



Unheard voices – the unsung heroes of Singapore

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Executive Summary

Engaging the 5 senses to commemorate unsung heroes and inspire all Singaporeans to be a national hero in their own way

Showcasing iconic moments of Singapore that celebrates us...

With a core theme of iconic moments that celebrates the past, present and future, our team wanted to take the exhibits a step further. We were able to do so by analysing the social themes surrounding our nation via primary and secondary research, and taking a targeted approach on the societal challenges we were facing.

Tackles 2 key challenges our research revealed...

Firstly, Singaporeans, specifically young adults, seem to only be aware of a few key events; usually the ones that are commonly reiterated on documentaries, textbooks or tv shows. However, other key moments and characters who played a critical part in our society are not commonly known.

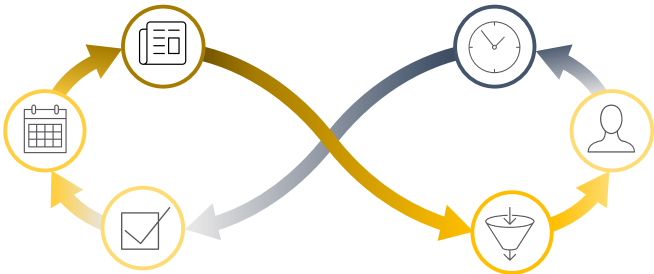
Secondly, a survey done seems to reveal that majority of Singaporeans, whilst motivated to achieve their personal goals, do not seem to believe that their contributions will be significant to our nation. Additionally, some subscribe to the belief that only those with a privileged background, or those who work in a certain field, such as politics, are able to make significant contributions.

Focusing on the theme of unsung heroes

Because we believe that as a small nation, every contribution counts. Every unsung hero's contributions are worth celebrating and everyone is a hero in their own way.

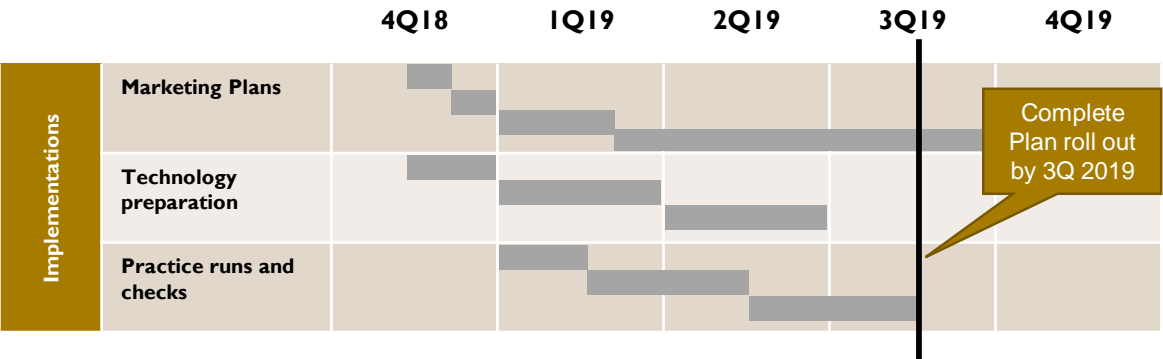
Hence, to raise awareness surrounding these problems, we propose...

Introducing unsung heroes, instilling gratitude, and inspiring Singaporeans



Via 5 key exhibits and 1 installation that engages all the senses and utilizes cutting edge technology such as Augmented reality and Virtual reality to showcase our unsung heroes.

The 5 exhibits will showcase iconic moments such as the founding of Singapore, the Japanese Occupation, the Migration movement, Racial Riots and SARS through the perspective of our unsung heroes



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Situational Analysis

Utilizing primary and secondary research methods, helped to ascertain our problem statement's significance and tested water for our proposed experiential showcase



Secondary Research

- Established information sources
- Newspaper
 - Scholar articles



Primary Research

- With our target group: Millennials
- Survey (67 students)
 - Focus group interviews (5 students)



Issue 1

Singaporeans in general only know of a few key figures in the development of Singapore; according to secondary research, certain events in Singapore's history are remembered by less than one-fifth of Singaporeans.

Most of Singapore's success can be attributed to Lee Kuan Yew's astute planning and leadership skills. However, there were many unsung heroes who played major roles in ensuring Singapore's stability, safety and growth.

Issue 2

Singaporeans are not feeling empowered to make change; our primary research findings through survey showed that only 10% of correspondents believe the ability to make change in Singapore is not only available to a select few?

Singaporeans nowadays feel that they are just a small insignificant part of the system. They feel that their voices and actions do not matter, that they are just cogs in the wheel.

Exhibit Concept

Millennials are not frequent visitors for museums/educational tours except school-organised fieldtrips. One of the key reasons for lack of interest in museum tours is that they generally feel the traditional museum showcases are less engaging. They pointed out that museums such as Art and Science Museum in Singapore offers a more interactive and immersive museum experience.

Secondary Research and Survey results

Our research highlighted the issues of a unawareness of our history, alongside with a lack of empowerment amongst young adults in Singapore

Secondary Research

Institute of Policy Studies Survey Findings (1500 participants)

- Historical milestones that are included in textbooks, like the landing of Sir Stamford Raffles in 1819 and Lee Kuan Yew’s emotional speech after Singapore’s separation from Malaysia, has left an impression in people’s minds.
- However, an institute of Policy Studies (IPS) survey from August to October 2014 has found that certain events in Singapore’s history are remembered by less than one-fifth of Singaporeans.
- **For example, only 37% of the survey respondents are aware of the Maria Hertogh racial riots in December 1950.**

CNA Class Divide Study Findings

- While the study was focused on exploring the growing social divide in Singapore, it also revealed that many young Singaporeans feel that their contributions are limited by their background.
- Many of them do not feel empowered: they feel that their voices and actions do not matter, that they are just cogs in the wheel.

