teenagers develop an intimate relationship with themselves and the world around them, understanding their own emotions and the meaning of their surroundings. So they will step forward to further understand the necessity of integrating into this society. The next objective is to raise enough funds to run the Coffee Star project, so as to raise money for donation. Then, our objective is make autistic teenager to be competent to make a living in the society with some practical skills, such as skills related to work and communication. We also aim to render the kindness to the largest extent so as to build up an intimate connection with them, so they will no longer feel isolated and become more optimistic about their life. For long-term goals, along with helping the autistic to blend in their environment, we also want to raise the public awareness towards the autism group by publishing articles and videos focusing on this particular group of people.

# Identify the Target Audience

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## | Who Are They?

Identity: citizenship

Local people in Wuhan

People working or studying in Wuhan born in other cities

Foreigners working/studying in Wuhan

Other autistic teenagers' groups

Identity: age

Teenagers (15-17)

Adults already have working experience and stable income (26-50)

Identity: career

We mainly attempt to spread our influence on students and their parents. However, by promoting our events using diverse methods, we will also try our best to expand our impact to other autistic groups in Wuhan.

identity: characteristics

People who use the internet as a way to obtain information and have available time or money.

People who have responsibility and patience.

Workers having a relatively relaxed schedule.

Students who are not under heavy work-load.

Autistic teenagers' cartakers.

## | Why Are They?

Since all of our group members are high school students, we decide to start promoting our events between schoolmates and their parents.

Students are the group of people who concerns social issue like autistic most since people explore the world and break their regular mode of thinking frequently.

Moreover, students constitute an "organization" in which members convey information to each other rapidly and have an influence on others' behaviors. So, we anticipate a relatively great impact on students and therefore parents.

Furthermore, students are teenagers too. They have the most common topics with autistic teenagers. Students will have sympathy for these peers who miss the chance of creating beautiful memories with their family and friend. Students know how

valuable the chance is, so they are more willing to help this kind of people.

As students, parents will also be sympathetic. Once a person has a kid, he/she would understand the difficulty of being a parent and understand the love of a parent. Autistics have their parents, who wish their kids would have a bright future and a healthy life. All these hopes may be destroyed at the time they know their children have autism. But they insist to make their kids healthier, even it is hard. Same as a parent, nobody would just watch their effort. If a person can help those suffering but through parents, he/she would give a hand to them.

By reporting our achievement online, we target to attract people using the internet around the country who have the ability and economic foundation to help these autistic sufferers. Helping autistics is a time-consuming thing that also needs perseverance, so our ideal target audiences are those students who have excess time and energy or adults who have unoccupied time and stable source of income. We do not include elders in our target audience because they are not capable of doing demanding tasks for a long time. Likewise, people who are still worrying about their basic lives are excluded since it is more important for them to consider their survival.

Our choice of audiences emphasizes their capabilities, not quantity. An excessive number of volunteers may lead to inefficiency and possess negative effects on autistics. The most significant factor we take into account is the quality of our potential volunteers. For this reason, we give up a variety of potential audiences, focusing on the audience will contribute to the issue we concern.

## | What is your scope?

The main scope of our team is at Wuhan. There are 13 areas in Wuhan, but basically, we have selected only 8 areas with the highest personal traffic, namely, Jiangnan District, Jiangnan District, Qingshan District, Qiaokou District, Wuchang District, Hanyang District, Jiangxia District, Hongshan District.

We are going to have a division of these dimensions

Identity:

1.Career

2.Age

1.Career

The main groups this activity faces in the career division are students and people working in autistic nursing homes. Because we will hold a bazaar and publicity

lecture for autistic patients in school, students may be more likely to pay attention to autistic patients and try to take care of them. This activity is mainly for WHBC students and MAPLE LEAF students. First of all, we know a lot of students in these two schools. Let them help us to promote things about autism patients. For us, It is also more convenient and simple to call them to participate in the event.

Parents: We can call on the classmates around us to spread the knowledge of autism to parents. Now everyone basically lives with their families, and each classmate and parent spend more time together, so it will be more convenient for the classmates to advertise to the parents.

## 2.Age

Adolescents: Initially, our team is a youth organization. We will know many peers, such as junior high school and high school classmates. They are usually our QQ or WeChat friends, so when we publicize in the QQ space or WeChat public account, they will also see this information, so they pay more attention to the activities of autistic patients and our team.

Middle-aged people: We can start with relatives around us, and our parents, uncles, aunts, and relatives are usually middle-aged people. So for us, our activities can also affect them. We will publicize our activities to parents and loved ones, the purpose of our team, and the status of autistic patients. Similarly, we will ask parents to promote these to their colleagues, so we can affect more middle-aged people.

