

## Youth Impact Communication

# Decreasing Sex Discrimination And Reducing Son Preference.

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## Summary

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After this five months long journey, all the group members found out it is really valuable and worth it. All of us are together all the time from the very beginning till the end, this activity taught us a lot that we can never learn from books and school such as a real team work, talked to strangers, make questionnaires, send them out, collect data and analyze data and so many other things.

To summarize our topic, I would like to share a little bit about what we saw during this long journey. We actually chose to do reducing sex discrimination in this society first but then we found out it is a really big topic so we chose to do son preference. Son preference is actually a social issue that basically every Chinese knows since very young age, however, we don't have enough people to really take care about this social issue. For me, I saw so many cases around me that most of my friends who are girls had experienced this when they are young. I personally found out how son preference hurt them when they are growing up. Not only me, some of our teammate experienced this and everybody in our team no matter boys or girls knows people who around us are experiencing or had experienced this social issue. As teenagers, we understand how that feels and how that makes us uncomfortable, the most serious thing is girls who has experienced this cannot compete with other girls who has happiness childhood.

What we want to do is, tell more people about how this social issue still influencing people in our society, to communicate with parents who has this thinking to stop bullying their girls because of their gender, to encourage girls who are experiencing this to be more independent and care less about those sentences or unequal treatments.

# Identify the Topic

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## | Topic Description

“Decreasing sex discrimination----Reducing son preference”

Our team confirm “Decreasing sex discrimination----Reducing son preference” to be our topic so that we have opportunity to spread and find out why there are so many divergences in our daily life. So it’s very important for us to prove the reality of our key message, whether it has really serious influence or not. We first verify the truth in reasoning way. Our team spent more than half of month to prove how different cases caused sex discrimination. Unfortunately, we found that sex discrimination is more serious and easily to cause bad conditions. Then, we analyzed this question in an emotion way. We asked a large amount of persons what they thought about the son preference. Such as teachers, parents, labors and even ourselves. Most of people pay most attention to this serious problem, but no one could change it or reduce it. It is also a one of most critical problem for society. Even many people just let the discrimination happen.

## | Why it is important

According to our daily life, we may sometime create a lot of divergences in some tiny things or even one gesture with other people. But we can not say that these people have mental problems. They are just think of in another way which different from you. This kind of situation is resulted by subjective bias. To a certain degree, if we don’t change or reduce the subjective bias between human and human, people can never cooperate with others together. So it is really significance for us to reduce that and research the reason about it. By the way, reducing subjective bias must be associated in positive. Because citizens could have coincident propose in order to reduce the divergences of issue. It will be improve our city also our country a lot, even all over the world.

## | Project Objective

In General, the objective of our team is to change perceptions to who have son preference and sex discrimination. We make plan to do research and field investigation. Meanwhile, our team prepare a large scale presentation for our academy so that we can spread our idea and show that how can we reduce the subjective bias. Furthermore, we also think of that product a miniature mini

program which useful in youth generation also adult. Maybe we will try to do experiments in order to find out what leads to subjective bias or will it happen in animals(some of the animals that live in groups)?

# Identify the Target Audience

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## | Who Are They?

Our topic is very large, so people who has clear perceiving to life are all in our range no matter their jobs and ages. And extreme crowd and citizen who always hold opposite idea with majority are our first target audience.(We use network questionnaire investigation and online asking to get information) On the other hand, we also ask our classmate, friend, and family members. And then we ask strangers (Near our school and each team member's home) by different places. So we can collect information and compare them to get important point.

## | Why Are They?

Son preference is a very large problem. Almost everyone who are influenced by son preference ( the scope is network and people around our school), so everyone's opinion is valuable. And however this group is very large, but it still can be separated by several kinds. If we can influenced the particular people of this several kind, so it is possible for us to change a large group people which are similar. We can make them treat people and things as equals as possible.

## | What is your scope?

We plan first effect our own school. Then we may improve to our community. We will work hard and spread our knowledge as far as possible.

## | How to reach them?

We will conduct field investigation(send questionnaire investigation, put it online, ask friend from different places) and conduct in-depth analysis of mobile phone data. Meanwhile, we also organize a debate to communicate with other students to collect their thoughts.

# Identify the Key Message

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## | The Key Message

Our topic is "Decreasing sex discrimination----Reducing son preference" , which manifests this purpose in many aspects of society, such as the unpopularity or special requirements of female employees in work, and the prejudice of parents towards boys and girls. It is pretty unfair and negative for social progress.