Primary Research: Survey

Target Group

- Millennials are chosen as our target group for the exhibits because majority of them will not have experienced Singapore’s historical events and we would like to test their current knowledge of Singaporean unsung heroes. We also chose this age segment as most of the Singaporeans who indicated that they felt helpless in the CNA class divide are young Singaporeans (<35 years old).

Our survey results (67 participants)

- A survey is conducted among a group of millennials (aged 35 years old and below). The objective is to check the findings from our secondary research and uncover additional insights.
- From our survey results (Figure 1) reinforced the finding that young Singaporeans are unaware of the unsung heroes of Singapore. While most people know about the more reputable figures such as Yusok Ishak, they are unaware of the many unsung heroes whose sacrifices helped built Singapore into the country she is today.
- Figure 2 and Figure 3 also shows that young Singaporeans view their contributions as insignificant and that their ability to make changes is limited by their background.

Do you think that your background limits your ability to contribute to Singapore?

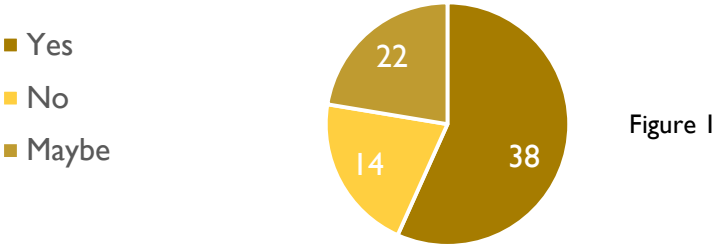


Figure 1

Do you think that the ability to make change in Singapore is only available to a select few?

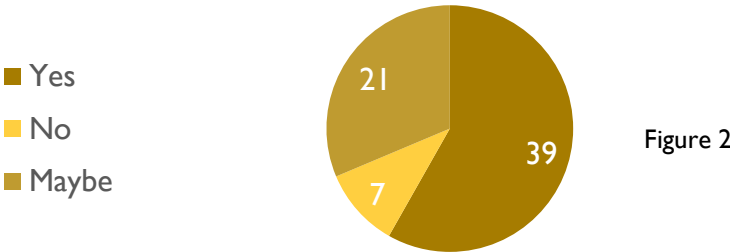


Figure 2

Number of people who are aware of

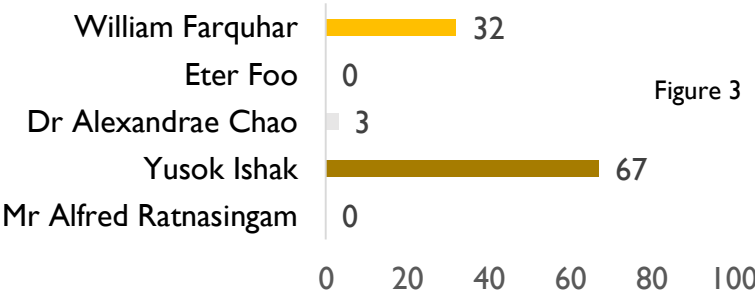


Figure 3

Focus Group

Insights from focus group on our key findings and proposed exhibit concepts

Primary Research: Focus Group



The focus group studies was conducted with 5 students from NTU, aiming to understand about their receptiveness to our exhibit concepts as well as their desired events.

The studies was in the format of interview where we started telling them the five stories and iconic moments we have picked for the five exhibits, followed by questions that invoke discusses between the participants on the stories and activities.

Some of the questions that we asked during the studies include:

1. Do you agree these are some of the iconic moments for Singapore?
2. What do you like and dislike about most of the exhibitions in the museums today?
3. What would you look out for in such a national event?
4. Could you share with us the most memorable exhibition/educational tour you have so far, in Singapore or overseas?
5. How do you think you can contribute to the development of Singapore?

Views on the issues discovered:

The focus group discussion offered us more insights to the issues we have discovered. Many of them show faith in their ability to succeed in life but less thought was put in how they could contribute to Singapore's growth.

Views on the iconic moments:

As the focus group is student, they have shown good knowledge about Singapore's history from the school lessons. They agree that all moments chosen are memorable but more curious on the reason why we chose the five moments out of many other choices. All of them, however, expressed strong interests in the theme of stories of unsung heroes as almost all of them have never heard of the stories.

Views on the exhibit concept:

We found out that the Millennials do not go to museums more than twice a year. Many of them agreed that experiential showcase, however, would be something they are willing to try out. They have also expressed great interests in Virtual Reality and Augmented Reality technologies as they are "even willing to queue for it". However, some of them pointed out that a variety of formats can be used

Targets

An exhibit that not only commemorates the unsung heroes of Singapore, but inspires Singaporeans to help our nation in their own way

Objective Statement

Tackles the identified two issues

1. Lack of awareness and appreciation for unsung heroes in Singapore
2. Lack of confidence and belief that their actions can make a difference

The theme of “Unsung Hero”...

With scarce natural resources, the only asset Singapore has is their people and thus we would like to highlight the contribution made by different groups along the journey of Singapore’s development. In this way, we also hope to inspire the young generation to recognise their own significance to Singapore.