Overall, we are still teenagers, and our influence is not great. So we can only start with the people around us, and then let the people around us influence more people. At the same time, we are constantly working to try to reach people across the country through social media. I believe that one day, people from the whole country and the world will pay more attention to this group of autistic patients.

## | How to reach them?

Currently, people usually get information and knowledge in rapid ways such as websites, WeChat platform, posters, and newspapers. So we list three main ways that our topic can be disseminated in Wuhan. Moreover, Students usually prefer to watch videos and articles on Weibo, so by publishing promotional videos and homemade videos on Weibo, they can attract their attention. Parents and teachers prefer to see the WeChat public account, so we will spend some of our activity records and autism science articles on the public account so that they will understand the group of autistic patients.

According to the preferences of different groups, we upload different things on



different social media. Similarly, during the epidemic, students and parents will be relatively boring, so we have also launched online activities so that they can also help autistic patients to do something meaningful while they rest.

**Posters:** We will use posters to propoganda our activities at school, such as putting posters in the corridor and hallway, anyone passing by can see our poster, some of them may read the content of the poster and have a general idea about autistic patients, so we may have a certain impact among all the students. At the same time, we have posted these posters online, so that more people will see these posters and follow our public account, which can help those people have a better understanding of the autism group.

**Transmitting information on the internet:** Our team built a Wechat platform for disseminating our topic, from time to time we will publish articles about caring for autistic patients, this enables many people to have chances to know our topic. Moreover, we took a documentary about autistic patients and post it online so that everyone can be able to get in touch with our topic. We used video and photos to record every activity of caring for autistic patients. At the same time, we also painted our views on autism patients by hand. After we finished producing videos, we post them to the Weibo(a popular social software in China, we often called it as the Twitter in China) and Wechat platform, it attracted many people pay attention to autistic patients.

**Offline Activity:** Offline activities include bazaars, lectures, and charity shows, those activities enable people to participate in caring for autistic people and have a better understanding of how to take care of them. We promoted offline activities in the school and also popularized autism-related knowledge to everyone, so we attracted many students from our school to participate and become volunteers. At the same time, many enthusiastic people saw our charity show and started to pay attention to our public account, contributing to the public welfare activities for caring for patients with autism.

**Online activities:** Because of coronavirus, We cannot go out and hold events to help these autistic people. So we decided to hold an online activity, we attracted a lot of students to participate in this online event through publicity on social platforms. We can not only add fun to autistic patients' lives but also know their difficulties and help them better through video chat. During the chat, we shared with the autistic patients what happened in our lives, and the reports of the coronavirus made it clear to the autistic patients that no matter when they are, their health and good mood are the most important. Meanwhile, we have popularized the use of social software for people with autism, such as QQ and Wechat and we hope that these autistic patients can also keep up with the development of the times and the advancement of technology.

# Identify the Key Message

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## | The Key Message

Join us and care about autistic teenagers, so that one day these stars glow bright.

## | The Tactics Behind

We are using appealing to pathos or emotion. We made an analogy comparing autistic teenagers to stars. We try to evoke a sense of hope and create an image of autism so that when they see our logo, they will see the stars in their head. This leaves a deeper impression in the audience's mind and increases the chances for them to join us and follow our account. The star analogy is used throughout our whole project, from the name and content of documentary and animation videos to the WeChat account's name, hoping to leave people stronger impressions.

# Choose the Platform

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## | The Platform Chosen

We choose to promote the care for teenagers of stars (autistic children) in Wuhan via both online and offline platforms. We focus on both online and offline publicity, and each complements the other, so that we can yield the most profound influence.

For online promotion:

Set up a public WeChat account to publicize the care for star teenagers: post updates with our offline charity work, articles about autism and the videos we have made.

Make an introduction video about our group and objectives.

Make an hand-painted animated video about what is autism and autistic children's lives.

Make a documentary focused on an interview with a mother of an autistic child and the future of grown-up autistic people. This short documentary will be

Write articles to inform the public about autism.

Establish a Weibo account to increase our influence and also publicize articles synchronously.

Create our official website.

For offline promotion:

Charity performance by and for star teenagers to raise money for their care.

Charity sales.

Training at a local cafe and teach autistic teenagers about coffee-brewing.

Work as volunteers to help those star teenagers by understanding and accepting them and their behavior. Giving them lessons.

Interview star teenagers and people who work with them individually to receive first-hand information about Autism.

Talk to friends and family in daily lives to raise their awareness.