The significance of reducing this phenomenon lies in: revising people's concepts, mutual understanding, giving necessary help and understanding, so that gender is no longer a restrictive condition, but a symbol.

We will analyze objectively what is "gender discrimination" and not just for one gender, but for both sides to obtain fair rights.

People with different hobbies and values should respect and understand each other. Gender should never become an obstacle in the progress toward equality. Under no circumstances should a person be judged by his or her gender. Today, Sex Discrimination is becoming a big deal, more and more people think about that. As teenagers, we need to change even eliminate this thought firstly, even change the world which has this wrong viewpoint. This is our goal, and the reason we stand here!

## | The Tactics Behind

In order to prove the Key Message, we find many examples to support that. By the way of investigation to strangers, questionnaire investigation ( paper and online), ask people with different jobs (all kind of worker in school, students who have already graduated from school) , we got full information to support our reasoning. For example by comparing the data, we find that people who experienced son preference are much difficult to success than people who didn't experienced. And this kind of people are always nervous or easy to be scare. This made them live harder than others.

So from this kind of cases, we reason that son preference has already be a hard question now. Even it has becoming better as the developing of economy, changing the condition are still necessary to do.

# Choose the Platform

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## | The Platform Chosen

We are going to find a propagating platform which can spread the presentations and speeches of the racial discrimination so that audiences have chance to learn more information about it and understand what our group want to do. The platforms that we have chosen allow us to spread our messages and purposes both with China and international. Such as Weibo, TikTok, Twitter Facebook and YouTube. The first step, we plan to upload our brochures and video to the Weibo so that we can be able to spread information around all over the China. The next step, TikTok, a kind of international video platform, is used to share our interview videos and brochures in order to make foreign friends focus on our topic. Under the premise that foreign friends can see, we will upload our materials into the Twitter, Facebook and YouTube as possible as we can. Because person of different classes have unlike views. The platforms will involve the video and interview parts for different age people and diversity countries in order to collect their diversity opinion of the racial discrimination, Chinese racial equality and social equality. Most importantly, it is much significative for us to improve our popularity in this way. Also our approach may promote human to solve the social issues such as ethnic conflict. Although, we know that we don't have enough ability to influence the whole world, we can change the perspective of our friends of racial discrimination around our daily life.

## | The Alternative Platforms

We choose video as our selection platform, because we can easier show our materials such as presentations, posters and brochures and basic information. According to the way of videoing, it is a very infectious way for us to use to propagandize our topic. The another reason of we choosing the video as our alternative platform is that visual renderings are more attractive than words. Which means that video enables viewers to more intuitively understand the negative impact of the serious social problem of son preference. In addition, the video can reserve the speech , brochures and interviews which our team did. With regard to posters and brochures, the brochures will include the theme, opinions and insights of our group. Of course, it is very essential for us to make the beautiful pictures and layouts.

## | The Criteria to Evaluate

Our group decided to use these three methods to spread the ideas of our group. They are taking videos, by propaganda posters, and have speeches.

When we use the method of shooting video, we can spread our ideas well and let more people pay more attention to us. Therefore, we need to choose a good publicity platform, such as YouTube, FaceBook, WeChat, Little Red Book, Tiktok, etc. These are relatively more popular software than today. When people are in their leisure time, they can look at the hot spots with their friends and family, so they can easily watch them and play a publicity effect.

And paper propaganda can be done by a better method such as graffiti painting. Out of the exhibition, it is easier to attract people's interest. Most young people have very few reading habits in most years, and it is highly probable the phenomenon of high cost and low efficiency.

The last is the PowerPoint presentation and doing speeches, which can be rendered very well. To the seriousness of the idea, modern people rarely go to listen to a speech without famous people, they prefer to watch some interesting videos, and won't take time to listen the speeches.

## | The Rating Sheet

We choose to do a survey, send a promotional video and give a speech. We need to do a survey, but the respondents are those who have suffered gender discrimination because they are very clear about this situation, so they can investigate better. If we need to send a promotional video, we need to choose a better platform, because we need to let more people see, such as YouTube, FaceBook, WeChat and even Weibo, these are more popular software. This is true in many aspects of our lives. We also need to address our themes so that we can draw attention and make people.



# Set the Agenda

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## | Set the Agenda

From January till March, our team members discussed about our topic for a really long time.

From April 1st to April 15th, we made our questionnaires and sent them out. We also did the interview at the street in couple different cities.

From April 15th to April 21st, we collected our data, did the analyze and prepared for the online presentation.