Lee Kuan Yew, Founding Father of Singapore, once remarked that
“Singapore’s only available natural resource is its people.”

...has multiple benefits

1. In line with the main theme of “From Singapore to Singaporeans”
2. Meaningful to commemorate the Singapore history from alternative perspectives (by discover stories of unsung heroes). These are also stories that should not be forgotten
3. Interesting content given stories of unsung heroes are not well-known → expect to draw a lot of attention
4. Inspirational as the young generation can be inspired by stories of unsung heroes to recognise the significant role they can play in making Singapore better in future

Desired Outcome

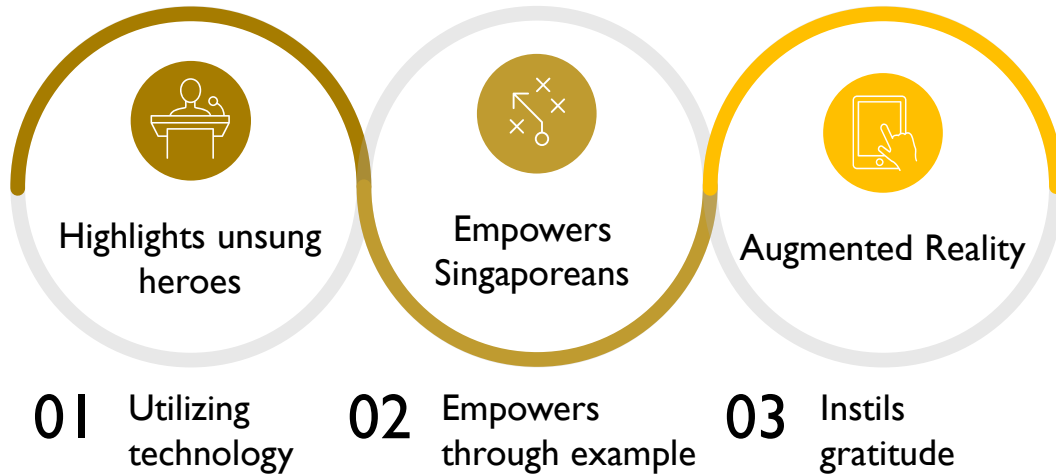
Aim to meet the targets (using the same survey post event):

1. Raise the awareness of our iconic moments among Millennials from 20% to 60%
2. Increase confidence and sense of belonging among Millennials from 10% to 50%

Unique Selling Proposition

The appreciation of the contributions our unsung heroes have made will instil confidence in our viewers.

Unique Selling Proposition

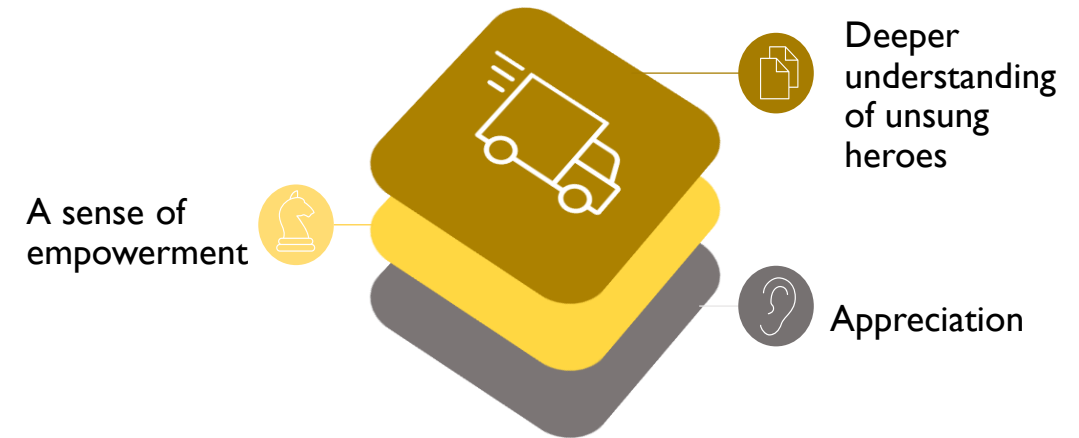


Most exhibits in Singapore generally focus upon the key figures that helped bring us to where we are today. Whilst a few do commemorate some of the lesser known individuals (e.g. Samsui women statues in CBD), they do not celebrate their contributions nor do they allow viewers to see the effort needed to do what they did. Our exhibits provides Singaporeans a fresh perspective with alternative views.

By shedding light unto the contributions our unsung heroes have made, and really highlighting to our viewers that they too are ordinary Singaporeans, this would be able to address our problem statement of Singaporeans underappreciating unsung heroes/lesser known founding fathers and shows our viewers that they too can make a change in our society.

By bringing in the use of Technology such as augmented reality + virtual reality, and analog means (such as food, and smell) we would be focusing on helping our viewers engage all 5 of their senses to allow them to get their perspective.

Key Success Factors






Viewers should leave the exhibits with 3 key takeaways:

- A deeper understanding of the hard work our forefathers have put into laying the foundations of growth in Singapore
- A sense of empowerment when they leave, that they too can make a change
- A proper appreciation of the contributions of those who played a supporting role in helping Singapore made

Via our USPs, we are able to achieve these 3 goals via a targeted approach. By highlighting the sacrifices made from our unsung heroes, we give Singaporeans an alternative view on them and a deeper understanding of their actions. Via real life examples of everyday Singaporeans making significant contributions, we can inspire our viewers regardless of their backgrounds. Finally, the use of Augmented reality and other props to engage all the senses helps our viewers appreciate into the shoes of our unsung heroes.