## | The Alternative Platforms

Youtube Channel.

Youtube is an internationally recognized video sharing website with significant

influence. At first, we thought of uploading our videos on Youtube but then realized that it may be quite hard for many people in China to watch Youtube videos because of government restrictions.

Also, we don't own the copyright of the background music we used. This may cause some unwanted legal issues. It is better to consider the legal factors when uploading videos.

QQ account

We have also thought of establishing a QQ account.

However, QQ, though with similar functions as the WeChat official account, do not offer as big as a user group. Since nowadays it is mainly students who use QQ, but WeChat often targets more diversified age groups, like our parents and even grandparents. We hope that more people and not just our peers could see the articles we wrote. Therefore, we chose to post articles on WeChat and share them on QQ too. This is a means that provided us with both more audience and more convenience.

## | The Criteria to Evaluate

### 1. Popularity

Specifically by looking up the number of users on the internet, and ask the people around us whether they know or use that platform.

We could also look up the company's market value and its stock price to determine its influence in the industry.

If a platform holds many users and its market share is high, it is likely that it is a popular platform.

### 2. Accessibility

It is important that the target audience could get access to the platform. Some websites or social media apps are not easy to use or get access to.

To assess this, we could look up professional opinion (like those of app designers) on apps like Zhihu or other websites to see if those apps are user-friendly and accessible.

We could also talk to our friends and ask them if they think this app is easy to use and to get access to.

For offline events, when choosing the type of event we are holding and its location we ought to consider the accessibility too. These may include whether to sell tickets and

The accessibility to us is also important. We need to have access to the uploading of contents. For example, some platforms do not allow users to upload their own videos.

### 3. Match (Main user group and the business focus)

Different apps may have different purposes.

Tik Tok, for example, may be unsuitable because its main aim is to provide entertainment for people. As our topic is a serious charity topic, the users of Tik Tok may not be very interested in it.

Some apps are specifically designed for a group of people. For example, it would be unsuitable for us to upload the documentary to a cartoon-watching platform.

If we want to hold offline events, we should also choose the location carefully. For example, a bar would not be a good place to publicize.

### 4. Costs

To post things online, we may have to spend money and get the VIP id to upload longer videos.

To hold offline events it would also be costly to rent the place to hold the events. Since we are only students, we should always consider the affordability.

## | The Rating Sheet

We have rated the different platforms using the criterion listed:

1. Popularity
2. Accessibility
3. Match (with our project goals)
4. Costs

We have quantified the results and gave a mark out of 20.

Any platform with a score of or lower 15 would not be used.

In this case, YouTube is not chosen because of its score.

More information is available in the attachment.

 [Rating Sheet](#)

# Set the Agenda

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## | Set the Agenda

September 2019

Team up and think of our topic; planned out our term generally.

October 2019

1. Assigning general tasks for all team members: decide who will be on the documentary crew, who will be in charge of Wechat articles, who will plan the events
2. Offline event: charity performance, profits go to autistic people

November 2019

Set up our own website and Wechat official account for future propagation.

December 2019

1. Plan major events in the near future;
2. Design survey to be done by the general public on their knowledge of autistic people, both online questionnaires and offline interview questions.
3. Offline event: charity bazaar of Christmas cards, profits go to autistic people
4. Offline event: offer autistic youths a chance to experience a career as a barista at a café, includes professional training on workplace etiquette and coffee-brewing skills

January 2020

1. Carry out survey: online (share links on the Internet) and offline (random selection of passersby on streets)
2. Write retrospective articles on our previous events, and post on Wechat official account and website

February

1. Articles to inform more people about autistic people, intending to clear up their misunderstandings about this disease
2. Buy medical supplies including ethanol for the Autism Centre and send our best regards to the teens with autism.
3. Shoot the documentary

## March

1. Wrapping up and uploading the finished documentary
2. Continue with Wechat Articles, adding in other platforms (including but not limited to QQ , Weibo, and media.) Propagating our whole project to the general public.