From April 22nd till May 5th, we did deeper data analysis, cut the video and made video. We also finished up online part and opened our own Weibo page.

# Design the Packages

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 [Our Weibo account](#)

 [interview vedio](#)

# Create and Track the Impact

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## | The Execution Plan

We plan to organize some interviews in our own school, our nearby community and Shenzhen university and make questionnaires to ask people to finish them. Actually, Our members of team have been doing interviews since April 7th in Shenzhen university and our own school. We have collected almost 1400 paper version of the questionnaires and nearly 300 electronic questionnaires. We are planning to organize some presentation or speeches to share our opinion so that we can be able to encourage more and more people to care about son preference. In addition, we will reserve the scene by videoing and upload the video to the internet. Such as Weibo, TikTok, Twitter Facebook and YouTube. The first step, we plan to upload our brochures and video to the Weibo so that we can be able to spread information around all over the China. The next step, TikTok, a kind of international video platform, is used to share our interview videos and brochures in order to make foreign friends focus on our topic. Under the premise that foreign friends can see, we will upload our materials into the Twitter, Facebook and YouTube as possible as we can.

## | Impact Statistics

Our members of team have been doing interviews since April 7th in Shenzhen university and our own school. We have collected almost 1400 paper version of the questionnaires (students of our own school and teachers) and nearly 600 electronic questionnaires. In addition, we did 20 field interviews which include Chinese teachers, foreign teachers and Shenzhen citizens. For now, we have reserved nearly 25 videos.

## | Collect Feedback

We sent out around 2000 questionnaires and got them back. According to our data, 48 percent of male did the questionnaires and 52 percent of female did the questionnaires, 53 percent of the 2000 were from age group 14-18. 16 percent were from age group 18-24. 10 percent were from age group 25-30, others were over 30 years old which means we have more teenagers who did the questionnaires. 79 percent of people were still single, 19 percent of people already married and 2 percent of people divorced. We have 57 percent of people

from Guangdong province and others are basically from all over the China except couple places. We basically covered all over the China.

When we are asking the question have you ever experienced son preference in your family, there are still 38 percent of people says yes. We chose another way to ask the question then by asking do you know anyone who around you that you know have experienced son preference and around 70 percent of people says yes. We also asked how son preference influenced their life and asked them to rank it from 1 through 10 (10 means this brings them some horrible influences and 1 means it doesn't hurt them too much), there are only 40 percent of people chose 1 and 7 percent chose 4, 12 percent chose 5, 5 percent chose 6, 7 percent chose 7, even 6 percent chose 10.

According to all the data we have, we can clearly found out there are still so many people especially teenagers are getting hurt from this social issue.

# Review and Reflections

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## | What Are Successful

Our members of team have been doing interviews since April 7th in Shenzhen university and our own school. We have collected almost 1400 paper version of the questionnaires (students of our own school and teachers) and nearly 300 electronic questionnaires. In addition, we did 20 field interviews which include Chinese teachers, foreign teachers and Shenzhen citizens. For now, we have reserved nearly 25 videos.

When we are having conversation with those people, most of them are willing to hear us and also willing to share our thoughts to their family members and friends. We also got so many positive responses which proves our topic is helpful and still a big issue in Chinese society. We also opened our Weibo page recently and attracts more and more people to follow and talk.

## | What to Improve

In my opinion, I think that we expend too much time and energy in choosing our topic. If we can identify our topic quickly, we may have more time to think about how to arrange our research. Also, we may have more opportunities to prepare better interviews. I mean that we can have better equipments to take the video and more colorful questionnaires.

## | Summarize Learnings

Most importantly, we should clearly understand that everything has its opposites and we can't be too absolute about things. As the topic of son preference, not everyone agrees that it is a serious social problem. They just think that it is a kind of culture and some family just follow the culture. We cannot eliminate son preference completely. We can have ability to change the closed mind of old people or rural persons.

# Appendix

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## | Presentation File

 [\\_presentation file](#)

## | Team Credits

Zihan Zheng :

In the JEA competition, I am mainly responsible for the following parts:

1. Write the "The Alternative Platforms" section of "Choose the Platform" .
2. Statistical network and paper survey data
3. Send questionnaires to the public in Zhongshan and other places to enrich data and expand our influence.
4. Interview the citizens and friends around and shoot videos.
5. Create video subtitles and edit videos.
6. Prepare places and facilities for presentation.