Action Plan - Summary

Engaging the 5 senses using cutting edge technology, to introduce, instil and inspire our viewers

GOAL	KEY ISSUES	RECOMMENDATIONS	IMPACT
To increase awareness of unsung heroes, commemorate their contributions and inspire Singaporeans	Singaporeans in general only know of a few key figures in the development of Singapore	<div><div>Introduce</div><div>Exhibits that introduce new unsung heroes to the public</div><div></div></div>	<div><div>Introduce</div><div>Showing Singaporeans an alternative view on our growth</div></div>
		<div><div>Instil</div><div>Engaging the 5 senses to commemorate the sacrifices made</div><div></div></div>	<div><div>Instil</div><div>Commemorating the sacrifices our unsung heroes have made for Singapore</div></div>
	Singaporeans are not feeling empowered to make change	<div><div>Inspire</div><div>Empowering Singaporeans through their actions to show impact</div><div></div></div>	<div><div>Inspire</div><div>Empowering Singaporeans to make change, no matter their background</div></div>

Action Plan - Analysis

Doing so will help our viewers remember our event for a longer term – research proves that engaging more senses aids in retention

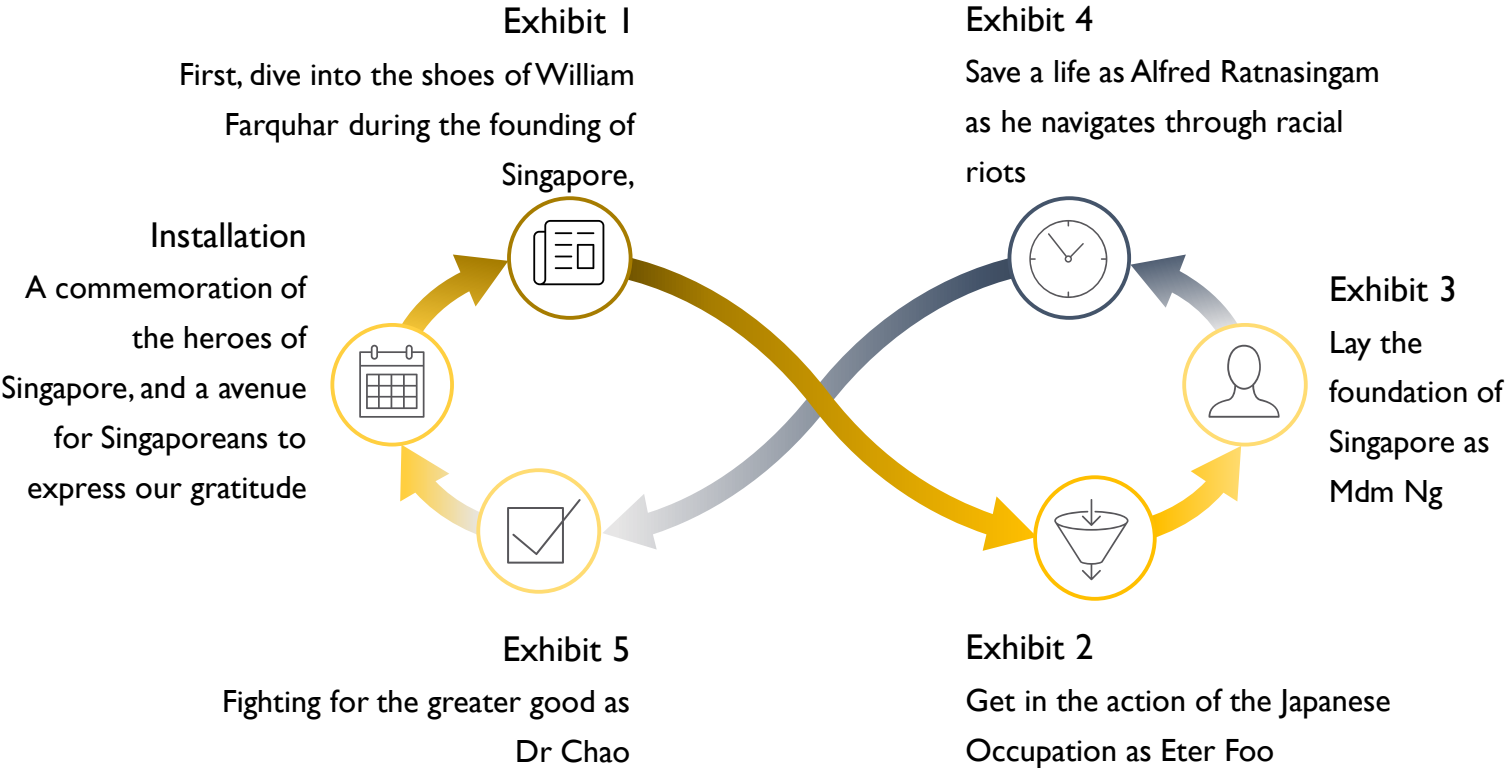


The flow of events

The events flow in chronological order, in accordance to their time of occurrence. The constant exhibition of courage and sacrifice our unsung heroes have shown across time highlights that every moment counts.

Big or small, every contribution has been critical to our identity.

However, user are free to jump in to any exhibit that they enjoy should they prefer to immerse in a select few.



The use of AR

To best attract and engage our audience, we would be utilizing augmented reality (AR) technology which lies within the cutting edge. The event would have a core app which users can download for free, and gives them the access to the augmented reality used on our installation and exhibits.