## April

1. Finalize our report and manage our social media account.
2. Posting the documentary on social media

# Design the Packages

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- [Poster English version-image-WHBC](#)
- [Poster Chinese version-image-WHBC](#)
- [Logo-image-WHBC](#)
- [Website of autism guardian-WHBC](#)
- [Hand-painted video WHBC](#)
- [Hand-painted poster WHBC](#)
- [Hand-painted poster WHBC](#)
- [Weibo account -WHBC](#)
- [Hand-painted poster WHBC](#)
- [Hand-painted video WHBC](#)
- [Autism science | Want you to know a group of people](#)
- [Autism Science | If you have autism around you](#)
- [Activity log | Coffee stars](#)
- [Activity log | Charity fundraising](#)
- [Activity log | Welfare donation](#)
- [Activity log | Autism in Class](#)
- [Documentary Trailer](#)
- [What else can this hot American drama "the Good Doctor" bring us?](#)
- [Autism + "genius" = lack of attention](#)
- [Online Activity Log | Passing warmth with video calls during quarantine](#)
- [Nth Room | Association about autism](#)
- [Hand-painted poster WHBC](#)
- [We boarded the China Public Welfare News, thanks for your support!](#)
- [Autism Youth Documentary | salute to the stars](#)
- [Documentary Trailer](#)
- [Autism Youth Documentary | salute to the stars](#)
- [Documentary Trailer](#)
- [Activity Record](#)
- [Reported by News](#)
- [Activity Retrospect](#)
- [Activity Retrospect](#)
- [Activity Retrospect](#)
- [Activity Retrospect](#)
- [Activity Retrospect](#)
- [Autism Youth Documentary | salute to the stars](#)
- [Activity Retrospect](#)



# Create and Track the Impact

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## | The Execution Plan

- [📄 Overall Execution Plan](#)
- [📄 Plan of Benefit showcase](#)
- [📄 Lessons for autistic teenagers execution plan](#)
- [📄 Lessons for autistic teenagers powerpoint](#)
- [📄 Coffee Star Project-Execution Plan](#)

## | Impact Statistics

Weibo: 2033 followers

Wechat account: Nearly 1000 subscribers. Each articles have varied watches from 90 to 2537 and 15 forwards. We have 13 articles which adds up to a number of 11702 views. Thumbs up: 125

Website: 100 views

Qzone: total likes are 120. More than 1000 viewers.

Bilibili: 718 views. 52 thumbs ups. 12 retweets. 54 coins. 21 collects. 20 comments.

## | Collect Feedback

These are basically comments from social media:

Audience 1: "It is a heart-warming video and I want to see more."

Audience 2: "It is really amazing what you are doing. The world needs more people like you."

Audience 3 (in tears): "The charity performance evokes a lot of emotions. I never knew there are children on the world experiencing this."

Audience 4: "I hope the world can give these children more warmth."

Audience 5: "You are incredible."

From parents:

"It means so much for us knowing that someone in the world cares."

# Review and Reflections

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## | Overall Self Check

*This part is absent or not available temporarily.*

## | What Are Successful

We have successfully held several activities, including 1. Offline classes for autistic youth, teaching them to draw, make sculptures, etc. 2. In the coffee shop, we will show autistic youth the process of making coffee, and let them make coffee by hand, to transfer various knowledge to them 3. Many chat activities were held online to communicate with autistic youth in real-time, understand their status and problems, and solve their problems. In these activities, we have successfully pulled in the distance with the autistic youth, not only bringing them joy but also teaching them many aspects of knowledge. Our group will gradually bring warmth and joy to these autistic youth through various interesting activities, to achieve the goal of our project. At the same time, we will record the process of every activity, upload it to the network, let more people see it so that this special group can get more attention from society.

## | What to Improve

We should expand our targeted groups to a larger extent. For Autism Guardian, we only focus on teenagers who are between 13-19, for we think this age group is particularly in need of some vocational pieces of training. However, autistic children that are much younger also need some guidance and help. Mental development at an early age is of great importance to further orientate autistic children's lives. We should have designed different courses with varying degrees to teach these 2 groups separately. Moreover, for vocational training part, we should also invite more autistic children, teach them simple steps, like coffee bean selection, coffee utensil identification. Fortunately, this reflection gives us guidelines on what should we do later, and we will probably improve our teaching courses and invite more autistic children to join us.

# | Summarize Learnings

Over the past few months, all the team member has tried their best to fulfill their own responsibilities, everyone is working hard to speak for autism. We have contacted other students to hold charity performances together. Donations were collected to continue to serve young people with autism. When the coronavirus broke out in Wuhan. We quickly used the donations to buy protective equipment such as alcohol and masks for them.

Before we contacted young people with autism, we had many misunderstandings about them. But after contact, I realized that they were actually very friendly but very helpless in society. We realized the situation of this group is ignored by society. Autism should be known to more people. After that, we opened WeChat public account, Weibo, Bilibili, and other network platforms to try to speak for them. Authored several articles and produced meme videos to let people know the autistic group and how to help them. Some readers are surprised after reading it. Because they do n' t know that there is actually a large number of autistic group exist in society. Many people said that they want to join our volunteer action. Also, our followers are increasing gradually, we feel the support and encouragement of people.

