**Note to student:**

1. Ensure that you **include this cover sheet** as the first page of your reflection journal.
2. Ensure that you **read, understand and complete the Declaration of Original Work** below.
3. Ensure that you **clearly provide all the following details** for the work to be accurately identified as yours:

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| **Admission No.** | P2112646 | **S/N** |  |
| **Lecturer** | Low Boon Chin | **SIP Class (e.g., GD/SIP/FT/1B01)** | CCC/SIP/FT/2B03 |

**Read the following notes on plagiarism carefully. Any breach will result in serious discipline action:**

**“Plagiarism occurs when you take sentences or paragraphs or even the whole article written by another person and pass it off as your own work without acknowledging the author or the original source. This is actually cheating and is a breach of examination rules that will not be condoned by the Polytechnic.”**

**(Singapore Polytechnic, 2018)**

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* You should cite and paraphrase your sources to avoid plagiarism.
* Students who knowingly assisted in the plagiarism will also be penalised. Hence, do not provide your work to any other student for any purpose whatsoever as you will be held accountable in the event that you have copied another person’s work or allowed your work to be copied by another student.
* Please refer to deck on plagiarism on BB for more details.

**Declaration of Original Work**

Singapore Polytechnic views plagiarism as a very serious offence. To strengthen your academic credibility and demonstrate your personal integrity, it is important that you check and confirm that your work meets the following conditions. **All boxes must be ticked**, **failing which 5 marks will be deducted.**

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| I confirm that all work contained herein is my own and not plagiarised. | **✓** |
|  |  |
| I have properly cited all my sources in instances where I have used text, images,  diagrams and other types of information from the Internet or other published sources. | **✓** |
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| I have not provided my work to any other student for any purpose whatsoever. | **✓** |
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| I understand that I will be held accountable in the event that I have copied another person’s work or allowed my work to be copied by another student. | **✓** |

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| **1. KNOWLEDGE OF PROBLEM (35 marks)** Using evidence from your primary and secondary research, explain the insights that you have gathered about your problem and why your project is relevant/important to our society. **(Max of 500 words)** |
| When we look at social media addiction in general, it’s easy to think to ourselves, “Why not just stop?” But when we observe the young adopters of this rising fad that has been on a historic climb in the past decade, we begin to understand the deep-rooted psychology, societal problems and issues, and the impacts of social media addiction.  The ages of users for social media applications such as TikTok and Instagram lay between 10 – 34 years old, but majority of them lay between 18-24 years old, at roughly 31% of all Instagram users  (Barnhart, 2022).  What does this statistic stand for, and what does it mean for these users?  We can see that the age group of these users belong to that of tertiary education, where tertiary education encompasses further learning and acts as a middle ground for the integration of young adults into working society. This means that there is great importance and weight placed on these young adults to perform well, and to set an example for those after them; this can come in the form of behavioural patterns, establishing healthy work-life boundaries and most importantly, the ability to get work done.  And when we observe the different factors that play into one being efficient and effective at their work, we see different elements such as motivation, procrastination, mental health, physical health, and quality of interpersonal relationships (Nipun, 2017). Of course, this is not an exhaustive list, but merely those that rank highest in importance.  So why and how is social media addiction related? According to 2018 British study, they found excessive social media use caused decreased, disrupted, and delayed sleep, which is associated with depression, memory loss, and poor academic performance (www.mcleanhospital.org, 2022). And we know that academic performance is incredibly important for a tertiary student.  This suggests that the excessive use of social media affects the aforementioned factors such as physical health, quality of work, and mental health.  Social media addiction also plays a big role in FOMO (Fear of Missing Out), according to a study on human behaviour done in 2013 (Przybylski, Murayama, DeHaan, Gladwell, 2013).   This suggests that FOMO may lead to a negative, self-perpetuating cycle of compromised interpersonal relationships, fuelled by social media addiction.  What does this mean for tertiary students? Well, since we ourselves are tertiary students, and have also been through and know fellow students who have been through or are currently going through these effects of excessive social media usage, we found ourselves in a prime position to help and to promote healthy social media use and decided on helping our fellow classmates and schoolmates to curb their social media usage.  But why? As mentioned previously, tertiary students carry the lessons of social and economic benefits that can lead to improvement of living standards of individuals and society (Pee, Vululleh, 2020). And one of the circumstances that prevent tertiary students from contributing back to society is social media addiction.  Hence that is why we feel that curbing social media addiction is relevant and important for society as students are key members of society.  **Word count: \_\_\_\_\_** |
| **1a). Citations (5 marks)** Please cite your sources clearly. Do take note that citations include in-text as well as full references for all sources taken from the internet. Use Harvard format for your citations. |
| Barnhart, B. (2022). Social media demographics to drive your brand’s online presence. [online] Sprout Social.  Available at: <https://sproutsocial.com/insights/new-social-media-demographics/>  Nipun, S. (2017). Top 9 Factors Determining Efficiency of Labour | Economics. [online] Economics Discussion.  Available at: <https://www.economicsdiscussion.net/labour/top-9-factors-determining-efficiency-of-labour-economics/25361>  www.mcleanhospital.org. (2022). How Does Social Media Affect Your Mental Health | McLean Hospital. [online]  Available at: <https://www.mcleanhospital.org/essential/it-or-not-social-medias-affecting-your-mental-health#:~:text=When%20people%20look%20online%20and>  Przybylski, Andrew K., Murayama, Kou, DeHaan, Cody R., Gladwell, Valerie. Motivational, emotional, and behavioral correlates of fear of missing out. Computers in Human Behavior. July 2013: 29(4).1841-1848. doi:10.1016/j.chb.2013.02.014  Pee, S., Vululleh, N. (2020), "Role of Universities in Transforming Society: Challenges and Practices", Sengupta, E., Blesinger, P. and Mahoney, C. (Ed.) International Perspectives on Policies, Practices & Pedagogies for Promoting Social Responsibility in Higher Education (Innovations in Higher Education Teaching and Learning, Vol. 32), Emerald Publishing Limited, Bingley, pp. 67-79. https://doi.org/10.1108/S2055-364120200000032005  **‌** |