Yuqing Sang:

During this JEA project, I was the person who was in charge of the whole project. I started with organizing people and sending works to different person at first and being the leader of the group. I basically did everything through the whole project and we are all helping each other to keep in the right track. When we had a specific plan, I started to lead our group members to write and fix those texts, I made the questionnaire and all group members sent them out to the public and had conversations with citizens. I also went to couple different places even cities to interview people. In the middle of April, I prepared the PowerPoint for the online presentation, I' m also the only one who attended the presentation. Furthermore, after the presentation, I started to make the subtitle for our video and created our Weibo account. I also wrote our introduction paragraph and will in charge of uploading everything to the account.

Zhaoyu Tang

In this JEA competition, I am mainly responsible for the following parts: Write the "The key message" section of "Identify the Key Message". Statistical network survey data.

Distribute questionnaires in the field, enrich the data, and make the participating people comprehensive.

Interview and interview local passers-by, ask them about their views on gender

discrimination, understand how people think about gender issues, and add informative content.

Translate the video subtitles after editing.

As well as some piecemeal matters, it is to improve the project and make people understand what we are doing and why.

ZiKai Weng

In this JEA competition, I am mainly responsible for the following four points of work,

1. Prepared a lot of questionnaires and sent them to passers-by at Shenzhen University to let them fill out
2. Interviewed a teacher and taxi driver
3. make Subtitle for the video of an interview passerby
4. Explain to the classmates and parents about the importance of our them.

Zhengyi Zhong

During the JEA competition, my mainly responsibilities are writing for the documents and handing in harvest of our team. Firstly, I helped modify and write the text of our group. Then, I am concerned at the time that the JEA official asks for the time of the work so that we can hand in the work on time. In addition, I am responsible for distributing questionnaires from our group to the students around our daily life.

ZiHui Wang

In this competition, as a member of the team, I am mainly responsible for the following events.

1. Prepared a lot of paper surveys for Shenzhen University students and asked them to fill out the questionnaire
2. Interviewed two people at Shenzhen University and the driver's master
3. Edit the video they interviewed

ZhuMingZhe

During the JEA competition, my mainly responsible for the following parts :

1. Conduct video interviews and voice recordings in the civic center and coco park
2. Responsible for uploading questionnaires and collecting
3. Responsible for finding a communication platform
4. Translating Chinese in the video into English

Mingming Zhou

In this JEA competition, I am mainly responsible for the following four points of work,

1. Write the "The Tactics Behind" section of "identity the key message "
2. Translate the three interviewing into english
3. help to create the PPT
4. Explain to the friends and parents about the danger of son preference

## Judge Comments

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" I think this topic is really interesting, but agree that it might be too large for the scope of the task. Narrowing your research topic may have been more helpful (i.e. Understanding son preference in mothers under the age of xx). "

" Please explain: why do you consider this successful? Quantity of responses? Or something else? "

" I value the fact that you decided to take on a topic so indicative of your cultural history regarding how a society values girls and boys differently. While sex discrimination exists world wide, China has a clear history of the "son preference" practice from the start of the Chinese patriarchy. It is absurd that the attitude that males have more value in life than females is still one pushed in parts of the world. Your research demonstrates this is primarily an attitude popular in less educated and more rural areas. I enjoyed the interviews you captured and shared in your presentation--seeing those brought life to the presentation and gave it stronger credibility. Nice job. "

" There was an enthusiasm and energy to this presentation that I liked very much (though the super-casual "cool" that kicked things off and the "okay, I guess that's it" at the end were too casual - just remember for next time). For me the energy showed engagement and a desire to master the topic. Some presentation choices were questionable (because son preference is such a powerfully Chinese cultural concept, introducing the issue of son preference by using an interview with a Ukrainian woman would not have been my first choice). The urban-rural divide also could have been discussed in greater depth. One note: When presenting survey data ("survey of teens" "regional experiences") make sure that your titles incorporate the question that produced the results you are showing, e.g., "Do your parents prefer a brother over you?" The number of respondents, when the survey was conducted (e.g., "April 10 to April 15") and the location also should be included. This should happen for each and every chart or graf, not just one slide. (end of Beatrice comment) "

" Like your format: video interview, surveys, etc. and the enthusiasm during presentation, but make sure the responses you collected are representative to the phenomenon, especially when choosing the 5 cities. Meanwhile, you'd better narrow down your topic to a specific area instead of the vague topic "son preference", which is not clear and not easy to execute. For example, you could compare the different attitude towards "son preference" in different regions in China, or the bad influence to girls suffering son preference. You may find interesting results. "



