

Youth Impact Communication

Research About Adolescent Anxiety

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Summary

Our project began with a survey about Jinli culture through vox pop, recording the impact of which on the public.

Then, we transferred the topic into a higher stage, which is a study about adolescent anxiety in our school. Firstly, we interviewed with several students and then compiled corresponding data. Next, we compose an article to depict a detailed picture of contemporary adolescent anxiety and delivered it to our audience. Finally, we made posters in order to directly deliver our topic to the audience (teenagers in our school), leading them to better comprehend the phenomenon and know how to deal with it. The last step is completed together with juniors in our school, enhancing their knowledge about the phenomenon.

 [survey_about adolescent anxiety](#)

Identify the Topic

| Topic Description

Kneading paper ball, biting pen, biting nails, biting straw.....these are all the expressions of anxiety. The anxiety around everyone is a basic human emotion developed in the process of struggling with the environment and adapting to life. But as the quickening of life rhythm, anxiety has already become a kind of modern and general "heart disease". Too much anxiety can affect both our daily life and physical health. In today's society, however, the solutions to anxiety are often too narrow. For instance, the Jinli culture is a typical one. More or less, people may hear of "Jinli" in daily life—an ongoing tendency, which transmit the belief that they could alter the fortune for people behind the screen. In addition, there will also be pictures of celebrities or successful people who are lucky and enviable enough to achieve their goals without any effort to ensure that you succeed while spreading the message. One of the most popular representatives, Yang chaoyue, is known in China as the Jinli. What is the right and effective way to deal with anxiety? Our group aims at increasing the awareness of anxiety and looking for solutions for anxiety. Due to the necessity of regularly releasing anxiety--to joyfully work and live--people need to comprehend the phenomenon deeper and take effective methods to solve self problems. If it gets worse, People may even suffer from psychological disorders such as depression. It will hinder young people`s future development. Also, our elaborate data and delivery will make our words more persuasive. Our team is also made up of teenagers--this point will make our audience know that we, the researchers, understand their feelings. This resonance eventually leads to the audience trust.

| Why it is important

This topic, anxiety, is a universal phenomenon appears in our society. It is ubiquitous in our life—some people` s belief in "Jinli" culture, the need for online celebrities, unvented pressure and so on. If it gets worse, People may even suffer from psychological disorders such as depression. It will hinder young people`s future development. Our research about anxiety has people have a better comprehension towards their behavior and provides them practical suggestions.

| Project Objective

We aimed at rising teenagers' awareness of their anxiety, helping them deal with the phenomenon and giving them suggestions to solve excess pressure or anxiety. Anxiety may quite matters teenagers in our school, whereas they do not know how to treat them. Through our project, we will impact teenagers' way of study and live and better solutions applied to life that are fitted to themselves.

Identify the Target Audience

| Who Are They?

Our audience is mainly grade 10 and grade 11 students in international department of Jiangsu Tianyi High School. They are advanced students in a number of approximately 300. Abroad students focus on moderating personal situation, especially while burdening pressure. With more access to the Internet and online communication, our major function of delivering information, online survey, is suitable for them. Also, they have a preference for profound comprehending of personal psychology. Through our delivery and survey, they can better cognize their own anxiety.

| Why Are They?

They are facing huge pressure in school and after school nowadays. Pressure is the source of anxiety. Because of their hope to release anxiety, this topic is suitable for them to have a understand. We may parenthetically provide solutions for them to solve, so they may get benefits.

| What is your scope?

Due to the obstacle to deliver our information, we decide to impact students in our high school and mainly focus on juniors, who try to find their lifestyle and fit in the study intensity, and grade elevens, who has greater intensity of studying.

| How to reach them?

Students always have access to Internet nowadays thus social networks can be effective enough. Apps like QQ, Wechat, Instagram and so on are popular in students. Besides, they also attend some popular business areas such as shopping centers at downtowns. We can get their attention by interviewing them there and school. Worth mentioning, team members apply suitable communication skills. Through stating that people in our age more or less have the same situation and listing some common examples, we creates a sense of resonance between us and the audience. At last, because of their awareness of the pressure of study they have, anxiety is a topic suitable for them. From our

high school students' perspective, this topic is intriguing for its attendance in our life.

Identify the Key Message

| The Key Message

We aim at releasing students' anxiety and lead to better life for them through delivering elaborate information about this. Students are the new generations, they need healthier mental development. Due to the necessity of regularly releasing anxiety--to joyfully work and live--people need to comprehend the phenomenon deeper and take effective methods to solve self problems

| The Tactics Behind

We apply both appealing to emotion and reasoning. Firstly, resonance itself is a kind of appealing to emotion, making people know that they are not alone and are doing things understandable. Encouragement is also a method of appealing to emotion. And then, it is logic flow, for example the causality between anxiety and biting straw.

For example, we first listing some common behaviors people do when they are anxious. To care for their feeling when talking about such relatively personal things, members will talk about their own behaviors. To make it more acceptable, we tell them it is ubiquitous--or they may feel worried about themselves. Eventually we make explanation about anxiety for them and let them know better about themselves and get mentally healthier.

Choose the Platform

| The Platform Chosen

We choose to deliver through the public number of Wechat by keeping transmitting and advocating friends to transmit as well. Wechat is a feasible platform due to its availability of delivering data--through official accounts, we deliver detailed information, including statistics and popularity of this phenomenon.

| The Alternative Platforms

We can upload our interview on the school website, recording the number of viewers; or, we made posters, facing to our audience to make them view our project in a more acceptable and intriguing way.

| The Criteria to Evaluate

Popularity--we estimate the number of students that are impacted by randomly asking students around us their change in way of dealing anxiety. The number of students should be around 50 students in both the two grades we surveyed.
Preparation time--we should applied around 1 week to estimate the number of students we can impacted by detecting students' reaction towards our posters.

| The Rating Sheet

Wechat: can deliver both video and illustration; not so popular and may be seemed so insipid that people may do not want to click in to view the content. Around 40 students can receive our information.