In addition, free rental of AR goggles would be provided so users can truly immerse themselves in our exhibits.



Exhibit I: Founding

Showcasing the hard work and effort placed by an unsung hero during the founding of Singapore

ICONIC MOMENT

The founding of modern Singapore often highlights Stamford Raffles, but our unsung hero, William Farquhar played an imperative part in the early days of Singapore.

UNSUNG HERO

William Farquhar - employee of the East India Company, and the first British resident and commandment of colonial Singapore.



Goal of this Exhibit:

Most Singaporeans are aware that the founder of Singapore is Sir Stamford Raffles, but many people are unaware of the significant contributions that William Farquhar has made to Singapore. Therefore, for this exhibit, we would like to showcase, and celebrate the contributions that William Farquhar has made, which were highly imperative.



Scene 1

When the participants enter the room, they will be presented a specific problem. The audience will be wearing augmented reality (AR) goggles to view the entire experience. This utilization of the AR goggles would allow us to give the participants a more real-life experience. One example would be a cholera epidemic caused by rat infestation. The participants would literally see rats running around the floor. This would really put them in the middle of the action to enhance their learning experience.



Scene 2

Participants will then search for clues containing snippets of information or hints of what William Farquhar did back then in the form of physical objects scattered across the floor in the form of AR objects. For example, The clues include hiding pesticides with the word kill on it. Each time they kill a rat, the rat will turn into US\$8. This means that for every rat killed people will earn US\$8. The more clues they collect, the more the participants will be able to make better decisions to solve the problem. If participants make the wrong decisions, they will be given additional subproblems, thus delaying their escape room timing.



Scene 3

Participants will only be able to move to the next problem after they are able to solve the current problem. After solving all 3 problems, they will be able to escape from the room. The 3 problems are: Cholera epidemic caused by rat infestation, lack of housing to accommodate fast expanding population and slow economic growth. The top 3 participants that complete the game each day will be awarded a Merlion souvenir.

Exhibit 2: Resistance

Experience the courage showed by Singaporeans during the Japanese Occupation

ICONIC MOMENT

UNSUNG HERO

This highlights the experience of an average Singaporean during the Japanese Occupation; the overwhelming obstacles put in place which Singaporeans still faced with courage for the betterment of their nation.

This exhibit aims to let participants experience the Japanese occupation from the eyes of Mr Eter Foo, who was part of the Resistance forces.



Be placed in the middle of the action of the Japanese Occupation with your senses engaged

Goal of this Exhibit:

In the face of adversity, anyone can stand up for what they believe or for Singapore, even if they were just an average Singaporean. Eter Foo's story is aimed to inspire Singaporeans and remind us of the courage he and his fellow mates in the resistance force showed despite the overwhelming odds presented.

Scene 1

Viewers gather into a room, with a radio playing in the background. The radio would then play out an audio clip of the time announcing that the British forces have surrendered and would no longer be fighting against the Japanese forces. An actor in the room would stand up, and announce that they need to take the resistance and protection of Singaporeans into their own hands.

Scene 2

Viewers then move into a separate room, where the use of AR will show the resistance forces clashing against the Japanese arm forces. Smoke will fill the room, and viewers can utilize some of the installation guns to shoot down vehicles. Scene ends with Japanese forces overwhelming the resistance.

Scene 3

Viewers will given a Morse code puzzle that they need to decrypt with instructions given. This mimics the time when Mr Eter Foo became a anti-Japanese spy and had to deal with messages all the time. It takes on a puzzle room format, where they have to work in teams to figure out clues as they take on the role of a anti Japanese spy. Once solved, they end the scene of the announcement of the Japanese surrender in 12 September 1945.