In this activity, each member realized this group for the first time. Also, we gained a special friendship. After hard work, we saw the changes we brought to them. Seeing the change in people's attitude towards this group. After this experience, we are more determined to continue on this path of helping the autistic group and fight for a better life for them.

We have gained tremendously during this whole project. we feel like we are capable of carrying responsibilities in this society. We found out the loophole first, realising that the members in the society are showing indifference or even misunderstanding to the autism group. We then started out on planning. During this phase, we bounced ideas off each other and learned to be both a speaker and a listener. After that, in the preparation phase, we developed our communication skills, since we need to negotiate with the café manager to rent the working space and to propagandise our plan to autistic teenagers. Moreover, in the execution phase, we have improved the team cooperation ability. In the project, we need to write the activity report, edited the video, and carry out many activities offline, and all the heavy loads are completed through the division of work and cooperation within our team members, which let us cherish the importance of cooperation. After the accomplishment of several activities, we have increased our sense of social responsibility as well. In the activity, we not only carefully searched the relevant information on the Internet, but also develop an intimate relationship with autistic teenagers in person. In the process of helping them, we have a more thoughtful understanding of this particular group and we feel that it is our responsibility to render warmth and care to them so as to raise the social awareness towards them.

# Team Credits

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PanYiWen: Team leader. Responsible for organizing the entire project by delegating and keeping team members on track. She has a close relationship with the organization such as autistic groups and media. She has organized multiple events like charity sales, special courses and benefit performance. She interviewed and wrote articles about the local autistic organization. She is the producer of the documentary.

CaoJiaYu: The organizing group. Organizer of the coffee event and online education. She is the producer/narrator of the freehand sketching video. She wrote one article on the social media.

LiXinRan: The organizing group. Organizer of a benefit sales and purchased supplies for the teenagers using the charity money. She wrote an article for the social media.

TangXiaoSong: Documentary group. Photographer of the documentary. He wrote one article on the social media.

ZhouYiFan: Documentary group. Put on subtitle for documentary and greeting video. She wrote one article for the social media.

ZhouZiMo: Documentary group. Wrote one article. Help volunteering.

DengJinXin: Social Media Group. Responsible for posting written articles on Weibo. She wrote an article. She also produced a greeting video.

XuTianYi: Social Media Group. Responsible for Wechat Official Account Autism Guardian and wrote two articles.

ZhangYiFan: Social Media Group. Responsible for website. Founder of website. Volunteer of multiple events.

ChenJiaYi: Social Media Group. Responsible for Qzone. Creator of posters and wrote two articles.

# Judge Comments

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" Initially, I was troubled a bit by how you found this topic because of how you described why someone with autism began to demonstrate signs of improvement. Most autistic people do not, and we shouldn't generalize one person's response to a wider group. It gives false hope to others. But I loved that it sparked your great idea about awareness and tolerance of autism and autistic people. Still, don't set up the narrative as autistic vs. normal. And don't call people with autism "autistics" or refer to them as "freaks," even if you're using that term to describe how others may view them. You don't want to undermine your topic by using hurtful language. What is the right audience for your project? What you're trying to do may require an audience with greater societal impact. You're leaning on a community of people like you and near you. Avoid that convenience. Also, you repeated content in the "why are they" and "what is your scope" sections. Good job pivoting online because of the coronavirus, and you selected the right channels based on the audience you chose. How are you measuring the effectiveness of your messages? That's still not clear. The star metaphor and consistent branding is a good idea. The platforms you chose are well-conceived and well-considered. They're the right channels, and you implemented a good mix of online and offline materials. Did you really leave enough time to produce a documentary? It should take a few months to get that right. Also, your use of social media should be consistent and should launch early in the calendar. Otherwise, really solid timeline that's well thought out. The documentary is your centerpiece. There's good information in there, but be mindful that people won't want to watch a single person talk for too long. You want to work in footage that plays while that person talks. Also, the audio needs work. The music is heard more easily than the person talking. Remember to get microphones close to your sources. The illustration video is great. You have a wide variety of materials that are all nicely composed and well done. Do consider your poster design. Don't overdo it with text, and make sure all images work in tandem. The reflective pieces are a nice touch and demonstrate great introspection. The statistics and tracking numbers look solid. They appear to be good. But what were you hoping to achieve? What were the projections? It's hard to know whether what you accomplished was successful without proper context. I appreciated your section on what to improve. It demonstrated good awareness of what worked and what could be done better or implemented in the future. It's clear the project changed you and that it could change others. But it's tough to know the broader societal impact, if you don't target your audience more specifically. "