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| **2. KNOWLEDGE OF DT PROCESS (60 marks)**  Explain how you applied the DT tools (e.g., SPICE, POEMS, interviews & observations, clustering & insight gathering, Persona) to help you determine your persona’s needs. Use specific examples from your project to justify your interpretations. **(Max of 700 words)** |
| When it came to the collection of data, I understood that the usage of DT tools would be incredibly important in the identification of my persona’s needs. Therefore, I did a SPICE analysis before and after the interview, to compare and extract results from the interview.  When it came to Social Issues from our primary user’s perspective, I sought to dig deeper, as already stated in the name, social aspects are incredibly important when we look at social media. My interviewee responded by saying  “My perspective of young people using social media has to deal with the fact that they are doing it together with their friends. To get out there in the world and to introduce themselves and to meet new people; to meet people with similar interests and to gain a following. To have a following who likes them for who they are as a person and their self-image, and who could potentially get along with them”  I managed to conclude that majority of tertiary student use social media to not only communicate with fellow friends, but to also gain social acceptance and popularity. This ties in with the Identity and Communication aspect of SPICE, where they want to achieve a sense of individualisation and uniqueness. My interviewee also mentioned,  “I guess it’s part of the follower’s system. there’s this metric that is more so used as a gauge of how well off you are, on social media. I believe that a lot of youngsters these days, as that’s sort of their first impression on joining social media. That they’re able to see big numbers and that they see these online influencers and it acts as a form of encouragement for them to also try it out as well”  This insight suggests that there is also an Emotional aspect to it, where tertiary students get exposed to new ideas and thoughts and are also exposed to FOMO.  In conclusion, the clustering of data points was incredibly effective, as majority of the points he mentioned lined up with the SPICE Design Thinking framework, thus allowing us to identify and extract the needs for our Persona.  We were able to take the responses from out 20+ interview questions and extract our Persona’s Needs, Beliefs, Challenges and Motivations. However, this required us to reorganise and rethink the answers behind our interview questions.  For example:    The responses included, relaxation, communication, entertainment, connectivity to the world and to stay updated. We can see similar patterns such as entertainment and relaxation being related to each other, communication, connectivity and staying updated also being related to one another. After extracting these patterns, we use clustering and insight gathering to arrive at the conclusion that the Persona’s Motivations for using social media are for entertainment and connectivity. Thus, we can see the efficacy of Clustering in qualitative user research.  When it came to the interview itself, my interviewee was quite well spoken, hence it was relatively easy to extract insights from the interview. However, he tended to only answer the question asked, hence I had to utilise probing questions and techniques to further extract any related information that he might have. For example:    While going through a chronological sequence of questions and topics, I further probed and posed open-ended questions to gather as much feedback and insight to his response; asking open ended questions allowed me to explore his thought process and gather his reasoning behind his statements, his explanation to his points and thought processes.  Additionally, I also summarised his points for him, making it easier for him to give examples, explanations and links to his previous thoughts, thus allowing him to further expand on the interview question.  To conclude, I utilised the SPICE Framework in tandem with the extraction and clustering of data, and advanced interview techniques to gather important insights that helped me form the basis of our Persona; to form its motivations, thought processes and beliefs, and personality.  **Word count: \_\_\_\_\_** |
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