Exhibit 3: Foundation

Founded by migrants, built by migrants: Life of a Samsui Woman in the 1940s

ICONIC MOMENT

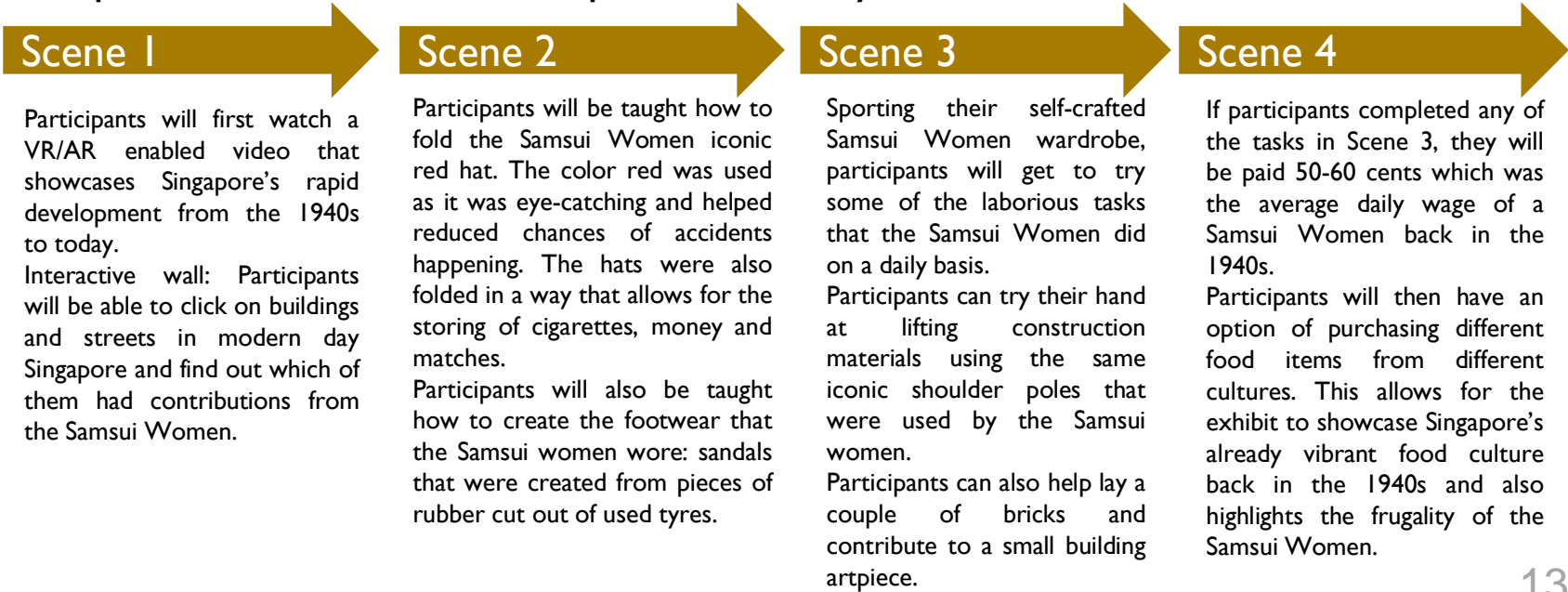
UNSUNG HERO

Migration was a key contributing factor to Singapore's growth back in the 1940s, and it remains important today. The movement of people across borders such as the Samsui Women helped to build up Singapore's infrastructure and roads.

Mdm Ng Moey Chye is one of many Samsui Women from China whose contributions helped lay the foundation for Singapore's growth.



Experiential Hands-On Participation: The daily tasks of a Samsui Woman



Goal of this Exhibit:

Singapore is a country founded by migrants and built by migrants. This exhibit seeks to showcase the impact of migration on Singapore's growth: how people like Mdm Ng who are from different backgrounds and homelands can come together to build something as magnificent as our Singapore. It also aims to showcase the ingenuity and adaptability of the Samsui Women.

Exhibit 4: Selfless

Bringing our participants back to the Maria Hertogh riots in 1950

ICONIC MOMENT

The Maria Hertogh riots was an iconic moment in Singapore because it serves as a reminder to all Singaporeans - the importance of racial harmony and what can happen in Singapore if there is racial divide.

UNSUNG HERO

This exhibit aims to let participants experience the riots from the perspective of our unsung hero - Mr. Alfred Ratnasingam, a police inspector.



Goal of this Exhibit:

Not many people know about his story but Inspector Alfred Ratnasingam was an unsung hero who sacrificed his life to perform his duties during one of Singapore's darkest moments.

The goal of this exhibit is to let participants experience and learn first-hand how courageous our unsung hero - Inspector Alfred Ratnasingam was.



Scene 1

Participants will be led into a recreated riot scene in 1950 and they will experience it from the perspective of Inspector Alfred Ratnasingam.

Scene 2

Real actors will act as rioters, innocent passers-by and wounded people. Every actor will play their role. For example, the rioters will destroy props while wounded people will scream for help. Makeup such as fake blood will also be applied on the actors.

Scene 3

In the midst of the chaos, sirens and smoke effects will appear in the eyes of the participants by using the AR goggles.

Scene 4

The participants will then be tasked to escort a Eurasian woman in back to her home in the midst of the chaos.

Exhibit 5: Courage

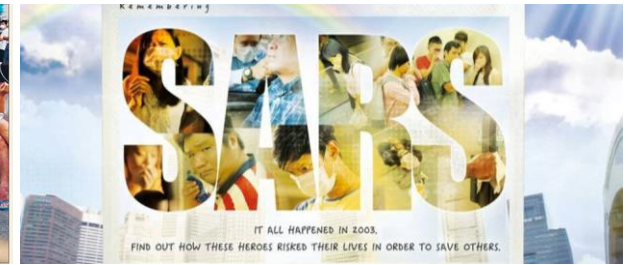
Looking back the Modern Singapore days from 1965 onwards

ICONIC MOMENT

UNSUNG HERO

Moments like the Severe Acute Respiratory Syndrome (SARS) outbreak tested the resilience of Singapore and Singaporeans. Tough challenges like SARS outbreak were overcome with the unity of our citizens.

Dr Alexandre Chao, one of the four doctor who sacrificed their lives when fighting against SARS on the front line.



Goal of this Exhibit:

The exhibit aims to show how tough challenges were overcome by the unity of our citizens, by overcoming our own fears for the greater good.

Looking forward, we hope our audience will learn to appreciate the power of unity and the contribution they can make in Singapore's growth and development.

Virtual Reality Story exploration activity

All participants will wear virtual reality helmet to enter the room to experience the stories as if they were at the spot. Leveraging on the VR technology, the exhibit aims to present a rich, immersive and interactive experience.

Scene 1

In the US, Dr Chao suddenly received a call while having his long-deserved holiday with his wife with two young children. The call was from the hospital asking if he would be able to come back to Singapore to help as all the surgeons in duty have fallen to SARS and the hospital has lack of surgeon manpower. Together with the wife, Dr Cho decided to come back to help.

Scene 2

After flying back to work, Dr Chao started to have fever and decided to drive to hospital and was then quarantined. Dr Chao's conditions have worsened and was pushed to the ICU. However, Dr Chao still kept trying to comfort the colleagues, smiling and waving to them. He died soon after.

