

Youth Impact Communication

The Action Of Diminishing Impolite Behaviors In Public Performance Places.

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Summary

In our project, we try to arise people's awarenesses of being polite in public performance places. This is important because with the circumstances of fast development of performance industry, public awarenesses of behaviorist properly has fallen behind. The behaviors like eating snacks loudly, kicking the seat and making call has negative influence on people's experience. We achieve our goal by interviewing people in downtown(most of them are teen, which are the target of film and drama), spreading online questionnaire and recording videos. Finally, it is glad for us to see that people around us, like our teachers, classmates relatives and friends leaned a lot of informations about how to behave properly, which they don't know before, and we successfully reduce the happening of impolite behavior.

Identify the Topic

| Topic Description

With the development of people's entertainment, watching performances has been an important way of relaxing and having fun. However, during the activity, there are some improper behaviors appeared. We mean to raise people's awareness of being polite in public performance venue such as theaters, cinemas and halls.

| Why it is important

A person's manner in public performance venue is not only regarded as disrespect to producers and performances but also offensive toward other audiences. The importance of this phenomenon can be seen from everyday life. Manner problems affect a person's future development and the positivity of the society.

| Project Objective

Habits cannot be formed in a single day, what we want to change is to let people be aware of what behaviors are improper in the places and remind correct them instantly.

Identify the Target Audience

| Who Are They?

In fact, our topic, the bad behaviors in a performance venue, will be one of the social problems. The target audience will be every single one in our society.

| Why Are They?

Only everyone "starts from themselves", we can affect the whole society, which can avoid some bad behaviors around us in that performance venue.

| What is your scope?

For the reason that our topic, "public performance venue", is a large-scale target, so, in the beginning, we need to narrow this target. Considering the feasibility and money spent, we narrow our target into "Cinema", which most people have been there.

| How to reach them?

Since everyone in our society will be our audience, we can reach them with the approach of interviewing on the roads, or on the internet which will be much simpler.

Identify the Key Message

| The Key Message

Every single one around us starts from themselves to be polite in public performance places.

| The Tactics Behind

We use we-media and new-media to influence the public. People have access to these media in their daily lives frequently, that is the reason why we make a choice on that approach. But of course, those contents all correspond to our topic. However, before everything starts, we need to understand the current situation of our topic. We have considered a different approach, such as literature review and expert interview. According to our practice, we find out that not too much research data and papers available on this topic. Therefore, we make a decision to make a survey on yourself, to get the data ourselves.

Choose the Platform

| The Platform Chosen

We need a scientific way to make our decision of platform choosing. We analysed data which we collected from one of our surveys.

According to the survey, we chose Weibo, TikTok and the Wechat Official Account. Firstly, those media are popular in our audience. Further, those platforms are suitable for our project, which available to post a video on them.

 [research data](#)

| The Alternative Platforms

In fact, some of the other platforms are as popular as others, for example, Bilibili, Acfun, Youku and iQiyi, etc. Those media platform could be our alternative platform. The reason for that why they become the alternative choice, however, could be we will face to some trouble while posting our video and other media contents, such as some platforms require real-name authentication and difficult to stand out from many contributions.

| The Criteria to Evaluate

There are some differences between those different platforms. For the Wechat Official Account, this platform can make influences on mid-age user groups, who are Wechat users. However, by contrast, the Weibo or the Tiktok, most of their users are the young. In fact, we find out that we can make much more influences on Weibo, for the reason that there are more people pay attention to what we do in that social network. We estimate that our content will have thousands of views in Weibo and hundreds of views in Wechat.

| The Rating Sheet

 [The Rating Sheet](#)

Set the Agenda

| Set the Agenda

 [Agenda 1](#)

 [Agenda 2](#)

Design the Packages

- [📄 Wechat Official Account \(微信公众号 \)](#)
- [📄 Wechat Official Account \(微信公众号 \)](#)
- [📄 Weibo](#)
- [📄 Bilibili](#)
- [📄 Wechat official account](#)
- [📄 Interviewing](#)
- [📄 Our website](#)
- [📄 AcFun](#)
- [📄 Interview](#)

Create and Track the Impact

| The Execution Plan

----- 1 Research -----

We make some interview with our friends or schoolmates, and we find out that most people did not pay enough attention to the topic of our project. In this process, we divided into two groups.

--- 1.1 Group 1 - Questionnaire ---

Only by understanding the current situation, can we work on the right track. Group 1 focus on designing questionnaire which helps us get to the point. The questionnaire is about to ask some general opinions on the impolite behaviors in the performance venue. Within a week, we receive 200+ responses from 14 different regions answered by several age groups. We believe that this research must impose some effects on our understanding of our topic.