Uploading video: have a comparatively large popularity; has preparation of time if we have to add our illustration and seems insipid as well, and lack of authority if illustration is not prepared. Around 60 students can be impacted due to the nature of video--direct and convenient to receive knowledge.

Giving speech: have large popularity; has large preparation of time and we may do not have an appropriate place to deliver to the public. Around more than one hundred students can be impacted.

Set the Agenda

| Set the Agenda

1. publish the article about Jinli culture on WeChat Official account of our school.
2. interview the students in our international department to know their familiarity of our topic.
3. distribute a questionnaire about anxiety about modern people on social media, such as QQ, weibo.
4. distribute post-it notes among students in our school to collect their opinions about our topic.
5. use the notes collected to make a few posters and exhibit the posters in the art gallery of our school
6. collect feedback from students about our topic

Design the Packages

- [📄 Sample of Questionnaire](#)
- [📄 Article on the Wechat Account](#)
- [📄 Interview Sample](#)
- [📄 Data Document](#)
- [📄 poster 1](#)
- [📄 poster 1-detail](#)
- [📄 poster 2](#)
- [📄 采访视频1](#)
- [📄 采访视频2](#)
- [📄 采访视频3](#)
- [📄 采访视频4](#)

Create and Track the Impact

| The Execution Plan

1. publish the article about Jinli culture on WeChat Official account of our school, started in December, 2018, to all people that follow the our WeChat public account
2. interview the students in our international department to know their familiarity of our topic at school (January, 2019), then interview strangers in our city's Nanchang Street (January, 2019)
3. distribute a questionnaire about anxiety about modern people on social media, such as QQ, weibo.(February, 2019)
4. distribute post-it notes among students in our school to collect their opinions about our topic.(February, 2019)
5. use the notes collected to make a few posters and exhibit the posters in the art gallery of our school to show our artifact to all students and teachers in our school(March, 2019)
the posters will then be in exhibition held by our art club to the public in June
6. collect feedback from students participated in our interview or questionarie about our topic.(March, 2019)

| Impact Statistics

The article we published on wechat account of the school get about 200 readers. We distributed post-it notes among more than 200 students in our school to get their thoughts about anxiety.

The questionarie we put on QQ and Weibo received 226 pieces of answers. The large posters we exhibit in the galary of our school gets attention from thousands of students in the school.

| Collect Feedback

Some interviews began to consider about the anxiety of modern people more seriously nowadays. One of our interviews said that he used to feel confused about Jinli culture, after our description, he understood the essential cause of it. Most of our interviews claimed that they will start to consider about the anxiety problem more objectively and treat anxiety more properly. They also said that

they will be more rational about the real effect of Jinli and work hard instead of just hope for luck.

Review and Reflections

| What Are Successful

Our team use the form of questionnaire to do research and it has many advantages. Firstly , our team members can have relevant more flexible time and higher efficiency than other investigation methods. Questionnaires can be sent to the respondents on the spot, or they can be sent by mail or the Internet to survey a variety of respondents at a distance, which can not only obtain a lot of information, but also save time and money.

Secondly, our team can take samples without restriction. Compared with observation, interview and other methods, the sample size of questionnaire method is not limited. It can completely determine the sample size according to the scientific requirements and actual conditions of sampling. Large samples or typical samples can be selected so that our questionnaire gradually becomes complete and comprehensive

Thirdly , the surveyor and the respondent don' t need to face-to-face contact, it has certain avoidance effect. Questionnaire survey is generally unsigned, and the respondents do not answer more psychological burden, easy to obtain the support of the subjects, easy to make the conclusion more objective.

After conducting the efficient survey, our team creates an artificial board in order to deepen people 's understanding of modern anxiety by analyzing the nature of Jinli.

| What to Improve

The limitations of questionnaire survey method are as follows.

Firstly, it is troublesome to design.

Secondly, the recovery rate is low, which will affect its representativeness.

The third one is the unstable quality of the information. When respondents fill in the questionnaire, they may estimate or avoid the essential things, which affects the accuracy of the information. Therefore, sometimes it is necessary to combine interviews with in-depth information.

The fourth one is the depth of our research is not enough. Because the time is limited, we don't have enough time to do the further research. Thus, our final conclusion is just based on the data we collected, and the result of questionnaire . If we have enough time, we can analyze the cause of anxiety in more ways, such as biology, psychology and so on.

| Summarize Learnings

In this project, our group started to have a better understanding of the cause of popularity of JINLI culture nowadays. Through the research of the topic on the internet, we developed our ability of selecting the useful sources. Also, by randomly interviewing people and distributing questionnaires on the social websites, our team got to know more specifically and comprehensively about the anxiety of modern people and tried to find some effective solutions to the problem. Moreover, we improved our critical thinking ability greatly through the process of analyzing the different kind of data.

Appendix

| Presentation File

📄 [江苏省天一中学](#)

| Team Credits

In my group, I am mainly responsible for the video processing work. I also take part in other activities to help my group to finish the project.

Judge Comments

" Great topic choice. Some of the data was hard to follow since all screenshots were in Chinese. Remember your audience.

Overall, you did a really good job presenting your topic, impact and goals. Thank you. "

" Great topic. "

" Great topic. "

" Good topic. Jinli culture is popular on China social media. Glad that you are sensitive to the culture and social trend. Good job for the presentation. "