Scene 3

Singapore successfully cleared SARS threat two months later. At Dr Chao's funeral, his elder daughter said something that moved many in Singapore: "Courage does not come in the form of performing a big heroic act; rather, it is overcoming our own fears for the greater good."

Commemorative Installation

Commemorative Installation to celebrate the theme of Unsung Heroes using AR & VR

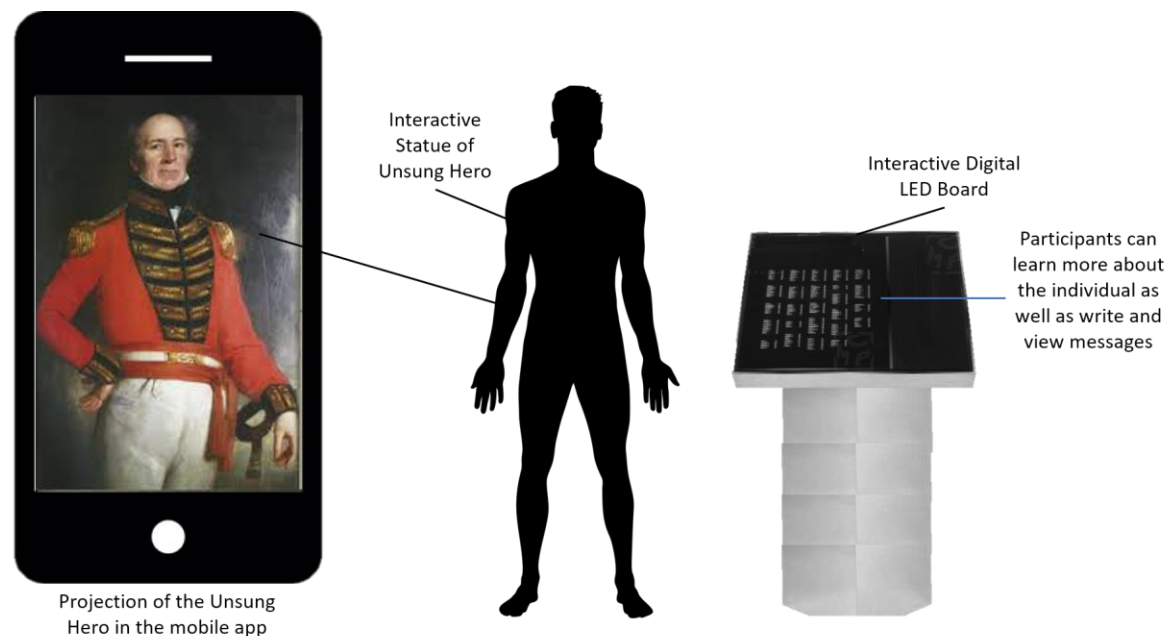
Commemorative Installation: INTERACTIVE STATUE OF UNSUNG HEROES

The commemorative installation would comprise an interactive statue of a human sculpture. At first sight, the installation will be an ordinary human sculpture because it signifies that anyone can make a difference and be a hero in their own rights. However, when participants use our mobile phone app, the interactive statue will come alive as a particular Unsung Hero of Singapore on their phones' screens. The identity of the Unsung Hero will vary depending on the actual date - to commemorate iconic moments as well as Unsung Heroes in Singapore's history. Besides the Unsung Heroes in our 5 exhibits, we will also include inspiring individuals who contributed to Singapore's development in one way or another, even if they held ordinary occupations such as taxi drivers, teachers and construction workers to really recognise the Unsung Heroes of Singapore.

Purposes of Installation

- Commemorate and recognise the early settlers and communities in Singapore for their contribution
- Inspire the young generation today to recognise that every individual has the potential to make a difference to Singapore's growth
- Encourage participants to interact and share their thoughts after experiencing various exhibits
- Act as a photo-taking spot for publicity and a marketing tool

Illustration of the Installation:



In addition, instead of using a traditional plaque, a digital LED screen will be installed beside the statue so that participants can interact with the screen to learn more about the Unsung Hero's background story, as well as view real-time messages from other participants.

Installation Interactions

Audiences are encouraged to share their thoughts after the exhibits

Audience Interaction segment: THOUGHTS AFTER EXHIBITS

HOW?

At the end of the exhibit, the audience are encouraged to share their thoughts on the exhibits or photos they have taken during the activities through mobile SMSs and emails at the commemorative installation area. After filtering out by the Organising Committee, the messages would be made anonymous and shown in the LED screen with other audience at the event.

Studies have shown that **Visitor Voice/Activity at the end of the museum tour could improve audience engagement for educational purposes.** Penning down thoughts bring clarity and focus and the thoughts are less likely to be forgotten.

Source: Australian Museum

Statistics have shown that **83% of the Singapore population are on social media** where people prefer two-way communication and are more comfortable with sharing their ideas.

Source: Global Digital Report 2018



*...Respect for all unsung heroes in Singapore!
The exhibits remind me of many people who helped me in one way or another in my life.
Thank you...*

*... I am a taxi driver and very surprised to find one statue representing us at the installation.
Proud to be part of the group that contribute to Singapore's growth in our way!*

WHY?

1. Two-way communication: The activity requires information output from the audience to close the communication loop, encouraging them to think deeper about the exhibit contents and takeaways
2. Sharing of ideas: As a social interaction session, the activity aims to encourage sharing of ideas among the audience to improve appreciation of the themes from different perspectives

Marketing Strategies

A customized two-layer marketing strategy targeting Millennial audience

Reaching out to the mass

Social media advertising

The main marketing channel would be social media platforms such as Facebook and Instagram as our target group, Millennial, are more accessible on social media. Millennials spent around 3.4 hours on average on social media per day according to the studies, thus social media advertising could be a more effective marketing platform.