According to our survey, we rejected some of our previous hypothesis with the new conclusion:

- 1) The most frequent people who act bad behaviors are kids (Below 14 y. o.), instead of the olds which we previously assumed.
- 2) Kick the seat back become the top 2 common bad behavior, which only 3.9% frequent than answering the phone while enjoying a show.
- 3) Much more people show that they care about those bad behaviors as we think previously.

--- 1.1 Group 1 - Observation ---

Group 2, which head for the cinema, spend time on observation. Their task in focus on found out what bad behaviors act in those public performance venues. This group does some statistics, they write down what the bad behaviors they find while the performance going on, and counting them.

As a result, they find out that the use of a cellphone is the most common bad behaviors. However, they also find out that although some people look at their cellphone, few of them turn the screen brightness too high to affect others enjoy the show.

It is worth mentioning that while completing the task, this group reminds people around who behave impolitely to pay attention to their behavior.

----- 2 Interviewing -----

In April 6ths, our Interviewing Team divided into 2 teams each coming to the

most symbolized downtown of Chengdu— Chunxi Road and Tianfu Square— trying to find out people’ s opinion toward impolite behavior when watching movies. The two sites we chose is after elaborated consideration. While Tianfu Square (near the Sichuan Library) is a common place for past-90 students, who are the main force for movie box, Chunxi Road is famous for its diversification of visitors, containing people of different regions, religions, colors, and sexual orientation. Thus the credibility and university are guaranteed. After setting up the camera and microphone, we started to invite people to join our interview. During the process, the well-prepared questions like what do you think are the most common impolite behaviors in cinema and what actions we can do to improve it really cost interviewee’ s time to consider, but we believe that only through these questions can we poke to the point, reinforcing people’ s consciousness of reminding the impolite behaviors. Finally, we successfully interviewed more than 30 people and carefully chose seven typical answers in our video, making sure that the video is refined enough. We hope our interview to reflect reality and truly improve the situation.

 [questionnaire](#)

 [data](#)

 [image-tickets](#)

 [image-day_1](#)

 [image-day_2](#)

| Impact Statistics

So far, 5300+ people watched our video, and we received about 200 likes and 50 comments.

"Someone finally did the research.", "We need to start with ourselves.", "I also want to make my own comments in your interviews.", etc. Those are some of our comments. Now, we just at the beginning of our project, we received some supporters.

On the side of the questionnaire, we received 200+ responses, which from 14 different regions, answered by several age groups, within a week.

| Collect Feedback

Those are some comments we selected from our questionnaire and videos:

"I think it's (be polite in public performance venue) very important. It's not only a reflection of a person's quality, but also of a generation."

"(Be polite in public performance venue) Start with yourself. "

"What a person does in a public performance venue fully reflects his qualities. While enjoying the movie, he should also take into account the feelings of others. When others are dissatisfied with his behavior, he should correct it in time rather than refute it by abuse."

"Attention should be paid to it. Everyone deserves the same benefits since they paid same money. Don't wronged others for your own convenience. Everyone should abide by basic public morality."

"The theatre should prohibit rude people from entering the theatre, that is part of the respect to actors and actresses, and at the same time achieve the most basic quality of theatre viewing (I want to naming and criticizing some people who record the show illegally here.)."

"It is suggested that there should be special managers to manage the order of the film hall so as to remind the guests of uncivil behavior on their own initiative."

"Hope to respect other people's achievements in a civilized way. Don't interfere with the hardworking of other audiences."

Review and Reflections

| What Are Successful

In this project, we find out that arouse people's sympathy could be the most effective way of making an influence. Our topic, people's manners in public performance venue, is a problem that most people have concerned about but few people consider to make a change or influence on it. the reason for our project can receive some supporters within a few days will be our topic resonates with people. "Someone finally did the research.", this is one of our comments. People would like to follow and pay attention on our project, only because they really want to make some alternations on the current situations.

| What to Improve

Through this activity, we found that in today's society, the solution to the quality of cinemas needs to be further refined and promoted. So in this case, we are going to create a website and use this platform to publish some articles on it, so as to gradually let people form a sense of civilization in the cinema. In addition, we can also make some posters and post them at bus stops, street bulletin boards, and cinema doors. In this way, people will be subtly affected and make substantial changes. This propaganda is permanent and a long-term improvement process. We hope that after the end of this competition, our promotional activities will continue and be effectively responded.

| Summarize Learnings

We meet some troubles while we are working on our project. In those troubles, we understand that only if we try our best to pursue what you want to do, we can achieve our target. Such as in the interview. The city center of Chengdu is quite prosperous, and people coming and going will be crowded. In this case, security measures are also relatively strict, so police and security personnel are available in many places. For traffic and safety, interviews are not possible in this downtown area. In the beginning, we just had to set up a tripod and was persuaded by the security guard. So we decided to go to a place that was not so crowded. As a result, there were still several sites that ended in failure. In the end, we conducted an interview near Tianfu Square and the Provincial Library.