Traditional poster advertising

Traditional media advertising tools would be utilised to reach out to the masses. We would be setting up advertising posters of the event at high foot traffic places such as MRT stations, bus stops and shopping malls.

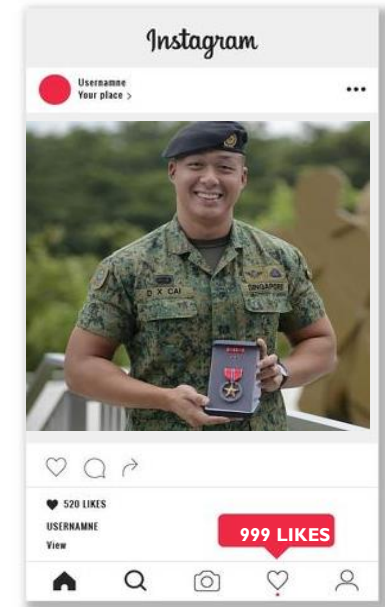
Creating the buzz

Collaboration with schools

To reach to a wider group of millennials, our target group, we are planning to collaborate with schools in Singapore to propose our event as part of their social studies activities to understand more about Singapore's culture. In this way, we would be able to reach out to a wide group of millennial audience.

Photo contest on Instagram

Concurrent with the showcase, there will be a photo contest on Instagram where participants can share their photos taken at the commemorative installation with the hashtag #unsung heroes of singapore#. Top 10 photos with most likes every week would receive a small gift. Leveraging on the commemorative installation photo-taking technology, we hope the photo contest can create buzzes to attract more people to the event.



Future Plans

Let the story and spirit of Unsung Heroes of Singapore continue

Stories of Unsung Heroes App



“The Story of Unsung Heroes” mobile application would be developed for users to download in their mobile devices to enjoy the stories using Augmented Reality + Virtual Reality technology. In this way, we hope to reach out to a wider audience group who have not participated in the showcase and continue to share the inspiring stories.

Social Media Campaign



A Facebook campaign on sharing the stories of Unsung Heroes would be open online to encourage social media users to share the stories of early settlers in Singapore that they know as well as stories of existing unsung heroes of Singapore. In this way, more stories of unsung heroes could be discovered and shared with more people in Singapore.

Annual TV Show



The Unsung Heroes of Singapore

From many stories shared online, we could produce an annual TV show to share some of the stories with wider audience group and award some representative unsung heroes. In this way, we hope to acknowledge the individual’s contribution to Singapore’s development and continue to inspire more people in Singapore.



Conclusion

A unique and inspirational experiential activity to educate and inspire young Singaporeans



Survey results

Total Respondents	67	
1. Which of the following people do you know of?		
Mr Alfred Ratnasingam	0	
Yusof Ishak	67	
Dr Alexandrae Chao	3	
Eter Foo	0	
William Farquhar	32	
2. Do you think that your background limits your ability to contribute to Singapore?		
Yes		38
No		14
Maybe		22
3. On a scale from 1 – 10(10 being the most), how much do you think you can contribute to Singapore		
1		0
2		3
3		10
4		15
5		22
6		14
7		3
8		0
9		0
10		0
4. Do you think that only key iconic contributions are important?		
Yes		37
No		30
5. Do you think that the ability to make a change in Singapore is limited to only a select few?		
Yes		39
No		7
Maybe		21

Focus group transcript

Focus Group Transcript (Participant A,B,C,D,E)

Q: Do you agree that these are some of the iconic moments (SARS, Maria Hertogh Riots, Japanese Occupation, Migration in the 1940s) for Singapore?

A: Yes, I am quite aware of most of the events you have just mentioned. Most of the events are taught in school. The SARS epidemic is quite fresh in my mind as I remember skipping school for 10 days.

B: Yup, we learn quite a lot of these in our social studies lessons.

Q: What are some of the most memorable things you remember about those events?

D: For SARs, I remember the daily temperature taking sessions and people wearing masks.

B: I remember I was home quarantined for 3 days as I had a flu.

Q: What do you like and dislike about most of the exhibitions in the museums today?

A: Museums are so boring. Exhibits are stale and unmoving, I have not been to a museum since a school trip during primary school. I don't think I like anything about museums nowadays.

B: Same.

C: Same.

D: I only go to art museums, I find historical museums boring.

Q: Could you share with us the most memorable exhibition/educational tour you have so far, in Singapore or overseas?

A: Not really a museum exhibition, but the best exhibition I have been to this year is the DBS Virtual Reality Pop Up Store. The bank used VR to showcase how their card can be used in different countries. It was so cool!

B: Yup, the Samsung Flagship Experiential Store also utilised VR/AR to showcase their products in a very interesting way.

C: I went to visit the Singtel Experiential Store and they had interactive walls for customers to interact and find out more about products. Definitely an eye-opening experience for me.

Q: What would you look out for in a national event such as The Bicentennial?

C: Hopefully something novel and fun. History never really appealed to me as a subject back in JC.

A: Yeah.

Focus Group Transcript

Q: Do you think you are able to make significant changes in Singapore?

A: Yah, I think only those in politics can make changes in our country.

E: Make small changes maybe, but big changes I think you need to be in a certain position to do that.

Q: How you do think you can contribute to the development of Singapore?

A: I can contribute to the economy when I work. Hahaha.

D: Not sure, this is a very chim question leh.

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