Further, we learn about some communication skills while interviewing. In this process, the biggest headache for us is that someone will reject us during the interview. In this case, we will feel very embarrassed. After several rejections, we also summed up some experiences. For example, using some skills to persuade others to give an interview. Some of our interviewees refuse our interview only because they feel embarrassed. However, in fact, they really want to express their own idea about our topic. So, we tell them it's ok to express an idea, and if they really care about it, we can help them to mosaic your face.

In addition, we learned to give up in order to get success. While we posting our video in the platform called TikTok, the Tiktok official blocked our account, preventing us to post a video on it. The reason for blocking may be is that we are an unauthorized social organization. Finally, we give up to post a video on this platform and focus on the promoting of other platforms.

Appendix

| Presentation File

 [PowerPoint](#)

| Team Credits

Wenke Xia:

Wenke Xia is a leader of our team , in charge of organization , interview, field investigations , and survey report. Furthermore, Wenke Xia needs to assign tasks to everyone.

Wenke Xia is one of core reporter of field investigation.Wenke Xia do field investigation with Zitian Tang at the cinema. After that, we summarize conclusions, and write investigation report.

When group members finished each task, and fed back to Wenke Xia and Yi Tao, then Wenke Xia and Yi Tao compiled the report.

Zitian Tang:

Zitian Tang is a member of second group, in charge of interviews, field investigations, video editing.

Zitian Tang do field investigation with Wenke Xia at the cinema. After that, we summarize conclusions, and write investigation report.

Zitian tang is one of core reporter of interview and field investigation. Zitian Tang is responsible for interviewing stranger and making video; then putting video online to impact people.

Yi Tao:

Yi Tao is a member of second group, in charge of interviews and investigation survey.

Yi Tao is one of core reporter of interview, responsible for interviewing stranger, writing interview draft, and recording video.

When group members finished each task, and fed back to Wenke Xia and Yi Tao, then Wenke Xia and Yi Tao compiled the report.

After finishing each task, Tao yi summarize conclusions, and write investigation report.

Zhang Xinyi:

Zhang Xinyi is a member of the No. 1 group. After the interview, Yuntong Zhang and Xia Wenge organized the interview materials into various forms. Zhang Xinyi is responsible for writing papers and evaluating. In this activity, Zhang Xinyi used a refined language expression to explain the research content in a well-organized manner. In the final draft, Zhang Xinyi and Tao Yi students checked and filled the gaps, and revised the deficiencies in the paper and made further adjustments.

YunTong Zhang:

YunTong Zhang is a member of the second group. Positively accomplishes the tasks with group members and thinks out ideas. During the interview process, Yuntong Zhang helps the main leader of interview, takes photos of the interview, and does part of the interview. Then, Yuntong Zhang helps to disseminates the video of interview and gains some great results. In the second group, Yuntong Zhang and other group members check and edit some information to the results that are done by the first group, checking the photos and the sentences, filling the gaps and shortcomings of the paper, making sure the information and the results are correct and authoritative.

Lanxin Zhang:

Lanxin Zhang is a member of the first group, responsible for evaluating filling the gaps and shortcoming of the paper, making sure the information and the results are correct and authoritative.

Lanxin Zhang do the interview with Wenke Xia(First group)and assist him.

Also Lanxin Zhang Prints posters and spreads the correct ideas throughout the community.

Judge Comments

" You obviously see this topic as important; however, it is not clear on what type of epidemic poor behavior is and what affect it has on other people's enjoyment. How often do others experience this poor behavior? What's next? How will you impact change? "

" I was unclear on the real issue you are researching here. I understand that poor social behavior is annoying, but it is all relative. You provided very few examples of what exactly the issue is and what kind of impact it has on society. More importantly I didn't get a clear idea of the intended solutions you are offering your audience or what you expect them to learn so they can help impact change. "

" A presentation on bad behavior should define and then identify types of bad behavior; especially when addressing a cross-cultural audience, definitions and examples can be different from country to country. This was lacking in your presentation. That said, the pull-quotes (slides with quotations from people who you interviewed) were surprisingly thoughtful and made a connection between small things like kicking the back of someone's chair and civility in society. Nice behind-the-scenes photos of your on-the-street interviews. (end of Beatrice comment) "

" You did a lot of research, including the interview, the survey, etc., but seems you are not very clear on your goal and impact. It is universal that bad social behavior is happening in public and affecting others, so what you need to explore should be more about how it affect others? Any specific consequence? Any solutions you could provide? And it is better to set a specific target audience before you conduct the research. "